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# DIGITAL MARKETING STRATEGIES AND BRAND LOYALTY OF UNIVERSITY LECTURERS FOR TABLE WATER PRODUCT IN CROSS RIVER STATE, NIGERIA

By
**Prof. E. E. Asuquo & Peter Achar NYIAM**
Department of business Education
University of Uyo

**Abstract**

*The study examined the influence of Digital Marketing Strategies on brand loyalty of University Lecturers for table water products in Cross River State, Nigeria. To achieve the purpose of this study, three specific purposes, three research questions and three null hypotheses were formulated to guide the study. The study adopted descriptive survey design. The population for the study comprised of 4,904 University lecturers in Cross River State, Nigeria. Simple random sampling technique was used to select a sample of 357 respondents with the help of Krejcie and Morgan Sampling Table. A structured questionnaire titled Digital Marketing Strategies and Brand Loyalty Questionnaire (DMSBQ) was used for data collection. One expert from University of Calabar and two from University of Uyo validated the instrument. The reliability of the instrument was determined using Cronbach Alpha Statistics which yielded a reliability coefficient of 0.87. Simple linear regression analysis was used to answer research question and tested the hypotheses at 0.05 level of significance. Findings revealed that content marketing strategy, search engine marketing strategy, mobile marketing strategy have a very low extent of influence of brand loyalty for table water product in Cross River State. On the basis of these findings, it was concluded that improvement in the marketing strategies by marketing firms is very expedient in sustaining economic activities of table water products. It was recommended among others that marketing firms should develop high quality and engaging contents highlighting the quality, safety, and unique selling points of table water products.*

## Introduction

Many marketing firms in the global market have realized that branding is a vital initiative that can ensure survival in the market. This led to the increase of brands and branding activities as firms were aggressively looking for mechanism to emerge and stay on top of the competition in the market. Branding thus, turns a generic product into an entity with a name and attributes which can evoke feeling and which has distinctive personality (Emodi, 2019). According to Ezra (2020), a brand is a collection of feelings towards an economic producer. Feelings are created by the accumulation of experiences with the brand, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to a company, product or service. A brand serves to create associations and expectations among products made by a producer. Uford (2017) defined brand as a firm's intangible assets with some identities which includes an explicit logo, fonts, and colour schemes, symbols, which are developed to represent implicit values, ideas, and even personality.

Loyalty to brand choice is experienced when customers are committed to a brand and make repeated purchases in disregard of the price offering or convenience on the product or service Usip and Ukoima (2023). Mbugua (2024) posited that brand loyalty is the situation where customers of a particular organization remain with them in spite of them having other possible options where they can acquire the same goods or services. Developing a strong and stable brand requires a long-term investment which can be accomplished through regular advertising, promotion and relaunching the product or services (Kotler, 2023). In marketing, brand loyalty measures the consumers' actual purchasing behaviour concerning a given brand over its competitors. It is manifested when consumers repeatedly patronize a brand regardless of offers from competitors. Having a loyal consumer base is essential to any business entity because such patronage improves the brand's sales capacity from existing buyers and in turn, enhances organizations profit. It is therefore critical to scrutinize how platforms employed in digital marketing relates with customer loyalty to brand choice especially in the table water products in Nigeria which has remained understudied by previous researchers.

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The growth of table water products is attributed to factors such as urbanization, liberation, the growing middle class and a changing lifestyle among other factors. At present, table water products operate in very competitive environments. Kendra (2025) asserted that the nature and intensity of this competition is dependent on the number of table water products existing in a certain area, availability of table water products, and population in that given area, demographic attributes, supplier channels and promotional activities available. Cross River State has realized significant growth in the area of table water products in the last decade. According to Okon (2025), there are currently 17 table water products with national outlook: Tonal table water, JaneOyo table water, Marian water, Blue Rose water, Lasena Alkaline Mineral water, Unical water, Lura table water, Dascom table water, tropical table water, brightpack table water, miradalen table water, Amet table water, AquaPrime table water, Eva water, Unicross water, FORMOZ table water and Emium table water, most of which have branches located within the city. Surprisingly, each of these table water products has its loyal customers who have developed unique trust to some of the brands sold. These numbers of companies were further authenticated by the researcher on his visit to Corpoate affairs commission and from the ministry of commerce and industry. However, whether brand loyalty by university Lecturers as noted in these table water products are due to quality products, quality services, or customer relations as propagated by Customer Relation Management (CRM) scholars is not known.

