ASSESSMENT OF ARTIFICIAL INTELLIGENCE IN INTEGRATED MARKETING COMMUNICATIONS OF JIJI ONLINE NIGERIA

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Abstract

The study entails Artificial intelligence (AI) assessment in integrated marketing communication of Jiji online Nigeria. It adopted qualitative and quantitative approaches, as well convenience and purposive sampling techniques through the use of online survey questionnaires to reach out to its online potential customers, IT students and staffs of Jiji online Nigeria. A total number of 376 respondents participated in the study. Finding from the study reviewed that application of AI in marketing operation contributes to the sales growth of Jiji Online Nigeria through its tools such as chat-bots, automated contents, e-mail marketing, personalized services, and display of current social media trends on digital marketing. Although, utilization of AI is not without challenge, as business utilizes AI are commonly faced with high data processing challenges and that some customers are mostly not willing to interact with AI. Also, the application of AI in marketing assists Jiji Online in its smart segmentation of target market as customers affirm that the messages, information, content and services via AI are relevant, and it based on their geographic location, search history, and purchase history. Findings indicate that AI assists Jiji as it promotes adverts for it products and services to it customers. It offers customers personalized services such as personalized offers and promotions, personalized payment on discount percentages and engages customers via email, SMS, and chats.

Keywords: Artificial Intelligent, Assessment, Integrated Marketing Communication, Jiji Online

Introduction

In the 21st century, AI became a necessary business operations issue in marketing to gather insights on customers and produce better content, which are personalized and optimized for the customer patronage (Riserbato, 2023). Marketers use AI for customer engagement to increase efficiency and enhance online user experience (Jarek and Mazurek, 2019). AI assesses integrated marketing communication through providing customer behavior with new insights, and customer services to users through various digital marketing platforms, which online users use to assess and enquire about products and services. Not just that, it represents the biggest phase in the evolution of marketing technologies (Eric, 2020). It supports tasks and operations including web development, external email marketing, social media monitoring, digital marketing and lead generation. Therefore, the discovery of AI has transformed the face of marketing. AI integration into the Nigerian online or digital market place has brought a lot of changes and transformation in the marketing environment, changing the way and manner marketing is done. Ewanlen and Asaolu (2023) say that AI exhibits great relevance in nearly all facets of marketing practice; it is used to extract info, develop customised digital marketing experiences and building an exceptional customer experience. Nyong, Samson and Akarika (2023), note that AI is used to determine customer behaviour in enhancing the face of digital marketing and how companies utilise it to improve their performance. AI assesses inventory management to improve computer mediated communication which enables displays such as chats, emails, audio, video, sending SMS etc on social media platforms, online application and e-commerce sites emerges with the help of AI correlates to enhance interactive ways for communication and feet-back connection between the

companies and its consumers based on credible content management systems and Algorithms.

However, the benefits of AI in Integrated marketing communication improves personalization which uses software like customer data platforms and content management systems to collect customer data across channels and aggregate it into a central repository, which enables marketers to integrate the data with marketing automation tools for personalizing marketing contents, offers, and discounts on products to its customers. AI enables brand recognition in integrated marketing communication which enables branding elements such as logos, trademarks, colours, symbols and voices like customer service support to create consistent brand experience and so to position the brand in the minds of the customer for recognition. Therefore, companies that understand the use and application of AI are likely far more like to run successful campaigns, as they are able to reach the company easier and at the right time (Muhamud et al, 2022).

Utilization of AI is not without challenge, as business utilizes AI are commonly faced with high data processing challenges as well as a constant development of organisational analytic capabilities (Gupta et al. 2020; Brobbey, Ankrah and Kankam 2021) also customers are mostly not willing to interact with AI. This study seeks to ascertain the role of artificial intelligence in integrated marketing communication, with its focus on Jiji Online Nigeria. As a result of AI business are capable of processing organized and unstructured data rate accuracy far above that of humans, as well as correlate data pieces in order to acquire insights into consumer base and make future projections (Attaran and Deb, 2018). However, there are challenges on implementing AI in marketing communication which includes lack of customization on integrating AI tools with existing systems and ensuring privacy with customer data security.

