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Comparative Study of Impact Online and Offline Marketing among Residents of Ungwan Dosa in Kaduna State

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Abstract- This study examines the comparative analysis of impact online advertising and offline advertising among residents of Ungwan Dosa in Kaduna State. The objectives this study is to find out the merit preferred type of advertisement among the residents. To examine the types of advertising that the people of Ungwan Dosa react to the most and to know the factors behind the preferred types of advertising among the residents of Ungwan Dosa in Kaduna State. The theory used for this study is Technological Determinism Theory. The study makes use of in-depth interview method in order to elicit the opinions of residents of Ungwan Dosa in Kaduna State. Four in-depth interview was conducted using an interview guide. The method of data analysis used was thematic analysis. The findings of the study reveals that online advertising influences my decision on what to buy on a particular product. Online advertising to gain more insight into consumers' response and perception of the Internet as an advertising medium. Online advertising influences my choice on what to buy more often and it has effect on my in the buying behaviour.

Keywords: *comparative, online advertising, offline advertising, marketing, consumers, costumers.*

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COMPARATIVESTUDYOFIMPACTONLINEANDOFFLINEMARKETINGAMONGRESIDENTSOFUNGWANDOSAINKADUNASTATE

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Aleyomi Timileyin Paul [α] & Muhammad Bashir Ali [σ]

Abstract- This study examines the comparative analysis of impact online advertising and offline advertising among residents of Ungwan Dosa in Kaduna State. The objectives this study is to find out the merit preferred type of advertisement among the residents. To examine the types of advertising that the people of Ungwan Dosa react to the most and to know the factors behind the preferred types of advertising among the residents of Ungwan Dosa in Kaduna State. The theory used for this study is Technological Determinism Theory. The study makes use of in-depth interview method in order to elicit the opinions of residents of Ungwan Dosa in Kaduna State. Four in-depth interview was conducted using an interview guide. The method of data analysis used was thematic analysis. The findings of the study reveals that online advertising influences my decision on what to buy on a particular product. Online advertising to gain more insight into consumers' response and perception of the Internet as an advertising medium. Online advertising influences my choice on what to buy more often and it has effect on my in the buying behaviour. And the study conclude that concluded that online advertising has significant influence on preference for service delivery of online shops in Nigeria. Also, the study recommends that online advertising should be adopted by advertisers to strengthen brand promotion for goods and services.

Keywords: comparative, online advertising, offline advertising, marketing, consumers, costumers.

I. Introduction

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand, the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product.

In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how, consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view.

The internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing. These are even more important than watching or getting entertain by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online. The behaviour of online shopping is also known as online buying behaviour and internet shopping. Buying behaviour means the purchase of good over internet using web browser. Online shopping also consists the same five steps which is related to traditional shopping behaviour.

In the typical way of online shopping when the consumer needs some product or service they go through the internet and browse or search the things they need and their information. But rather than searching actively, many a times potential consumers are attracted by the information about the product they want. They see many products online and choose the best one which suits him/her. Then they purchase that product and finally the transaction takes place and post sales service provided by the online sites. Online shopping attitude and behaviour are related to the consumer.

Previous studied have focused on why the products of the online shopping is different from other products. Many studies have focused that the high touch products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping. Even with the increase in the online shopping and the recognition that online

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shopping is more likely to impose the pressure on offline shopping or traditional shopping. The research is very limited in this area or field. Online or e-shopping is a kind of electronic shopping which allow the consumer to purchase goods over the internet directly from the seller using a web browser. There are some alternative names of online shopping those are as follow- e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Mobile commerce or m-commerce is described as purchasing from the online retailer by the mobile optimized online sites or application (app).

In this view of the background, the researcher tends to examine comparative study of online advertising and offline advertising in Nigeria.

II. Statement of the Problem

In this competitive world, the offline market is dominated by online market which is a life in promotion and advertisement. Online shopping is rising very fast in recent years. Today, more people are connecting to the Internet and are ready to do business through online. Online or e-marketing is a kind of electronic marketing which allow the consumer to purchase goods over the internet directly from the companies using a web browser. Online marketing is a power full tool for selling and buying products to increase profits. Online marketing is most cost effective and more time efficient and more productive in today's technology world. Online marketing helps to collect direct feedback from the customers and customers can share their experience after using the product. Online marketing is dominating to offline businesses by continuous online advertisement strategies like. Email marketing, social media marketing etc. Traditional marketing is the process of marketing used in traditional way without help of digital technology like web, social media etc. Traditional marketing has been used by marketers for a long time. The sellers are using the traditional channels such as face to face communication, Banners, catalogues, TV, radio and magazines etc. to sell to their products to consumers. Marketing has been done physically.

a) *Objective of the Study*

The general objective of the study is to examine the comparative study of impact online advertising and offline advertising among residents of Ungwan Dosa in Kaduna State. The specific objectives are to:

(i) To find out the merit preferred type of advertisement among the residents of Ungwan Dosa in Kaduna State.