University Lecturers are academic professionals who teach specialized subjects to university students, creating materials, delivering lectures, and assessing work. Kotler (2023) stated that university lecturers also conduct research, publish their findings, and may have Marketers who have to deploy different marketing strategies and channels to reach the consumers. Some of the channels in recent times, through which marketers utilize, is the digital marketing.

Digital marketing is defined as the sale and purchase of information, products, and services through a computer or internet network. Digital marketing is a marketing type that is carried out through electronic platforms using any technological device (American Marketing Association (2022). The concept of digital marketing was pioneered by the SoftAd Group (now ChannelNet) during the 1980s. The phrase ‘’digital marketing’’ was originally coined to delineate an epoch of marketing that commenced in the 1990s, closely linked with the advent of the Web 1.0 platform and the establishment of the internet (Avantika, 2020). Digital marketing takes advantage of the existence of technology by providing online content, and it connects with the consumer through digital channels. In the modern world, digital marketing is essential in increasing and expanding sales of products or services as a new marketing type. Through these marketing channels, business operators have changed using digital channels and technology to realize marketing activities (Tümer and Aghaei, 2019). In an attempt to achieve the target market, digital marketers use digital channels such as content, search engine, social media, email marketing, mobile marketing among others (Tümer and Aghaei, 2019). It is no exaggeration that any organization that has no online or digital strategy in the world of today is not worthy of being taken seriously. Online presence of any marketing firm is an added advantage to the growth, development, sustainability and stability of such an organization; hence marketing firms must strive to ensure that they take advantage of these various platforms for effective and efficient service delivery.

Content Marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. It ranks among the most powerful digital marketing strategies; it offers three times as many leads and costs, 62% less compared to traditional marketing (www.demandmetric.com/content/content-marketing-infographic). The field of content marketing focuses on creating and delivering varied, high-quality digital content (including long-form content), such as: blogs, e-books, studies, forums, websites, webinars, videos or materials for social networks and the list can go on depending on the type of content suitable for the target audience (Balteș, 2025). Content has become the main ingredient to have favorable results in a digital marketing campaign.

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Search Engine marketing strategy involves promoting a website by increasing its visibility in search engine results pages through paid advertising, optimization, and other tactics. It is a collection of web pages and related content that is identified by a common domain name and published on at least one web server which are typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment or social networking. Websites is one of the channels that make up digital marketing. Businesses and organizations use this to reach target audience, market and promote their products. Website marketing is used to advertise companies' activities which are products and/or services. Website marketing strategy is a plan that helps to utilize all that is available. This gives unique benefits that the traditional marketing channels do not give; it is also cost effective (Bala and Verma 2018).

This strategy, optimization search engine site (OSES), represents a technique to boost website traffic by improving its page rank in a search engine like Google, Bing or another, being a free way to promote a business in search results that appear naturally or organically. It consists of helping a particular web page to be seen before other pages in an Internet search, and search engines regularly update their algorithms so that only relevant results appear (Khan and Siddiqui, 2023). There have been many changes to search engine optimization pages in recent years, so search engine optimization software needs to understand what types of information are displayed and how to rank them.

Alternative to SEO is search engine marketing (SEM) through which websites can buy ad space within search results. Companies pay to appear higher and higher in searches, and most search engines use an auction-based system, where companies try to take Bulletin of the precedence and bid on some keywords. Cost of such digital advertisements usually depends on the number of clicks that the link receives, hence the pay-per-click (learndigital.withgoogle.com/ digitalgarage). What differentiates search engine marketing from traditional marketing (street billboards, newspapers, magazines, catalogues, flyers, etc.) is that entities pay only if the digital ad is accessed by people searching for the products/services offered by them. If, however, the ad appears and no user clicks on it, the company using search engine marketing will not be charged.

Mobile Marketing involves promoting product or services to mobile devices users through SMS, MMS, email, apps, and mobile-optimized website. Mobile marketing strategy works by targeting users on their mobile devices through various channels. Marketing fames can adopt this strategy by identifying their target audios, choose marketing channels analyze performance engage action and create mobile friendly content or messages that could resonate in the mind of both existing and potential customers. Mobile marketing strategy plays a vital role in terms of customers coverage, high engagement and is usually customer friendly since it has SMS and MMS as its basic component (Ihinmoyan, 2022). Mobile Marketing refers to the marketing activities or applications designed to reach consumers through their mobile devices, including smartphones and tablets. It encompasses various forms, such as SMS (Short Message Service), MMS (Multimedia Messaging Service), mobile banking Apps and push notifications. It leverages the widespread use of smartphones to deliver personalized and timely marketing messages (Leppäniemi and Karjaluoto, 2018).

