

E-Marketing Strategy and Consumers' Satisfaction of Clothing Products Among Generation Z Business Education Students in Public Universities, Southwest Nigeria

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Abstract: Online purchase of clothing products is evident with ease, variety and convenience but most consumers experience failed transaction. Having more failed transactions may likely make shopping online for clothing products increasingly difficult. This study examined the influence of e-marketing strategy on consumers' satisfaction of clothing products among Gen. Z business education students in Public Universities, Southwest Nigeria. A descriptive design of survey type was adopted for the study. The population of this study consisted of 4,805. A sample size of 355 was derived using Krejcie and Morgan sampling formula of a known population. To ensure proportional representation, multistage sampling technique was employed to select participants for the study. Two researcher-developed questionnaires was validated by experts and a reliability coefficient of E-marketing strategy Questionnaire (ESQ) ($r = .79$) and Consumers' Satisfaction of clothing products Questionnaire (CSCPQ) ($r = .82$) was obtained. Regression was used to test the hypotheses. Findings revealed, there were significant influence of affiliate marketing ($F_{(1, 353)} = 10.52, p < .05$), Influencer marketing ($F_{(1, 353)} = 11.35, p < .05$) on consumers' satisfaction. While there is no significant influence of Social media campaigns ($F_{(1, 353)} = .84, p > .05$) on consumers' satisfaction. It was concluded that, e-marketing strategy have significant influence on consumers' satisfaction of clothing products. It is recommended that, affiliate marketers should ensure a user-friendly and fraud-free links for ordering clothing products. Social media platforms should avoid distracting contents and focus more on brand awareness for target audience of clothing products.

Keywords: Clothing Products, Consumers' Satisfaction, E-Marketing Strategy, Gen-Z, Business Education Students.

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I. INTRODUCTION

The clothing products industry occupies a uniquely dynamic position in the global economy, constantly reshaped by shifting consumer tastes, rapid technological advancement, and the expanding reach of international markets. As one of the most visible and culturally embedded industries worldwide, fashion simultaneously mirrors individual identity and broader social trends. In this sector, consumers wield enormous influence—their preferences dictate market demand, frame brand perceptions, and ultimately determine which trends gain traction. Recognising this centrality, clothing vendors have increasingly pivoted their attention toward high-value consumer segments, among which Generation Z (Gen Z) has emerged as a particularly consequential demographic (Bhardwaj & Fairhurst, 2010). Broadly defined as individuals born between the mid-1990s and early 2000s, Gen Z represents a cohort uniquely shaped by digital immersion from an early age, with distinctive values and purchasing behaviours that set them apart from preceding generations (Singh & Dangmei, 2016).

Within the Nigerian context, clothing e-commerce targeting Gen Z consumers has recorded remarkable expansion in recent years, driven by increasing smartphone penetration, rising internet access, and the widespread adoption of social platforms (Bankole, Ladipo, & Oniku, 2023). Yet meeting the satisfaction expectations of this group remains a persistent challenge for vendors, given that Gen Z's familiarity with digital environments also makes them more discerning and less tolerant of poor purchase experiences. The emergence of Gen Z as a reshaping force in fashion retailing has been noted by several scholars (Gopu, 2019), with their digitally-native character lending them to seamless engagement with online shopping channels. Their consumption behaviour is further guided by a commitment to values-driven purchasing and a tendency to seek peer validation before committing to transactions (Yuliyu & David, 2013). Understanding how e-marketing strategy mediates the satisfaction of Gen Z consumers in Nigeria's clothing sector therefore holds significant implications for both practitioners and academic researchers concerned with digital consumer behaviour (Yuliyu & David, 2013).

The prevalence of platforms such as Instagram, Twitter, and TikTok among Nigerian youth has transformed how Gen Z consumers discover fashion, engage with brands, and make purchasing decisions (Ugba & Ugba, 2014). Their interaction with these platforms is marked by a strong appetite for novelty and continuous engagement, driven in large part by the ongoing innovation within these digital ecosystems (Kullolli & Trebicka, 2023). Social media functions as an arena through which Gen Z consumers construct and project their fashion identity, share experiences, and draw on peer networks to inform their choices (Upasana & Dulumoni, 2025). Despite this rich landscape of digital engagement, the specific configurations of e-marketing strategy that most reliably generate satisfaction among Gen Z clothing consumers in Nigeria remain underexplored.