(ii) To examine the types of advertising that the people of Ungwan Dosa react to the most

(iii) To know the factors behind the preferred types of advertising among the residents of Ungwan Dosa in Kaduna State.

III. Literature Review

a) *Online Marketing Vs Offline Marketing*

There is a strong competition between both online and offline modes of marketing. Internet has affected marketing process by providing opportunities to customers using online marketing tools. Offline sellers are affected by online market and customer behaviour is changing towards offline market. Online marketing companies are expending a lot of time and money to promote their product and to increase their sales by giving digital advertisement which is relatively very less expensive than offline advertisement such as Newspaper, Banner and TV ads. A business has also advanced according to current trends because every business need customer. Companies are spending a lot of time on online marketing because they need customer retention and customers buy their product at any time (24*7). But in this scenario, offline businesses target their customers by traditional channels way and not getting so much responses by customers, and getting down their business gradually. quick access to information, which is available through both online and offline media of communication.

b) *Comparison between offline and online advertising*

There are lots of parallels between print and Web advertising because the text and graphic display of the Web resembles print, and the self-paced, self-selective nature of Web usage is also similar to print media. Many compare the effectiveness of print advertising versus Web advertising (Sundar & Kim, 2001). They all show the superiority of Web advertising over print advertising in achieving positive brand evaluation. Dahlen, Murray and Nodenstorm's (2004) study of Swedish business students is an experiment with real online advertisements. It illustrates the importance of differentiating between light and heavy Web users. Their study shows that Web advertisements outperform the print advertisements for low involvement products in understanding and recall of the ad, and for consumers with a negative disposition towards the advertised brand and for light Web users. The Web's vividness and interactivity characteristics open up for differences in how advertisements are processed in the two media. Compared to print, the Web offers more stimuli and could thus potentially keep the user's attention and interest longer. Web advertisements and print advertisements performed equally well for high-involvement products, for consumers with a positive disposition towards the advertised brand and for heavy Web users. They suggest that image advertising on the Web is better suited for low-involvement products and for consumers with a negative disposition towards the brand.

Similar findings on the superiority of web ads over print advertising in generating advertising effect

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such as purchase intention is shown in Kimefeld & Watt's (2001) study. Their study compares the response to promotional offers in print and Web advertisements. They find Web advertisements are more effective in improving attitude toward the ad and in purchase intention than print ads. They explain that the increase in promotional offer acceptance behaviour in Web transactional ads by the comparative ease of accepting the offer on-line.

Marlow (1997, p.13) affirms arguments that advertising on the WWW is different from traditional print and online advertising in that it presents the opportunity for advertisers to interact with potential buyers, to generate feedback and, in the process, create a more meaningful communication experience. Online advertising does not merely constitute an electronic version of a print, radio or television advertisement, but requires different layout and design techniques.

Hamill and Kitchen (in Kitchen 1999, p.387) call for a new 'Internet marketing mindset', which should be directed at building long-term relationships with customers, rather than concentrating on the 'hard-sell approach'. Hamill and Kitchen (in Kitchen 1999, p.396) also conclude that the traditional one-to-many model which has had many implications and consequences for marketing theory and practice, cannot be applied to marketing on the WWW and that a new marketing paradigm is therefore required for this new medium.

They call for a new model in which consumers are not 'passive receivers of marketing communication', but one that provides them with 'more control over the search for and acquisition of information relevant to consumer decision-making', as well as allows them to become active participants in the marketing process. It is for this reason that they regard the main distinctive feature of the Web (as emphasized by Hoffman & Novak, 1996) as being a hypermedia computer mediated environment (CME) which contrasts with traditional marketing communications models for mass communication.

Theorists and scholars put forward numerous arguments about the advantages of online advertising. Accone (1998) argues that while traditional media are time or space orientated (which means that advertisers will have to increase expenditure for larger or longer advertisements), the WWW presents an extremely cost-effective medium for large amounts of information in a wide range of formats (cf 3.2). The WWW can also complement advertisements in traditional media and presents advertisers with exciting new advertising opportunities and challenges. But as new technologies are continuously changing, advertisers will always need to make the right choice, keep up with new technology and constantly evaluate technological needs.