This study was grounded on the Behavioral, Essential, Strategic and Targeted theory (B.E.S.T) formulated by Pulizzi and Barrett (2009). This formulation was designed to provide a blue print for transformation of traditional marketing process contingent upon customer relationship marketing to a suitable consumer-centric digital content for an earmarked target market. Firms must lay the strategic framework for customer solution-driven content before embarking on a digital content marketing crusade on the product offering. B.E.S.T. approach viewed the product offering as the necessity such product service is able to accomplish, basically not based on their attributes, purpose, or their technological applicability and ensuring the delivery of vital facts to end users based on the actual prerequisite on the digital marketing process. The aim of this study therefore, is to determine the influence of digital marketing strategies on brand loyalty of university lecturers for table water products in Cross River State, Nigeria.

**Statement of the Problem**

The table water industry in Cross River State, Nigeria is highly competitive, with numerous brands vying for market share. Despite this, there is a gap in understanding how digital marketing

strategies influence brand loyalty among University Lecturers, a key demographic. The problem is that many table water companies struggle to retain loyal customers, particurlarly among educated professionals like Lectueres, due to inadequate digital marketing presence or efforts. University Lecturers, being influential and educated, are a key target audience. However, these companies are not leveraging digital marketing effectively to build brand loyalty among this group. Despite the availability of digital infrastructure and the numerous efforts of government in improving the technology, marketing firms are still slacking behind in the utilization of these strategies in reaching their taget audience. The outcome suggests that relying on the traditional method of engaging with customers in a twenty-1st century will not be effective and sustaining hence the need to adequately engage and embrace the availability of technology in reaching out to all categories of customers through value-oriented advertisement and platforms usually used by lecturers.

Lecturer's loyalty to table water product depends greatly on the various marketing strategies adopted by marketing firms with persuasive messages and style that will resonate in the minds of these Lecturers. Most times, marketing firms fail to adopt effective strategies that will convey meaningful messages that are strong enough to change the purchasing decision of both existing and potential customers. The researcher observed that some marketing firms have failed to improve on the use of their marketing strategies to penetrate the global space or target audience; this in turn will have a negative impact on their activities and the loyalty of clients to their products.

Despite the availability of different platforms that marketing firms could use to reach out to their target audience, it is still believed that there is a high level of unwilingness of these marketing firms to adopt an innovative strategy that could have a positive influence in the choice of table water product by University Lecturers. Most marketing firms still uses the traditional method which is considered not effective with the current age. The alternative traditional methods which includes community poartnership,guerilla marketing, word-of-mouth plus referral programme, foot marketing, and product demonstration are so effective because itpromotes high credibility, free reach, and high for immediate feedback. It is based on this that this study is carried out to determine the extent of influence of digital marketing strategies on brand loyalty of university Lecturers for table water products in Cross River State, Nigeria.

**Purpose of the Study**

The purpose of this study was to determine the extent to which digital marketing strategies influence brand loyalty of university Lecturers for table water products in Cross River State. Specifically, the study sought to determine the extent to which:

1. Content marketing strategies influence brand loyalty of university Lecturers for table water products in Cross River State.
2. Search engine marketing strategies influence brand loyalty of University Lecturers for table water products.
3. Mobile marketing strategies influence brand loyalty of University Lecturers for table water products.

**Research Questions**

The study was guided by the following research questions

1. To what extent does content marketing strategy influence brand loyalty of University Lecturers for table water products in Cross River State?
2. To what extent does search engine marketing strategy influence brand loyalty of University Lecturers for table water products in Cross River State?
3. To what extent does mobile marketing strategy influence brand loyalty of University Lecturers for table water products in Cross River State?

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**Research Hypotheses**

The following research hypotheses were formulated and tested at 0.05 level of significance

$H_{O1}$ There is no significant influence of content marketing strategy on brand loyalty of university Lecturers for table water products in Cross River State.

$H_{O2}$ There is no significant influence of search engine marketing strategy on brand loyalty of university Lecturers for table water products.

$H_{O3}$ There is no significant influence of mobile marketing strategy on brand loyalty of university Lecturers for table water products.