However, a major change among others for AI Integration is involved with high budget cost expensive. This process demands AI experts and domain specialists to work with high budget cost expensive operation in order to fine-turn their solution to satisfy organizational requirements, including stakeholder participation. Also, computing power the

degree power of computing and deploying AI models needs high-performance computing devices due to algorithm complexity and computational limitations. Data privacy and security is relevant since AI requires large amounts of data for operation and training, there are possibility of leaks, breaches and misuse due to data assessment and insecurity management. Ethical and Legal issues of AI assess the fact that AI origination has broken lots of protocol and it becoming a transformation game player in every sector involvement is faced with an autonomous faulty systems related to copyright emergence due to ownership of content created by AI and its algorithms.

Those that have not adopted the use of AI in their businesses or online companies are unable to make real-time, data-driven decisions, as modern marketing requires an in-depth grasp of customers wants and interests, as well as the capacity to act swiftly and effectively (Camilleri, 2017). Therefore, the researcher sought to assess AI in integrated marketing communications using Jiji Online Nigeria, as it will build on previous research and highlight the assessment of AI effectiveness in e-commerce on the internet.

Research Objectives

1. To assess how AI in integrated marketing communication contributes to sales growth of Jiji Online Nigeria.
2. To assess how AI in marketing assists Jiji Online in its smart segmentation of target market.
3. To assess how AI assist Jiji online in its promotions and personalization on its contents about products and services to customers.

Research Question

1. How does AI assess in integrated marketing communication contributing to sales growth of Jiji Online Nigeria?
2. How does AI assessment in marketing assists Jiji Online in its smart segmentation of target market?
3. How does AI assessment assist Jiji in the promotion and personalization of Jiji Online content for it products and services to customers?

Literature Review

Artificial intelligence is an emerging technology that corporations commonly engage to track real-time data, analyses and promptly respond to customer's requirements, Wirth (2018). AI as an emerging technology that serves as a vehicle for competition as it enhances product and service offerings. Specifically, it holds enormous potentials in the transformation of marketing activities. As a result of these potentials, marketing managers have begun the search for the most profitable means to harness artificial intelligence marketing capabilities.

AI assessment in integrated marketing communication enables consumers to advance in online shopping engaging them with brands on their preferred channels, adverting promotional sales offers and discounting percentage that could boost sales patronage at customers convenient at any time and place. High level of personalization in integrated marketing communication creates positive opportunities on customer patronage, builds customer loyalty due to the unique-selling point on the quality of products and services offers can help business boost profits and as well retain existing and new customers based on loyalty. Wichert (2020) remarked that artificial intelligence assist in the rapid resolution of difficult situations faced on digital or online marketing.

Assessment on AI applications in Integrated Marketing Communication

Digital Marketing: The term digital marketing refer to firms' reliance on digital platforms for the promotion of products. The common platforms suitable for the marketing of products include among others internet web pages, mobile devices, social networking sites, search engines, and other related platforms. According to Baron (2022), digital marketing became popular with the advent of internet into business space in 1990s. In reality, digital marketing share similar features with traditional marketing practices. Bughin (2015) note that it is the adaptive digital touch points that artificial intelligence offers that enhances the capacity of digital marketing, that is, that as more offline customers migrate to digital technologies and the younger, technologically savvy customers are converted, traffic and interactions are expected to be on the increase annually.

Social Media Marketing: In a typical market setting, this platforms are considered as places where individuals connect and share information, thoughts and opinions (Kaplan & Haenlein, 2010). On the other hand, Chen, Ibekwe-SanJuan and Hove (2013) assert that consequent upon the unique features of social media, notable transformation have occur in business practice, such as, it facilitates communication that were hitherto impossible between businesses and customers. In fact, ease in communication is made possible through social networking platforms, messaging sites and creative communities. This ease in communication among members result in social connection. According to Quinton and Wilson (2016), social connection result in social bonds. The degree and duration of these relationships to a large extent determines members' strength or weakness. Bolton, Libai, Bugel, de-Ruyter, Gotz, Risselada and Stephen (2010) are of the opinion that the availability of social media data facilitates business managers' capacity to manage consumer connections more effectively.

Content Marketing: Hollebeek and Macky (2019) considered content marketing as the distribution of beneficial brand related information to potential and current users. The emphasis of content marketing when compared with traditional advertising practices is utility addition to market targets. This in most cases take the form of teaching and assisting customers on how to make well informed decisions (Vollero & palazzo, 2018)

Brobbey, Ankrah and Kankam (2021) conducted a study on the role of artificial intelligence in intergrated marketing communications. A case study of Jumia Online Ghana. Through the use of both quantitative approaches, as well as convenience and purposive sampling techniques, the study obtaine quantitative data from online customers. A total of 115 respondents participated in the study. Four research questions guided the study of this research. The study revealed that Jumia Online Ghana boost their marketing communications; undertake marketing leads; and promote their contents and products through the use of Artificial Intelligence.

