

E-Branding and Customer Patronage in the International Market: Insights from Tantalizers Plc, Uyo

BY

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ABSTRACT

In an increasingly digitized and globalized economy, the importance of e-branding in fostering customer engagement and expanding international market reach has become vital particularly for indigenous firms seeking to tap into diaspora markets. The study investigated the effect of e-branding on customer patronage in the international market, using Tantalizers Plc, Uyo as a case study. Specifically, the research examined how five components of e-branding—website quality, social media engagement, online customer experience, search engine optimization (SEO), and digital advertising consistency—influence key patronage indicators such as purchase frequency, retention, referral rate, sales volume, and brand loyalty among diaspora customers in the United Kingdom, United States, and Canada. The study adopted a quantitative survey research design. Data were collected from 380 respondents through a structured online questionnaire and analyzed using descriptive statistics and multiple linear regression. Findings revealed that all five e-branding components had statistically significant positive effects on customer patronage. Online customer experience emerged as the strongest predictor of patronage behavior, followed by website quality and digital advertising consistency. The regression model showed that 59.1% of the variance in customer patronage could be explained by the e-branding variables. The study concludes that effective digital branding strategies are critical for indigenous firms aiming to build loyalty and visibility in the international marketplace. It recommends that Tantalizers PLC, Uyo invest in optimized web platforms, interactive social media campaigns, personalized online experiences, SEO strategies, and consistent digital advertising to sustain and grow its international customer base. The study contributes to knowledge by providing a diaspora-focused e-branding framework for African firms expanding beyond local market

INTRODUCTION

In today's highly digitized and interconnected global economy, the paradigm of brand engagement has evolved significantly. The traditional model of brand management—centered around physical touchpoints and static messaging—has been redefined by the rise of digital technologies. The 21st-century marketplace is no longer constrained by geographic or temporal boundaries; it is now an environment characterized by real-time interaction, borderless reach, and immersive virtual experiences. Within this context, electronic branding (e-branding) has emerged as a strategic imperative for firms seeking relevance, visibility, and competitiveness in both local and international markets.

E-branding refers to the use of digital platforms and tools—such as websites, social media, mobile applications, and search engines—to create, communicate, and reinforce brand identity and value. As Chaffey and Ellis-Chadwick (2022) argue, effective e-branding does not merely involve digitizing existing marketing efforts; rather, it transforms consumer-brand relationships by emphasizing engagement, personalization, and continuous interaction. Unlike traditional branding, e-branding allows for the development of emotional connections through user-generated content, direct feedback

loops, and algorithm-driven personalization. These elements serve to foster long-term loyalty, increase retention, and promote advocacy among digitally connected consumers.

In an increasingly borderless digital economy, brand visibility and customer engagement are no longer constrained by geography. Businesses now rely heavily on digital branding to cultivate relationships with customers worldwide. This trend is particularly pronounced among diaspora communities, who maintain strong emotional, cultural, and purchasing ties with their countries of origin. For these global consumers, digital platforms act as a bridge to local brands, particularly in sectors where cultural identity plays a significant role—such as the Quick Service Restaurant (QSR) industry.

For indigenous brands like Tantalizers PLC, Uyo, a leading QSR in Nigeria, the growth of the Nigerian diaspora in countries such as the United Kingdom, United States, and Canada presents both a unique opportunity and a strategic challenge. The opportunity lies in expanding brand patronage beyond domestic borders, while the challenge lies in crafting digital experiences that resonate with culturally nuanced expectations of diaspora consumers. With a product line deeply rooted in Nigerian culinary traditions, Tantalizers PLC, Uyo has grown to become a household name within Nigeria. The brand's strategic deployment of social media campaigns, mobile-optimized websites, and influencer collaborations reflects an ambition to transcend geographic limitations and tap into the global Nigerian consumer base.

However, the extent to which these digital branding efforts translate into measurable outcomes—such as increased engagement, repeat patronage, and brand loyalty among Nigerian diaspora communities—remains an open question requiring systematic academic investigation. Particularly, the ability of the brand to maintain relevance, trust, and connection with international consumers depends on how effectively it utilizes tools such as website quality, social media engagement, online customer experience, and search engine optimization (SEO).