Although e-marketing has emerged as an indispensable instrument for businesses seeking to engage target audiences across digital channels, and has demonstrably altered how products are marketed and delivered, empirical scholarship specifically examining e-marketing strategy in relation to clothing product satisfaction among Generation Z Business education students in Southwest Nigeria remains scarce. This knowledge gap forms the central motivation for the current study. The combination of a large, tech-oriented youth population and a rapidly expanding e-commerce landscape in Nigeria creates a compelling context for examining how digital marketing approaches translate into measurable consumer outcomes. The study therefore sets out to examine the relationship between e-marketing strategy and consumers' satisfaction of clothing products among Generation Z Business education students in public universities in Southwest Nigeria.

➤ *Statement of the Problem*

Digital platforms have substantially increased the range of options, convenience, and speed available to Gen Z consumers purchasing clothing products in Nigeria. Notwithstanding these benefits, reports of failed transactions, non-delivery of ordered items, and widespread post-purchase regret continue to characterise the online clothing purchase experience for many Gen Z consumers. A recurring theme among these consumers is reluctance to patronise a vendor more than once following a negative experience, as well as a deep-seated wariness of clicking vendor-sent links to complete clothing orders. Many in this cohort have expressed a preference for physical retail outlets or opt instead for purchasing standardised, low-risk products—such as books or personal care items—through e-marketing channels, rather than clothing. The cumulative effect of these negative experiences is visible in the critical reviews that accumulate on vendor pages, damage brand reputations, and deter potential new customers.

If left unaddressed, this pattern of dissatisfaction threatens to significantly diminish the relevance of e-marketing platforms as clothing distribution channels for Gen Z consumers in Nigeria. There is, therefore, an urgent need to identify which specific e-marketing strategies are capable of restoring, strengthening, and sustaining Gen Z consumer satisfaction with clothing product purchases. This study investigates that question by focusing on Gen Z business education students in public universities in Southwest Nigeria, contributing to the empirical literature on e-marketing and consumer behaviour in a developing-country context.

➤ *Purpose of the Study*

The main objective of this study was to examine e-marketing strategy and consumers' satisfaction of clothing products among generation z business education students in public universities, Southwest Nigeria. Specifically, the study:

- Examined the influence of affiliate marketing on consumers' satisfaction of clothing products among Gen.

Z business education students in public universities Southwest, Nigeria.

- Identified the influence of social media campaigns on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- Investigated the influence of influencer marketing on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.

➤ *Hypotheses*

The following null hypotheses were tested at 0.05 level of significance:

- H₀₁: There is no significant influence of affiliate marketing on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- H₀₂: There is no significant influence of social media campaigns on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.
- H₀₃: There is no significant influence of influencers marketing on consumers' satisfaction of clothing products among Gen. Z business education students in public universities Southwest, Nigeria.

II. LITERATURE REVIEW

➤ *E-Marketing Strategy*

The digital age has fundamentally transformed how businesses communicate with and attract their target markets, with e-marketing strategy emerging as the foremost tool for achieving sustained consumer engagement. E-marketing encompasses a broad array of digital approaches designed to promote products and services to defined audiences. Jaas (2022) catalogued several widely adopted e-marketing strategy types, including social media marketing, online advertising, affiliate marketing, mobile marketing, content marketing, and influencer marketing. Social media marketing, in particular, involves the strategic use of platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok to disseminate content, cultivate follower relationships, deploy targeted advertising, and harness platform analytics for audience insights and connection. Complementing this, Saiful (2021) demonstrated that digital marketing approaches—especially Facebook—exert a discernible influence on consumer purchase decisions in the fashion sector.

➤ *Influencer Marketing*

Influencer marketing centres on strategic partnerships with individuals who command substantial followings and credibility on digital platforms, enabling brands to extend their reach through authentic endorsement rather than conventional advertising. As Kaur and Sandhu (2017) noted, these individuals—who may be celebrities, sector specialists, bloggers, or social media personalities—produce content that resonates organically with their audiences, lending brands a layer of authenticity that traditional promotional formats

often lack. Nadanyiova and Sujanska (2023) provided empirical evidence from Slovak companies demonstrating that incorporating influencer marketing into brand communication strategies yields tangible benefits when targeting Gen Z audiences, including stronger brand loyalty and an improved corporate image. Content developed through influencer partnerships spans diverse formats—from written articles and videos to podcasts, infographics, and social media posts—all oriented toward educating or entertaining audiences while simultaneously advancing brand objectives (Jaas, 2022).