Nyong Samson and Akarika (2023) investigated Role of artificial intelligence in

enhancing digital marketing in Nigeria. The objectives of the study were: to identify the prominent tools of Artificial Intelligence in digital marketing, examine the level of exposure of Artificial Intelligence tools among digital marketers, to determine the role of Artificial Intelligence on consumer buying behaviour, and to find out how Artificial Intelligence can be used in enhancing the face of digital marketing and how companies utilise it to improve their performance and customers' experience. The study employed the qualitative research method. Marketing Automation Theory and Technological Determinism Theory were adopted to back the study. Findings from the study show that AI plays a prominent role in digital marketing. The study discovered that majority of the marketers are exposed and conversant with the prominent tools of AI. It was also revealed that AI has influence in digital marketing. Further findings show that majority of the marketers and companies are using AI to improve their business and customer experience.

Ewanlen and Asaolu (2023) investigated artificial intelligence in marketing. This paper sought to examine the influence of artificial intelligence on marketing practice in Nigeria. Specifically, objective of this study is to examine the roles of artificial intelligence in marketing and to ascertain the level of Nigeria's preparedness for artificial intelligence intervention in marketing practice. The study adopted the desk research method that entails a review of extant literature. The study review extant literature on the roles of artificial intelligence, sphere of artificial intelligence influence, rationale of firms' deployment of artificial intelligence and the place of Nigeria in artificial intelligence global marketing space. The study found that artificial intelligence exhibits great relevance in nearly all facets of marketing practice. In the same vein, the study report that despite the nascent state of artificial intelligence deployment globally, its presence in Nigeria is at best non-existent.

Therefore, this study advocates among others that marketing scholars continuously shed light on the place and potentials of artificial intelligence, firms with the intent to remain competitive need to embrace these emerging technologies while government should provide the enabling technological infrastructure that could facilitate firms adoption of artificial intelligence.

Theoretical Framework
This study was anchored on the technological determinism theory

Technological Determinism Theory

The term "technological determinism" was coined by Thorstein Veblen in 1962, and this theory revolves around the proposition that technology in any given society defines its nature. Technology is viewed as the driving force of culture in a society and it determines its course of history. It is a reductionist theory that assumes that a society's technology progresses by following its own internal logic of efficiency, while determining the development of the social structure and cultural values. It states that media technology shapes how we as individuals in a society think, feel, act, and how the society operates as we move from one technological age to another. Corroborating McLuhan's theory that we learn, feel, and think the way we do because of the message we receive through the current technology that is available.

The theory basically explains the fact that changes in communication technology produce profound change in our societal order. Here, communication is seen to have the power to transform the sensory capacity and therefore the way we live our life. This theory is relevant to the present study as it affirms the nature and feature of AI, gathering data of people based on their own online activity, and using the result of the derived data to make future projections for the business, its brand and the consumers.

Methodology
This study adopted the survey research method, which is a descriptive research design that consists of asking questions, collecting and analyzing data from the subset of the population under study.

Population of Study
The population of study is Enugu metropolis which is a residential and commercial scheme in Nigeria. According to United Nations World Population Prospect macrotrends.net shows that Enugu metropolis population is 876,000 which is chosen by the researcher used to locates the commercial hubs and e-commerce

business tycoons involving the natives and residents as potential customers patronizing Jiji online Nigeria, including its staffs and IT staffs. The respondents who willingly participated showed the level of regards to Jiji electronic shopping and its capacity to serve as an avenue for sellers and buyers to strategies business negotiation and enhance customer experience which provided insight for this study.

Sampling technique

For this study, the researcher got her sampling technique using the Australian sample size calculator developed by Australian Bureau Statistics found on XM Blog Online (Qualtrics, 2020). The research adopted purposive sampling technique, a total number of online survey questionnaires were administered 384 copies to respondents which includes staffs and IT staff, 115 questionnaires were administered and 111 were responsive) and customers (269 questionnaires were administered and 265 were responsive), to active respondents on JiJi online Nigeria and various social media platforms and digital marketing groups were used to send the online survey and collect data. The sample size is 376 at the confident level of 95% and at 5% margin error. .