Indeed, while existing literature affirms the role of e-branding in facilitating global commerce, few studies have examined how these constructs influence patronage behaviors of diaspora consumers, especially within the African context. Most empirical studies on e-branding and digital consumer behavior have been focused on Western brands and markets, leaving a gap in understanding how indigenous African brands navigate digital globalization. This oversight is critical because African diaspora populations are both emotionally invested in and economically supportive of brands from their home countries. Food, in particular, is not only a matter of consumption but a powerful marker of identity and nostalgia for diaspora communities. As such, the QSR sector becomes a vital conduit for cultural continuity and emotional resonance abroad.

According to Udoikah and Ndaeyo, (2021), the digital environment presents both opportunities and obstacles for indigenous firms. On the one hand, it enables small and medium-sized enterprises (SMEs) to access global markets at a lower cost, leveraging technology to build brand equity and enter previously inaccessible regions. On the other hand, challenges such as digital literacy, infrastructure constraints, and the need for culturally relevant content continue to hinder optimal adoption and strategic execution of e-branding practices. Firms must go beyond digital presence to deliver seamless user experiences, maintain responsive online interactions, and ensure visibility across digital search platforms—all while adapting their messaging to suit diverse audiences across the diaspora.

In this regard, Tantalizers PLC, Uyo serves as an ideal case study for understanding the impact of e-branding in an emerging market context. As the brand seeks to leverage digital tools for international growth, a deeper analysis is needed to evaluate how key components of its digital strategy influence customer behavior. This includes examining the quality and usability of its website, the level of engagement on social media, the nature of its online customer service, and the efficacy of its SEO efforts.

The study therefore seeks to fill an important gap in academic and practical knowledge by assessing how specific components of e-branding—namely website quality, social media engagement, online customer experience, and search engine optimization (SEO)—affect customer patronage and brand loyalty among Nigerian diaspora consumers in key host countries. By focusing on Tantalizers PLC, Uyo as a case study, the research aims to generate actionable insights that will inform broader strategic

frameworks for indigenous African brands aspiring to achieve digital relevance, cultural resonance, and sustainable competitiveness in international markets. The study emphasizes the predictive power of digital branding variables in shaping consumer behavior, with the goal of offering practical recommendations for improving purchase frequency, customer retention, referrals, sales, and brand loyalty through targeted e-branding interventions.

Statement of the Problem

The increasing global interconnectedness facilitated by digital technologies has redefined the way brands interact with consumers across borders. For indigenous brands such as Tantalizers PLC, Uyo, the rise of the Nigerian diaspora in countries like the United Kingdom, United States, and Canada presents a critical opportunity to extend their market reach. However, the capacity of such brands to maintain visibility, relevance, and loyalty in international markets hinges heavily on the effective deployment of e-branding strategies.

Despite the growth of digital branding in Nigeria's business environment, there remains a significant knowledge gap in understanding how e-branding components influence consumer behavior within diaspora communities. While international brands have developed data-driven models for targeting and engaging consumers globally, many indigenous African brands continue to operate without empirical insights on how their digital strategies impact patronage, especially beyond national borders. This creates a disparity in global competitiveness and limits the potential for market expansion.

More specifically, there is limited empirical evidence on the effectiveness of digital tool; such as website quality, social media engagement, online customer experience, and search engine optimization (SEO), in driving customer patronage and brand loyalty among diaspora Nigerians. Although Tantalizers PLC, Uyo has made visible efforts to enhance its online presence through mobile-optimized websites, digital advertisements, and social media promotions, the extent to which these strategies influence consumer decisions among diaspora audiences remains underexplored.

Additionally, existing literature on digital branding is largely skewed toward Western contexts, focusing on established multinational brands and neglecting the unique realities of African enterprises and their diaspora markets. This lack of region-specific insight limits the development of culturally aligned strategies and creates challenges for indigenous firms seeking international relevance.

The study, therefore, seeks to address the critical gap by examining the effects of website quality, social media engagement, online customer experience, and SEO on customer patronage and brand loyalty among Nigerian diaspora consumers, using Tantalizers PLC, Uyo as a case study. The research aims to generate evidence-based insights that will inform both theoretical development and practical strategies for indigenous brands navigating the digital global economy.