**Methods**

Descriptive survey design was adopted for this study. The study was conducted in Cross River State, Nigeria. The population of the study comprised of 4,904 Lecturers in the three public universities in Cross River State, Nigeria. The sample size of this study was 348 University Lecturers which cut across all the public universities in Cross River State. Krejcie and Morgan sampling Table was used to determine the sample size. Proportionate sampling was used to determine the proportion of the sample for each university. Simple random sampling technique was used to select sample from each University. The simple random sampling technique was considered as the most suitable sampling technique because it gives every member of the population an opportunity to be selected for the study (Obilor, 2023). A self-structured questionnaire titled "Digital Marketing Strategies and Brand Loyalty Questionnaire" (DMSBLQ) was developed under the guidance of the researcher's supervisor. The items in the instrument were generated during the course of reviewing literature. The instrument comprised two sections; A and B. Section A elicited information on independent sub-variables while section B comprised the items on the dependent variable. The instrument was made up of 80-items, with 10 items per variable. Each item was designed based on a four-point rating scale of Very High Extent (VHE), High Extent (HE), Low Extent (LE) and Very Low Extent (VLE) with numerical values of 4,3,2 and 1 respectively. The face and content validity of the instrument was done by three research experts; two from the Department of Business Education, Faculty of Vocational Education, Library and Information Science University of Uyo, while the other one was from the Department of Test and Measurement, Faculty of Educational Foundation, University of Calabar. To ascertain the reliability of the instrument, a trial test was carried out using 30 Lecturers in University of Uyo, who were not part of the study but share the same characteristics with the respondents for this study. After the administration of the questionnaire, the result was subjected to statistical analysis using Cronbach Alpha Reliability Statistics which yielded an overall coefficient of 0.87. On the basis of high reliability index, the instrument was considered suitable for use in conducting the research study. The researcher sought the permission from Deans of Faculties to be granted permission to administer the instrument to Lecturers in their Faculties. The instrument was administered by the researcher with the help of two research assistants. The research assistants were properly briefed on the procedure for administering the instrument. A total number of 352 copies of the questionnaires were administered while 348 copies were returned fully completed. The research team discovered that the remaining 4 were not recovered. Simple linear regression was used in answering the research questions and in testing the null hypotheses at .05 level of significance. In testing the null hypotheses, if p-value $\leq 0$, the null hypothesis is rejected, indicating that the regression coefficient is statistically significant. However, if p-value $> 0.05$, the null hypotheses is upheld.

**Results**

**Research Question 1**

To what extent does content marketing strategy influence brand loyalty of University Lecturers for table water products in Cross River State?

**Table 1: Summary of regression analysis for the influence of content marketing strategy on brand loyalty of University Lecturers for table water products in Cross River State**

| Model | | Unstandardized Coefficients | | Standardized Coefficients |
|---|---|---|---|---|
| | | B | Std. Error | Beta |
| 1 | Brand loyalty | 18.692 | 1.658 | |
| | Content marketing Strategies | .439 | .051 | .436 |

**Source: Field work (2026)**

The result as presented in Table 1 shows the Beta value of .436 meaning that brand loyalty could influence content marketing strategy to a low extent. The result, therefore, means that content

marketing strategy has a low extent of influence on brand loyalty of University Lecturers for table water products in Cross River State.

**Research Question 2**

To what extent does search engine marketing strategy influence brand loyalty of University Lecturers for table water products in Cross River State?

**Table 2: Summary of regression analysis for the influence of search engine marketing strategy on brand loyalty of University Lecturers for table water products in Cross River State**

| Model | | Unstandardized Coefficients | | Standardized Coefficients |
|---|---|---|---|---|
| | | B | Std. Error | Beta |
| 1 | Brand loyalty | 23.215 | 1.251 | |
| | Search engine marketing Strategies | .307 | .039 | .405 |

**Source: Field work (2026)**

The result as presented in Table 2 shows the Beta value of .405 meaning that brand loyalty could influence search engine marketing strategy to a low extent. The result, therefore, means that search engine marketing strategy has a low extent of influence on brand loyalty of University Lecturers for table water products in Cross River State.

**Research Question 3**

To what extent does mobile marketing strategy influence brand loyalty of University Lecturers for table water products in Cross River State?