Therefore, various social media e-marketing platforms and forum were used to access and specifically identify JiJi Online Nigeria participatory staffs and customers online through Nigeria Marketplace on Facebook Groups, Digital marking Nigeria on Google+ and Tiktok and Instagram, Jiji Online IT staffs group sessions, Nairabet forum. Convenience sampling technique was used in administering the questionnaire to the respondents especially through online phone calls and chats interviews, also contacts of staffs and customer care service friendly. The slogan and logo of jiji.ng was first ticked at the top of the online survey questionnaires used to differentiate the potential customers and staffs that filled the questionnaires as respondents.

Instrument of Data Collection

The research instrument used for this study was an online structured questionnaire titled "Assessment of Artificial Intelligence in Integrated Marketing Communications of Jiji Online Nigeria". The questionnaire adopted close-ended questions, and was divided into two sections, A and B. Section A being the demographic data and Section B being psycho graphical data

Method of Data Analysis

The data analysis used for this work was quantitative and qualitative analysis. The quantitative approach employed the use of statistical and numerical frequency and percentages in tables. While the qualitative analysis answers the research questions with better interpretation.

Result and Discussion of Findings

Demographic data
Table 1

S/N	ITEMS	RESPONSES	FREQUENCY (%)
1	Gender	Male	206(70%)
		Female	170(30%)
		Total	376(100%)
2	Age	18- 25	74 (19%)
		26-35	75 (20%)
		36-45	76 (21%)
		46-50	77 (21%)
		50 and above	74 (19%)
		Total	376 (100%)
3	Education Level	Primary level	96 (25%)
		Secondary level	98 (26%)
		Tertiary level	100 (27%)
		Others	82 (22%)
		Total	376 (100%)
4	Gadget for accessing digital platforms	Smartphone	130 (34%)
		Laptop computer	124 (33%)
		Desktop Computer	122 (33%)
		Total	376 (100%)

Source: Online Survey, 2024

Table 1 showed the demographical representation of participants which indicated that for gender, male had majority accounting for 70% of the population, while female had 30%. For age, those that were between the age of 25 and below 19%, 26- 35 had 20% while those between 36-45 had 21%, 45-50 had 21% 50 and above had 19%. For education level, those that finished primary level were 25%, secondary level were 26%, Tertiary level were 27%, and Others were 22%. For gadget used to access digital platforms, Smartphone were 34%, tablet were 33%, and laptop were 33%.

Psychographic data
RESEARCH QUESTON 1: How does AI assess in integrated marketing communication contributing to sales growth of Jiji Online Nigeria?

Table 2

S/N	ITEMS	RESPONSES	FREQUENCY (%)
5	I find AI tools such as chatbots, automated contents, e-mail marketing etc., to be helpful	Yes No Maybe Total	202 (54%) 83(22%) 91 (24%) 376(100%)
6	I get personalized service	Yes No Maybe Total	284 (75%) 22 (6%) 70 (19%) 376 (100%)
7	It showcases current social media trends	Yes No Maybe Total	354 (94%) 0 (0%) 22 (6%) 376 (100%)
8	It improves communication using tools like chat-bots with customer to facilitate	Yes No Maybe Total	350 (93%) 0(0%) 26 (7%) 376(100%)

S/N	ITEMS	RESPONSES	FREQUENCY (%)
	the purchase of products		
9	My experience with AI automated content and information is	Very satisfying Satisfying Not satisfying Total	213 (56.5%) 141 (37.5%) 22 (6%) 376 (100%)

Source: Online Survey, 2024

Table 2 showed that majority of the respondents find AI tools such as chatbots, automated contents, e-mail marketing etc., to be helpful (81%), get personalized service (65%), showcases current social media trends (79%), improves communication using tools like chatbots to facilitate the purchase of products (69%), and find their experience with AI automated content and information to be satisfying.

RESEARCH QUESTION 2: How does AI assessment in marketing assists Jiji Online in its smart segmentation of target market?

Table 3

S/N	ITEMS	RESPONSES	FREQUENCY (%)
Jiji Online messages, information, content, and services via AI are			
10	Relevant	Yes No Maybe **Total**	196(52%) 83(22%) 97(26%) **376 (100%)**
11	Based on my age	Yes No Maybe **Total**	0 (0%) 216 (57%) 160(43%) **376 (100%)**
12	Based on my geographic location	Yes No Maybe **Total**	140(37.5%) 0 (0%) 216 (57.5%) **376 (100%)**

13	Based on my search history	Yes	216 (62.5%)
		No	112(30.5%)
		Maybe	46 (12%)
		Total	**376 (100%)**
14	Based on my purchase history	Yes	190 (50%)
		No	74 (19.5%)
		Maybe	112 (30.4%)
		Total	**376 (100%)**

Source: Online Survey 2024

Table 3 indicated majority of the respondent affirmed that Jiji Online messages, information, content, and services via AI are relevant (58%), and based on their geographic location (65%), search history (80%) and purchase history (87%).