Traditional media will, however, never be replaced with online media. The WWW is rather used to supplement messages in traditional media (Boone & Kurtz 1999, p.620). According to Lyke (2000, p.33), the WWW appears to have the potential to challenge the 'media status quo' of traditional advertising in that promises consumers 'free' global exposure to hundreds of millions of consumers. Many would therefore mistakenly believe that traditional media such as newspapers, magazines, and radio and television stations would attract fewer advertisers. Advertising, public relations, direct marketing and sales promotions are, according to Lyke (2000, p.33), still the best tools available for brand building because large segments of consumers are often unconsciously exposed to these media which make repetition of brand names possible.

Bonello (2000) agrees that organisations realize that there is still no substitute for traditional media when it comes to generating brand awareness effectively. Traditional media may not be as cost-effective as online advertising, but are more functional if advertisers want to make a huge impact quickly, because they present concentrated forms of advertising media. Online organisations tend to focus more on online media and public relations in the first phase of their marketing strategy in an attempt to generate initial traffic to their respective Web sites. Traditional advertising methods are then used to complement the online advertising messages.

Although it is believed that advertisers now rather turn to online media than to traditional advertising media, recent changes to traditional media may abate these arguments. Television, for instance, has changed significantly over the past few years and new dimensions, such as interactive television, have been added to the already many possibilities of television as an advertising medium. Interactive television changed the traditional relationship between advertisers and broadcasters since advertisers have always paid a specified amount of money for advertisements of specific length between programmes but, with interactive television the consumer can now choose what to view at what time and this allowed for the development of an entirely new paradigm.

IV. Review of Related Studies

Devaraj et.al (2016) critically analysed an empirical study in USA regarding examination of online channel preference. He examined the behavioural and economic features that add to online consumer's satisfaction and further head to their preference of online channel. The results indicate that asset specificity and uncertainty structure variables the electronic marketplace are related with the conduct constructs such as, personalization, website design, time responsiveness, security and reliability of the online channel. Further, it was found that, personalization, time responsiveness, security, and reliability are also significantly linked to the consumer satisfaction outcome

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with the channel. Website design has not significant effect to online consumer's satisfaction. Finally, it was indicated that satisfaction resulting from the above conduct variables was strongly related to the consumer's preference online channel preference.

Chaing and Dholakia (2018) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variables in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there is difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet.

Kim, (2018) examined an empirical study in UK to develop an index of online customer satisfaction; this study integrates and applies the concept of satisfaction from three field's i.e. marketing, management information system (MIS) and e-commerce. The main function of this paper is an exploration of the factors affecting satisfaction. The results show that ten factors on index are good exponent of satisfaction repurchase behaviour and repurchase intention.

Tabatabaei (2019) has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping. He has done a survey of 264 respondents in a small mall and then those data were analysed by him. All the customer of this study is literate and has knowledge on computer and internet. The survey consists some of the question like demographic profile, computer knowledge and the knowledge over the internet. The outcome of the study was that the consumers of online shopping use to shop online more than one time in a month and the consumer of offline shopping shop one to five times in a year from shopping sites.

Danaher et.al (2020) focused on the loyalty of the 100 brands over the online shopping and offline shopping of 19 product of the grocery. They compared the grocery items of both the shopping with starting model which is a new segmented of Dirichlet model, this model has very dominant features which gives the exact classes for the brand choice and also gives the real model for the purchasing behaviour. The outcome of the study revealed that the reality of the high brands by the high market shares bought the online shopping much greater than the expected. But in case of the small share brand, it is just reversed. However, in the traditional shopping the expectations and the observations are not at all links to the brand share.

V. Theoretical Framework

a) Technological determinism Theory

To properly position the study, the researchers adopted Technological Determinism Theory, and Diffusion of Innovation Theory. Technological determinism theory was propounded by Marshall McLuhan in 1962 during a critical study of media and culture in England. He was trying to decipher the media environment that surrounded him and found out that we are living in a new age of technology that has never been experienced before which he termed the Oracle of the Electronic Age. He asserts that we shape our tools and they in turn shape us. He was also the first to suggest that evolutions in communication had a direct impact in the existing society. However, according to Huster (2005, p.33), McLuhan was unique in saying the channels of communication are the primary cause of cultural change. In this sense, McLuhan argues that once a technology, and especially a communication technology is introduced into society, society changes. Technological determinism seeks to show technical developments, media or technology as a whole, as the key mover in history and social change. It states that the media technology shapes how we as individual in a society think, feel, act and how society operates as we move from one technology age to another. We learn, feel, and think the way we do because of the messages we receive through the current technology that is available. He posits that the electronic media would compound the world into a global village. To state one example, Holster (2005), says that television and the internet are technologies which could be argued to have had a major effect upon a society, causing a completely new pattern of leisure to emerge, and "shrinking" the world to the extent that national differences are no longer so pronounced.