➤ *Affiliate Marketing*

Patrick (2021) described affiliate marketing as a results-oriented strategy in which businesses incentivise third-party promoters—whether individuals or organisations—by compensating them for each qualified referral or sale they generate via designated tracking links or codes, typically administered through affiliate management platforms. This approach integrates fluidly with a variety of digital distribution channels, encompassing search engine marketing (SEM), pay-per-click (PPC) campaigns, native advertising, and remarketing, allowing brands to attract precisely targeted traffic to their digital storefronts. Affiliate networks facilitate the tracking and attribution of conversions, ensuring transparent performance measurement across campaigns (Bhardwaj & Fairhurst, 2010). Importantly, the influence of social media figures on the online consumer behaviour of Gen Z has been extensively documented, particularly on platforms such as Douyin, where the connection between influencer activity and purchasing patterns is especially pronounced (Liu, He, Gao, & Xie, 2023).

➤ *Social Media Campaigns*

Social media campaigns represent one of the most versatile instruments in contemporary e-marketing, utilising platforms including Facebook, Instagram, Twitter, LinkedIn, and TikTok to create and circulate engaging content, run precision-targeted advertisements, and harness audience data for continuous refinement. A widely cited study by Anil, Sinha, and Bhatt (2020) established social media campaigns as the most prevalent and preferred modality of digital marketing in current practice, offering valuable insights for both theorists and marketing professionals. Bhuwaneshwari and Hemasuruthi (2023) further explored the role of digital literacy, social peer pressure, and platform-based identity formation in shaping the purchasing decisions of Gen Z consumers. Ighomereho and Iriobe (2019) positioned social media marketing as a two-way engagement channel through which organisations listen to their audiences, manage community dynamics, and leverage influencer collaborations to enhance brand credibility and visibility. By exploiting the advanced targeting functionalities of social platforms, businesses can deliver tailored messaging to specific consumer segments defined by demographics, interests, and behaviour. Gavriela (2023) demonstrated that the quality and relevance of Instagram content are critical determinants of purchasing behaviour among Gen Z women in the clothing category.

This study is anchored on the Expectancy Disconfirmation Theory (EDT), originally articulated by Oliver (1977), which holds that individuals evaluate their experiences by comparing outcomes against pre-formed expectations, with the magnitude of any gap between expectation and reality shaping the intensity of the resulting affective response. Applied to the present context, when Gen Z students utilise vendor e-marketing platforms and receive their clothing items in a manner that meets or surpasses expectations, the resulting positive disconfirmation produces heightened satisfaction. This theoretical orientation is corroborated by Ongori (2013), who proposed that consumer satisfaction emerges from a cognitive-affective evaluation process in which perceived performance is benchmarked against expectations—underperformance generates dissatisfaction, while a match between expectation and performance yields a neutral or satisfactory state.

III. MATERIAL AND METHOD

➤ *Design for the Study*

A descriptive survey design was adopted for the study. According to Olalaken, Abiamuwe, David and Obembe (2022), this design permits generalisation from sample to population, enabling inferences about the characteristics, attitudes, or behaviours of the population under investigation. In this study, the design provided a suitable framework for examining how the independent variable (e-marketing strategy) influences the dependent variable (consumers' satisfaction).

• *Ethics Statement*

Approval was sought from the Heads of Department in the selected public universities before administering the questionnaires to study participants.

➤ *Area of the Study*

The study was conducted across Lagos and Ogun States in Southwest Nigeria—two economically interconnected states that collectively form a vital commercial corridor. Both states are widely recognised as leading hubs for the clothing products trade and are home to populations that reflect diverse cultural influences, making them fertile environments for fashion trends. Their dense commercial activity creates favourable conditions for clothing businesses to operate, while their prestigious public universities draw a substantial Gen Z Business education student population born between 1997 and 2006. Lagos, the nation's foremost commercial centre, is characterised by extreme urban density and rapid growth, whereas Ogun State—known as the Gateway State—serves as a key industrial zone bordering Lagos to the south. The two states were selected partly due to their relevance to the research questions and partly for logistical accessibility to the researcher.

➤ *Population and Sample*

The study population comprised 4,805 Gen Z Business education students enrolled in public universities within Southwest Nigeria for the 2024/2025 academic session, spanning 100 to 400 levels across five institutions. This population was chosen on the grounds that students aged

between 16 and 27 years satisfy the National Universities Commission (NUC) admission criteria (Oparinde, 2025) and possess relevant knowledge of e-marketing processes and clothing product delivery systems necessary for meaningful participation in the study. A sample of 355 participants was determined using the Krejcie and Morgan (1970) standard sample determinant table, as referenced in Olalaken, Abiamuwe, David and Obembe (2022). A multistage sampling procedure was implemented across four stages to ensure proportional representation. In the first stage, Lagos and Ogun States were purposively selected from the six South-West states on account of their prominence in the regional clothing industry and fashion culture. In the second stage, five public universities offering Business Education programmes were purposively identified. In the third stage, simple random sampling was used to select 355 Gen Z students. In the fourth stage, proportionate sampling was applied to ensure equitable representation across institutions, with individual institutional proportions of 28%, 9%, 38%, 18%, and 7% respectively.