**Table 3: Summary of regression analysis for the influence of mobile marketing strategy on brand loyalty of university lecturers for table water products in Cross River State**

| Model | | Unstandardized Coefficients | | Standardized Coefficients |
|---|---|---|---|---|
| | | B | Std. Error | Beta |
| 1 | Brand loyalty | 28.394 | 1.663 | |
| | Mobile marketing Strategies | .146 | .052 | .236 |

**Source: Field work (2026)**

The result as presented in Table 3 shows the Beta value of .236 meaning that brand loyalty could be influence by mobile marketing strategy to a low extent. The result, therefore, means that mobile marketing strategy has a low extent of influence on brand loyalty of University Lecturers for table water products in Cross River State.

**Research Hypothesis 1**

There is no significant influence of content marketing strategy on brand loyalty of University Lecturers for table water products in Cross River State, Nigeria

**Table 4: Regression analysis for the influence of content marketing strategy on brand loyalty of University Lecturers for table water products in Cross River State**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1089.035 | 1 | 1089.035 | 75.522* | .000 |
| | Residual | 4628.854 | 321 | 14.420 | | |
| | Total | 5717.889 | 322 | | | |

*Significant at the 0.05 level of significance

The information in Table 4 shows that content marketing strategy has a significant influence on brand loyalty of University Lecturers for table water products at 0.05 level of significance (F=75.522; p=0.000). Hence the null hypothesis that there is no significant influence of content marketing

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strategy on brand loyalty of university Lecturers for table water products in Cross River State is rejected. Thus, there is a significant influence of content marketing strategy on brand loyalty of University Lecturers in Cross River State.

**Research Hypothesis 2**

There is no significant influence of search engine marketing strategy on brand loyalty of University Lecturers for table water products in Cross River State, Nigeria

**Table 5: Regression analysis summary for the influence of search engine strategy on brand loyalty of University Lecturers for table water products in Cross River State**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 936.146 | 1 | 936.146 | 62.844* | .000 |
| | Residual | 4781.742 | 321 | 14.896 | | |
| | Total | 5717.889 | 322 | | | |

*Significant at the 0.05 level of significance

The result in Table 5 shows that search engine marketing strategy has a significant influence on brand loyalty of University Lecturers for table water products at 0.05 level of significance (F=62,844; p=0.000). Hence the null hypothesis that there is no significant influence of search engine marketing strategy on brand loyalty of university Lecturers for table water products in Cross River State is rejected. Thus, there is a significant influence of search engine marketing strategy and brand loyalty of University Lecturers in Cross River State.

**Research Hypothesis 3**

There is no significant influence of mobile marketing strategy on brand loyalty of University Lecturers for table water products in Cross River State, Nigeria

**Table 6: Regression analysis summary for the influence of mobile strategy on brand loyalty of University Lecturers for table water products in Cross River State**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 317.191 | 1 | 317.191 | 18.853* | .000 |
| | Residual | 5400.698 | 321 | 16.825 | | |
| | Total | 5717.889 | 322 | | | |

*Significant at the 0.05 level of significance

The result in Table 6 shows that mobile marketing strategy has a significant influence on brand loyalty of University Lecturers for table water products at 0.05 level of significance (F=18.85; p=0.000). Hence the null hypothesis that there is no significant influence of mobile marketing strategy on brand loyalty of university Lecturers for table water products in Cross River State is rejected. Thus, there is a significant influence of mobile marketing strategy and brand loyalty of University Lecturers in Cross River State.

**Discussion of Findings**

The findings revealed that content marketing strategy has a statistically significant influence on brand loyalty of university lecturers for table water products in Cross River State ($p \leq 0.05$). However, the extent of this influence is low, as evidenced by the relatively small effect size. This underscores the growing importance of strategic communication and value-driven content in shaping consumer loyalty, even for low-involvement, frequently purchased products such as table water. The result further indicates that lecturers' continued preference, repeat purchase behaviour, and positive disposition toward specific table water brands are influenced by how these brands design, communicate, and manage their content across various platforms. This finding aligns with Lopez (2024), who established a significant relationship between content marketing strategy and firm

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performance among SMEs in Tagum City, Davao del Norte. The finding also agrees with Anchala (2023), who reported that content marketing has a positive and significant impact on SMEs in the Middle East and North Africa region, particularly in improving purchase intention and business sustainability. Furthermore, the result corroborates Efefairoro et al. (2024), who found a significant relationship between content marketing and customer loyalty among GSM service users in Asaba. The finding is also consistent with Mesfin (2025), who demonstrated that content marketing significantly influences brand loyalty, both directly and indirectly through online customer engagement. The emphasis on information quality, interactivity, and engagement provides further explanation for the present result, suggesting that similar mechanisms may operate among university lecturers in Cross River State.