Technological determinist interprets technology in general and communications technologies in particular as the basis of society in the past, present, and even the future. They say that technology such as writing or print or television or the computer and the internet 'change society'. Postman (1993) says that in its most extreme form, the entire form of society is seen as being determined by technology; new technologies transform society at every level, including institutions, social and cultural phenomenon are seen as shaped by technology. 'Human factors' and social arrangements are seen as secondary.

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VI. Research Methodology

The study adopts in-depth interview (IDI). An in-depth interview is an open-ended, discovery-oriented method to obtain detailed information about a topic from a stakeholder. In-depth interviews are a qualitative research method; their goal is to explore in depth a respondent's point of view, experiences, feelings, and perspectives. Hence the population of this study are residents of Ungwan Dosa in Kaduna State. A sample size of three respondents was drawn ranging from 18 to 45 years, from using purposive sampling method. The study used the purposive sampling technique to conduct four interview sessions based on the characteristics of those that fall within the age group for the study. The data derived from IDIs was first of all transcribed translated and the researcher used thematic analysis.

VII. Data Presentation and Interpretation (See Attached Appendix)

a) Findings

The data generated in the study was discussed according to the research questions. Hence, the research questions are presented first and then the data are engaged in answering them. Not only is the discussion based on the data presented, it is also based on existing literature on the subject.

Finding reveal that online advertising encompasses all of the digital and internet-based channels that help advertisers reach a wide audience with their messaging and offline advertising, sometimes referred to as "traditional advertising," relies on the television, radio, newspapers, magazine etc. to get marketing messages out to a target audience. The study revealed that consumers strongly value the high level of convenience, online shopping contributes to their life. This convenience results from factors such as the easiness to see discounts and prices and the greater availability of products compared to offline stores. These results support the findings made by Levin, Levin, Heath (2013) and Levin, Levin & Wellner (2015).

Another finding reveal that online advertising is the most preferred by people than offline advertising because the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from.

Finding reveal that online advertising influences my decision on what to buy on a particular product. Online advertising gains more insight into consumers' response and perception of the Internet as an advertising medium. Online advertising influences choice on what to buy more often and it has effect on the buying behavior. This is inline with Goldsmith and Lafferty (2019) in their study on consumer response to Web site and their influence on advertising effectiveness findings revealed that consumer who have a positive attitude towards an online advertisement are more likely to recall the advertisement that those who have a negative attitude. Chu (2011) customer's attitude towards the website indicates their attitude towards its content: Customers are more likely to accept and rely on information they see on a website they appreciate.

It also reveals that online advertising is faster than the offline advertising, because it could reach a wide coverage of audiences and online advertising is faster than offline advertising because online advertising reach high up to people all over the globe.

Findings revealed that online advertising impacted on a few customers of brand awareness. This indicates that not many of them have adopted the use of the internet to access information about products. Finally, online advertising did not aid recall of products as customers relied on other traditional advertising as well as impulsive buying behavior and word of mouth.

Lastly, Findings reveal that, feedback is one of the most important, unlike the offline advertising, you can get to even interact with agents online before buy or purchasing the product, it even gives room for interactivity. That Online advertising is more lucrative than the offline advertising, this is because feedback is one major thing someone can do online before even buying the product.

VIII. Conclusion

The study concludes that online advertising has significant influence on preference for service delivery of online shops in Nigeria. The study also concludes that online advertising has only affected very few customers towards product awareness, patronage and recall product offerings. This paper concludes that consumers who are into online shopping as well as traditional shopping to rate both the channels in the terms of performance, products, time of delivery, quality and other related aspects of online and offline shopping.

IX. Recommendations

In view of the findings of this examination, the paper suggests the following:

1. It is important for organization to design their online advertising in attractive texts, images and even videos to create better awareness of their various products. The adverts should be very alluring to be able to decoy customers towards products.
2. Marketing executives should persuade customers on one-to-one bases to adopt the online marketing. They should convince them by outlining for them the expected benefits that online advertising will bequeath them with.

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3. It is necessary to offline sellers have to take initiative for promoting their business by magnetizes advertisement and giving some seasonable offer to attract customers to increase their sale.
4. This has gone a long way with addressing the trust and security issues associated with buying products online. Also, in a bid to increase trust and encourage online shopping, future trend may experience reduction in and more accurate lead time.
5. The firm needs to establish ways of ensuring they maintain a positive customer attitude and this could be done by ensuring a high quality of online advertising. There is also a need to ensure that the nature of information of the online advert positively influence consumer decisions to purchase.