➤ *Instrument for Data Collection and Study Procedure*

Data were collected using two researcher-developed instruments. The E-marketing Strategy Questionnaire (ESQ) gathered information about respondents' engagement with e-marketing platforms for clothing purchases and comprised 15 items rated on a modified 4-point Likert scale: Very High Extent (VHE), High Extent (HE), Low Extent (LE), and Very Low Extent (VLE). The Consumers' Satisfaction of Clothing Products Questionnaire (CSCPQ) measured respondents' satisfaction levels and also comprised 15 items assessed on a 4-point scale: Very Satisfied (VS), Satisfied (S), Dissatisfied (D), and Very Dissatisfied (VD). Both instruments underwent face and content validation by two Business Education experts at Tai Solarin Federal University of Education. Reliability testing through pilot administration yielded coefficients of .77 and .82 respectively, values that confirm adequate internal consistency for research purposes.

➤ *Data Collection Technique*

Questionnaires were personally administered to respondents by the research team and collected on-site immediately upon completion.

➤ *Data Analysis Technique*

Multiple regression analysis was employed to test the stated hypotheses at a .05 significance level. Raw data were coded and converted to quantitative form before analysis using SPSS version 20. Decision rules were as follows: null hypotheses were rejected where the p-value was less than 0.05 ($p < 0.05$), and retained where the p-value exceeded the alpha threshold ($p > 0.05$).

IV. RESULTS AND DISCUSSION

➤ *Tests of Hypotheses*

• *Hypothesis One:*

There is no significant influence of affiliate marketing strategy on consumers' satisfaction of clothing products

among Gen. Z business education students in public universities, southwest Nigeria.

Table 1 Influence of Affiliate Marketing Strategy on Consumers’ Satisfaction

Model	Sum of Squares	Df	Mean Square	F	Sig.	Remark
Regression	167.12	1	167.12	10.52	0.00	Sig.
Residual	5610.67	353	15.89			
Total	5777.79	354				

Table 1 shows the influence of affiliate marketing on customer’s satisfaction. The regression analysis demonstrates that affiliate marketing statistically significantly influence consumers satisfaction of clothing products among Gen Z, $F_{(1, 353)} = 10.52, p < 0.05$. Thus, affiliate marketing significantly influence consumers’ satisfaction of clothing products among Gen Z business education students. The statement of the null hypothesis one is therefore rejected.

• *Hypothesis Two:*

There is no significant influence of social media campaigns on consumers’ satisfaction of clothing products among Gen Z business education students in public Universities in Southwest Nigeria.

Table 2 Influence of Social Media Campaigns on Consumers’ Satisfaction

Model	Sum of Squares	Df	Mean Square	F	Sig.	Remark
Regression	13.675	1	13.675	0.84	0.36	Not Sig.
Residual	5764.111	353	16.329			
Total	5777.786	354				

Table 2 shows the influence of social media campaigns on consumers’ satisfaction. The regression analysis demonstrates that Social Media campaigns statistically significantly do not influence consumer’s satisfaction of clothing products among Gen Z, $F_{(1, 353)} = 0.84, p > 0.05$. Thus, social media campaigns has no significantly influence on consumers’ satisfaction of clothing products among Gen Z business education students. The statement of the null hypothesis two is therefore accepted.

• *Hypothesis Three:*

There is no significant influence of influencer marketing on customers’ satisfaction of clothing products among Gen Z business education students in public Universities in Southwest Nigeria.

Table 3 Influence of Influencer Marketing on Consumers’ Satisfaction

Model	Sum of Squares	Df	Mean Square	F	Sig.	Remark
Regression	179.923	1	179.923	11.35	0.00	Sig.
Residual	5597.863	353	15.858			
Total	5777.786	354				

Table 3 shows the influence of influencer marketing on consumers’ satisfaction. The regression analysis demonstrates that influencer marketing statistically significantly influence consumers satisfaction of clothing products among Gen Z, $F_{(1, 353)} = 11.35, p < 0.05$. Thus, influencer marketing significantly influence consumers’ satisfaction of clothing products among Gen Z business education students. The statement of the null hypothesis three is therefore rejected.