RESEARCH QUESTION 3: How does AI assessment assist Jiji in the promoting adverts and personalization of Jiji Online contents for it products and services to customers?

Table 4

S/N	ITEMS	RESPONSES	FREQUENCY (%)
15	Jiji Online promotes advert that are appealing to the customers	Yes	312(82%)
		No	18(5.5%)
		Maybe	46 (12.5%)
		Total	**376(100%)**
16	Jiji Online promotes content that are more focused on the personality of the customers, that is, relatable to the customers	Yes	224 (60%)
		No	22 (6%)
		Maybe	130 (44%)
		Total	**376 (100%)**
17	Jiji Online uses AI to offer customers personalized	Yes	284 (75%)
		No	22(6%)
		Maybe	70 (19%)
	services such as personalized offers and promotions, personalized items, personalized payment and billing etc.	**Total**	**376 (100%)**
18	Engagements with customers via email, SMS, and chats	Yes	354(90%)
		No	0(0%)
		Maybe	22(6%)
		Total	**376 (100%)**

Source: Online Survey, 2024

Table 4 indicated that AI assists Jiji in the promotion and personalization of Jiji online content and products to its customers as it promotes advert that are appealing to the customers, promotes content that are more focused on the personality of the customers, offers customers personalized services such as personalized offers and promotions, personalized items, personalized payment and billing etc., and engages customers via email, SMS, and chats.

Discussion

Finding of the result showed in table 2 that AI assessment in integrated marketing communication contributes to the sales growth of Jiji Online Nigeria through its tools such as chatbots, automated contents, e-mail marketing etc., personalized services, display of current social media trends and improves in communication. The applications enable the experience of customers to be satisfying. This is in association with finding by Brobbey et al (2021) that online shops boost their marketing communications; undertake marketing leads; and promote their contents and products through the use of Artificial Intelligence. Also, Nyong et al (2023) affirmed that AI plays a prominent role in digital marketing, and majority of marketers and companies are using AI to improve their business and customer experience.

Findings in table 3 shows that AI assessment in marketing assists Jiji Online in its smart segmentation of target market as customers affirm that the messages, information, content and services via AI are relevant, and based on

their geographic location, search history, and purchase history. This is in conjunction with Attaran et al (2018) that marketers are make use of AI to correlate data pieces in order to acquire insights into their consumer base. The application of artificial intelligence to marketing communication focuses on strategies for exploiting customer data to predict a customer's future purchase or choice, as well as to improve the customer journey (Marinchak et al 2018)

Findings in table 4 shows that this technological machine AI also assists Jiji in the promotion and personalization of Jiji Online content and products to its customers as it promotes advert that are appealing to the customers, promotes content that are more focused on the personality of the customers, offers customers personalized services such as personalized offers and promotions, personalized items, personalized payment and billing etc., and engages customers via email, SMS, and chats. This is in corroboration with Nwachukwu (2023) that AI personalization has significant positive relationship with customer satisfaction. Marketers are increasingly aligning their efforts towards value-generating activities that improve the lives of consumers, allow for higher workplace satisfaction, and empower creative thinking for societal benefit of all, implying that AI influences the buying behaviour of consumers with exceptional experience which therefore influences buying behaviour (Alkhayyat et al, 2022)

Conclusion

As discussed the study, AI is a technological tool that has come to stay, which has become a massive arsenal for marketers, business companies and organizations, which provides significant benefits for it users. The emergence of AI assesses the growing world of business has put it at the forefront as an indispensible tool due to its ability to analyse massive data as well as make future projection if applied. The technological advancement contributes to the growth of business, and makes business not as stressful or done as it was in the traditional era.

Recommendation
Based on the findings the following recommendations are made:

1. Upcoming online business or companies should use AI to assess the best strategy for sales growth in business.
2. AI assessment should be adopted in integrated marketing to enable smart segmentation of target market for companies or online businesses.
3. Online companies should be assisted by AI in promoting advert and personalization of online contents on products and services to their customers.

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