The result of this finding revealed a low extent of influence of search engine marketing strategy on brand loyalty of university Lecturers for table water products in Cross River State. Also, the related hypothesis confirmed that the extent to which search engine marketing strategy influence brand loyalty of university lecturrers for table water products in Cross River State is significant. This highlights the critical role of online visibility and information accessibility in shaping consumers' long-term brand preferences. This finding is in agreement with Paul *et al*. (2024), who found that the implementation of SEO significantly improves organic search rankings, website traffic, and sales conversions. Similarly, the finding is supported by Gakii *et al.* (2022), who established that search engine optimization has a positive and significant effect on the market performance of tours and travel agencies in Nairobi County, Kenya. The result also aligns with the findings of Damian-Okoro *et al.* (2023), who reported a positive and significant relationship between search engine marketing and social media performance among online retailers in Rivers State. Furthermore, the finding supports Mersid *et al*. (2022), who demonstrated that improved search engine rankings led to increased user engagement, time spent on websites, and overall business performance. In the same vein, the result agreed with Nkpurukwe *et al*. (2024), who found a significant positive relationship between search engine marketing and customer satisfaction in the airline industry. In addition, the finding aligns with Ndung'u and Mutinda *et al*. (2022), who reported that search engine marketing significantly affects organizational performance by capturing audience attention at the right time with relevant and authoritative content.

The result of this finding revealed a low extent of influence of mobile marketing strategy on brand loyalty of university Lecturers for table water products in Cross River State. Also, the related hypothesis confirmed that the extent to which mobile marketing strategy influence brand loyalty of university lecturrers for table water products in Cross River State is significant. The result indicates that lecturers' loyalty to particular table water brands is strongly influenced by how effectively these brands engage consumers through mobile platforms such as SMS, mobile advertisements, social media notifications, and other mobile-enabled channels. This underscores the relevance of mobile marketing as a direct, personalized, and timely means of reaching consumers and reinforcing brand attachment. This finding obtained could be attributed to fact that mobile marketing allows brands to maintain constant and convenient contact with consumers. This finding is further supported by the findings of Indra's (2022) who found that digital marketing including mobile marketing—has a significant and positive influence on organizational performance in the pashmina industry in Nepal. Also, the finding aligns with Ehiabhi and Onutomaha (2016), who established that mobile marketing strategy has a significant positive influence on the profitability of mobile marketing organizations in Nigeria. The finding is in agreement with that of Onuoha *et al.* (2025), who found that integrated marketing communication dimensions—including mobile marketing—have a significant effect on the profitability of five-star hotels in Lagos State. Furthermore, the finding agrees with Consolata *et al.* (2024), who reported that mobile phone marketing has a statistically significant impact on the performance of commercial banks in Tanzania, largely through improved customer engagement and satisfaction. In the same vein, the finding supports Elif's (2025) which established that mobile marketing technologies positively influence consumer behavior by increasing brand awareness, market segmentation efficiency, and customer reach. The result is further reinforced by Melissa's (2018) which emphasized that effective mobile device marketing strategies rely on understanding customer preferences, using data intelligently, and delivering timely and tailored messages.

**Conclusion**

Improvement in the marketing strategies by marketing firms is very necessary in sustaining economic activities of table water products in Cross River State. On the basis of the findings, it suggests that thoughtfully designed, engaging and well utilized digital marketing strategies can effectively capture the attention of both existing and prospective users, creates awareness, stimulate interest and influence decision-making processes. This underscores the growing relevance of digital

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platforms as essential channels for connecting with both young and digitally active consumers who increasingly rely on these platforms to make choices.

**Recommendations**

Based on the findings and conclusion of the study, the following recommendations were made:

1. Marketing firms should develop high-quality, engaging content (blog posts, videos, infographics) highlighting the quality, safety, and unique selling points of table water products. Partner with influencers or health experts to create credible content. They should regularly conduct market research through valuable content to understand Lecturer's preferences and behaviors.
2. Marketing organizations should effectively optimize website and online content with relevant keywords (e.g, best table water in Cross River State) to improve search engine rankings and visibility.
3. Marketing organisations should develop a mobile-friendly website and send SMS promotions, discounts, or loyalty rewards to lecturers' mobile devices.

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