➤ *Discussion of Findings*

The finding that affiliate marketing exerts a significant positive influence on Gen Z consumers' clothing product satisfaction is consistent with evidence reported by Chu and Seock (2020), who demonstrated that aligning affiliate marketing approaches with Gen Z preferences produces measurably higher satisfaction outcomes. This result may be explained by the behavioural patterns characteristic of Gen Z in Nigeria—this cohort allocates substantial time to digital environments and gravitates toward streamlined, convenient

purchasing methods. Their reliance on popular e-commerce platforms such as Jumia, Konga, AliExpress, and Amazon—all of which operate affiliate commission structures—reflects a preference for purchase journeys mediated by trusted referral systems, where affiliates earn compensation tied to completed transactions tracked through unique digital identifiers.

Contrary to common assumptions, social media campaigns were found to have no statistically significant influence on consumers' clothing product satisfaction in this study. This result resonates with Yuliya Komarova and David Solnet's (2013) argument that social media is not the sole or most decisive factor shaping Gen Z's purchase behaviour. The finding diverges from Bhuwaneshwari and Hemasuruthi's (2023) position that peer influence and social media identity are meaningful drivers of Gen Z purchasing decisions, as well as from Bandara (2021), who reported a positive link between social media advertising and consumer buying behaviour in the fast fashion segment. A plausible

explanation is that Nigerian Gen Z consumers use platforms such as WhatsApp, Snapchat, Facebook, and TikTok primarily for social interaction and entertainment rather than as functional purchasing channels. In this context, social media campaigns may contribute to brand awareness and purchase inspiration, but do not necessarily translate into the transactional satisfaction associated with completing clothing purchases.

The finding that influencer marketing significantly shapes Gen Z consumers' satisfaction with clothing products corroborates Nadanyiova and Sujanska's (2023) evidence that influencer-mediated marketing communication builds deeper relationships with Gen Z audiences, fosters loyalty, and enhances brand perception. It also aligns with Pinto and Paramita (2021), who showed that social media influencers reinforce brand loyalty among Gen Z and that purchase intention serves as a mediating pathway between influencer exposure and loyalty outcomes. These results may be attributable to Gen Z consumers' propensity to identify with and emulate popular cultural figures—comedians, musicians, and actors—whom brands strategically deploy as influencers, leveraging their familiarity and aspirational appeal to drive engagement and satisfaction among this audience segment.

V. CONCLUSION

The digital transformation of commerce has opened substantial pathways for Gen Z consumers to purchase clothing products with greater convenience and accessibility than any previous generation has enjoyed. However, growing reluctance among younger Nigerian consumers to rely on e-marketing channels for clothing purchases—particularly in the context of failed transactions and unfulfilled deliveries—signals an urgent need to refine the strategies through which vendors engage this audience. The entire arc of the online clothing purchase experience, from initial product discovery to final delivery, constitutes a critical determinant of Gen Z consumer satisfaction. The present study underscores that not all e-marketing approaches carry equal weight: while affiliate marketing and influencer marketing emerged as significant predictors of consumer satisfaction, social media campaigns alone did not demonstrate a comparable effect. These findings suggest that future e-marketing investments in Nigeria's clothing sector should be directed toward performance-linked affiliate structures and credible influencer partnerships, as these channels most directly shape the satisfaction outcomes that determine long-term Gen Z loyalty and purchasing continuity.

RECOMMENDATIONS

➤ *Based on the Findings of this Study, the following Recommendations are Made:*

- Affiliate marketers should prioritise the development of secure, intuitive, and fraud-resistant ordering interfaces to enhance the confidence and satisfaction of Gen Z consumers purchasing clothing products online.
- Social media platforms utilised for clothing marketing should be curated to minimise distracting and irrelevant

content, with messaging oriented toward strengthening brand recognition and loyalty among Gen Z target audiences.

- Brands should engage influencers with credible public reputations and strong resonance with Gen Z values to serve as brand ambassadors, maximising the authenticity and reach of clothing product promotions.

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➤ *Conflict of Interest*

The authors declare no potential conflicts of interest with respect to the research, authorship, or publication of this article.

➤ *Author Contributions*

- Conceptualisation: ORD, MBA, EOO, REE
- Formal analysis: ORD, MBA, REE, EOO
- Funding acquisition: ORD, EOO, MBA, REE,
- Investigation: ORD, MBA, REE, EOO
- Methodology: ORD, MBA, REE, EOO
- Writing – original draft, review & editing: ORD, MBA, EOO

➤ *Data Availability Statement*

The data generated and analysed in this study are contained within the article. For further enquiries, please contact the corresponding author.

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