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Appendix

What's your name?

This study involves ten despondence which only four were purposively selected. Their names are Maimuna Buba (Ashiru Street) Joseph Isaac (Rock Road), Abdulmalik Idris (Guava Raod) and Hajara Bello (Lere Street).

Have you ever come across online and offline advertising?

Different reasons were given by the interviewees if come across online and offline advertising. According to Mrs Maimuna Buba ". Yes, I have come across online and offline advertising, online advertising encompasses all of the digital and internet-based channels that help advertisers reach a wide audience with their messaging and offline advertising, sometimes referred to as "traditional advertising," relies on the following channels to get marketing messages out to a target audience." (Buba, 25/11/2020, Ashiru street). Joseph Isaac said "yes, online advertising refers the promotion of brand or company on the online platforms such as Facebook, google, twitter, youtube etc. Due to constant increase in the number of people using internet online advertising is in the trend by companies and brands. Online advertising is in the trend people are still inclined more towards offline advertising which is promotion of brands or companies in real rather than using television, radio etc." (Joseph Isaac, 25/11/2020, Rock Road).

Are you aware of online advertising or you rely on offline?

Some reasons were given by the interviewees on awareness of online advertising or if rely on offline. According to Abdulmalik Idris "When it comes to which is better, online or offline advertising, both can be used separately, or together, to create powerful campaigns." (Abdulmalik, 25/11/2020, Guave Road). Hajara Bello said "Online advertising also helps to stay connected with the customer and build up the strong bond. You can easily target your customer based on their requirements and their difference in the nature and age. Earlier it was believed that by doing offline marketing one can build a personal connection with the customer. But now it is considered to be more time consuming and costly". (Hajara Bello, 25/11/2020, Lere Street).

What types of advertising do you prefer?

Some reasons were given by the interviewees on types of advertising preferred. According to Hajara Bello said "I prefer online advertisement, Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from. A well-designed website can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings. Learn more about doing business online. Other ways to advertise your business online include promoting your products or services on social media sites, blogs and search engines and other websites that your target audience visits". (Hajara Bello, 25/11/2020, Lere Street).

According to Abdulmalik Idris "I prefer radio advert because advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers." (Abdulmalik, 25/11/2020, Guave Road).

Joseph Isaac said "I prefer online advertising; the Internet is used by online and offline companies to promote products or services. Banner ads, pop up ads, text ads and paid search placements are common forms. Banner, pop up and text ads are ways to present an image or message on a publisher's website or on a number of websites through a third-party platform like Google's Adwords program." (Joseph Isaac, 25/11/2020, Rock Road).

Does online advertising influence you in making decision or offline advertising?

Some of them gave reason on online advertising influence them in making decision or offline advertising. Joseph Isaac said "Online advertising influences my decision on what to buy on a particular product. Online advertising to gain more insight into consumers' response and perception of the Internet as an advertising medium." (Joseph Isaac, 25/11/2020, Rock Road).

According to Hajara Bello said "Online advertising influence my choice on what to buy more often and it has effect on my in the buying behaviour". (Hajara Bello, 25/11/2020, Lere Street).

Does online advertising reach you faster?

Different reasons were given by the interviewees if come across online and offline advertising. According to Mrs Maimuna Buba ".Said; online advertising is faster than the offline advertising, because it could reach a wide coverage of audiences." (Buba, 25/11/2020, Ashiru street). Joseph Isaac said "yes, online advertising is faster than offline advertising because online advertising reach high up to people all over the globe." (Joseph Isaac, 25/11/2020, Rock Road).

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Do you get satisfaction after the goods have been purchase?

The interviewee gave different opinion on the According to Hajara Bello said "yes I do get satisfaction after the goods have been good but sometimes, the goods are not what is advertise online.". (Hajara Bello, 25/11/2020, Lere Street).

According to Mrs Maimuna Buba ".i get satisfied, generally, price, quality, reliability, empathy, responsiveness are the main factors that influence the customer satisfaction and loyalty. Some of the detail factors that influence customer satisfaction and loyalty are discussed separately below." (Buba, 25/11/2020, Ashiru street).

Is there any means of giving feedback in online or offline advertising?

Some of them gave reason on means of giving feedback in online or offline advertising. Joseph Isaac said "Feedback is one of the most important, unlike the offline advertising, you can get to even interact with agents online before buy or purchasing the product, it even gives room for interactivity." (Joseph Isaac, 25/11/2021, Rock Road).

According to Hajara Bello said "Online advertising is more lucrative than the offline advertising, this is because feedback is one major thing someone can do online before even buying the product". (Hajara Bello, 25/11/2021, Lere Street).

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