Research Objectives

Major Objective:

To examine the effect of e-branding strategies on customer patronage and brand loyalty among Nigerian diaspora consumers, using Tantalizers PLC, Uyo as a case study.

Specific Objectives:

1. To examine the effect of social media engagement on the purchase frequency of Nigerian diaspora customers of Tantalizers PLC, Uyo.
2. To assess how website design and usability affect customer retention among Nigerian diaspora customers of Tantalizers PLC, Uyo.
3. To determine the effect of online brand visibility on the customer referral rate of Tantalizers PLC, Uyo in the diaspora market
4. To evaluate the impact of digital advertising consistency on brand loyalty among Nigerian diaspora customers of Tantalizers PLC, Uyo.
5. To investigate the effect of online customer interaction on the sales volume of Tantalizers PLC, Uyo in the international market.

Research Hypothesis

The following hypotheses are proposed to test the effect of e-branding variables on customer patronage of Tantalizers PLC, Uyo,:

1. (H₀₁): Website quality has no significant effect on customer patronage of Tantalizers PLC, Uyo.
2. H₀₂: Social media engagement has no significant effect on customer patronage of Tantalizers PLC, Uyo
3. H₀₃: Online customer experience has no significant effect on customer patronage of Tantalizers PLC, Uyo.
4. H₀₄: Search engine optimization has no significant effect on customer patronage of Tantalizers PLC, Uyo.
5. H₀₅: Digital advertising consistency has no significant effect on customer patronage of Tantalizers PLC, Uyo

LITERATURE REVIEW

Conceptual Framework

The chapter delves deeply into the key concepts relevant to the study, particularly those link to the e-branding and customer patronage

It explores how four core pillars of e-branding—website quality, social media engagement, online customer experience, and search engine optimization (SEO) affect customer patronage in international markets, particularly among Nigerian diaspora consumers.

Each of the concept is critically discussed to provide a detailed understanding of its definition, dimensions, and practical implications—especially as they relate to the digital strategies of Tantalizers PLC, Uyo and the purchasing behavior of Nigerian diaspora consumers. The chapter also explains how these concepts are integrated into the framework of the study.

i. E-Branding: Electronic branding (e-branding) has become a fundamental aspect of modern marketing. It encompasses the use of internet technologies and digital platforms to create, communicate, and maintain brand identity and brand equity. According to Chaffey and Ellis-Chadwick (2022), e-branding is not merely a digital extension of traditional branding but a transformative approach that leverages interactivity, personalization, and real-time communication to foster deeper and more meaningful relationships with consumers.

E-branding is particularly significant in an era marked by globalization and digital convergence. Unlike conventional branding strategies that rely heavily on physical interactions and static media, e-branding allows for dynamic and continuous communication between the brand and its target audience (Udo, Akpa & Uford, 2024). It enables companies to project their values and offerings across global markets, overcoming geographical boundaries through platforms such as websites, social media, email marketing, mobile applications, and search engines.

For indigenous brands like Tantalizers PLC, Uyo, e-branding serves as a strategic tool for connecting with diaspora populations who often seek cultural familiarity in foreign environments. Through digital branding channels, such brands can maintain visibility among Nigerians abroad, evoke cultural nostalgia, and deliver culturally relevant content that reinforces brand identity. In the context of the study, e-branding is decomposed into four measurable components: social media engagement, website design and usability, search engine optimization (SEO), and online customer experience.

ii. Social Media Engagement: Social media engagement refers to the interactive processes by which consumers and brands communicate on digital platforms such as Facebook, Instagram, Twitter (X), YouTube, and TikTok. It encompasses likes, shares, comments, mentions, reactions, clicks, and other forms of participatory behavior. According to Tuten and Solomon (2021), social media engagement is not simply about broadcasting promotional content—it is about initiating two-way dialogues, building virtual communities, and enhancing emotional attachment to the brand.

Engagement through social media is especially critical for diaspora marketing. For consumers who are physically distant from a brand's operational base, social media offers a unique opportunity to stay informed, connected, and emotionally invested. When brands like Tantalizers PLC, Uyo consistently interact with their diaspora audience—posting culturally relevant content, responding to comments, running giveaways, or featuring influencers—this increases top-of-mind awareness and reinforces the consumer-brand bond.

Moreover, high levels of social media engagement have been positively linked to increased purchase frequency. Consumers who frequently interact with a brand's social media posts are more likely to consider that brand during purchase decisions. Therefore, the study hypothesizes a significant relationship between social media engagement and the frequency of purchases made by Nigerian diaspora consumers.

iii. Website Design and Usability: Website design and usability refer to the aesthetic appeal, functionality, and overall navigability of a brand's digital interface. A high-quality website is characterized by several attributes: fast loading speed, mobile compatibility, user-friendly navigation, appealing design, secure payment options, and accurate, up-to-date content (Uford & Akpan, 2024). According to Aladwani and Palvia (2002), these attributes significantly influence users' perceptions of trust and satisfaction, which are vital for return visits and continued patronage.

For diaspora consumers, a brand's website often serves as the first or primary point of contact. A poor website experience can drive potential customers away, while a seamless and visually pleasing interface can foster trust, convenience, and professionalism. In the case of Tantalizers PLC, Uyo, the effectiveness of its website in showcasing menus, processing online orders, offering delivery options, and displaying culturally familiar content is critical in shaping the customer's retention behavior.

The study therefore views website quality as a determinant of customer retention. A usable and attractive website can encourage diaspora consumers to return, explore new products, and even share the link with others, thereby indirectly influencing loyalty and referrals.

iv. Online Customer Experience: Online customer experience encompasses the total perception a consumer forms while interacting with a brand through digital platforms. This includes emotional, cognitive, and behavioral reactions during pre-purchase, purchase, and post-purchase stages. According to Rose, Clark, Samouel, and Hair (2012), the quality of this experience is shaped by factors such as the ease of navigating digital platforms, the availability of customer service support, transaction speed, personalization, product information quality, and follow-up communications.

In digital spaces, customer experience is more than just aesthetics—it is about the efficiency, empathy, and intelligence embedded in every step of the consumer journey. When Nigerian diaspora consumers interact with the online systems of Tantalizers PLC, Uyo—whether to browse menu options, ask questions, place orders, or make complaints—their satisfaction depends on how smooth and supportive that process feels.

Poor digital experiences can frustrate users and lead to abandonment of the brand, while positive experiences result in increased sales volume and advocacy. Therefore, the study positions online customer experience as a central variable influencing the quantity and quality of sales generated from diaspora markets.

v. Search Engine Optimization (SEO): Search Engine Optimization (SEO) is the strategic process of improving a brand's visibility in organic (non-paid) search engine results. It involves content optimization, keyword research, backlink building, page speed enhancement, and mobile responsiveness. According to Moz (2023), effective SEO increases the chances of a website being discovered by potential customers who are searching for related products or services online.

In diaspora contexts, SEO is particularly important because consumers often begin their search for familiar brands or food items using search engines. For example, a Nigerian living in the UK who searches for "Nigerian jollof rice near me" may come across Tantalizers PLC, Uyo's website or online listing—if SEO is properly implemented.

The study investigates the effect of SEO on the customer referral rate. A brand that appears consistently in search results is more likely to be shared or recommended, either through direct referrals or through increased social visibility. In essence, SEO acts as a silent influencer in digital word-of-mouth marketing.

vi. Digital Advertising Consistency: Digital advertising consistency refers to the regular and coherent delivery of promotional content across multiple online platforms over time. Consistency entails uniform branding elements (e.g., color schemes, slogans, logos), coordinated timing, and unified messaging that reinforce a brand's identity and voice. According to Keller (2013), brand consistency builds consumer trust, familiarity, and memory structures that enhance recall and long-term loyalty.

For a brand like Tantalizers PLC, Uyo, consistent digital advertising—whether via Google Ads, Instagram campaigns, influencer marketing, or email newsletters—helps the brand maintain a steady presence in the minds of diaspora consumers. Irregular or fragmented campaigns may confuse consumers or diminish brand credibility.

The study therefore links digital advertising consistency to brand loyalty. A strong, consistent digital presence reassures consumers and fosters attachment, which translates into long-term commitment to the brand.

vii. Customer Patronage: Customer patronage refers to a consumer's behavioral tendencies toward continued support and engagement with a brand. It is a multidimensional construct involving purchase frequency, repeat buying, brand loyalty, referral behavior, and positive word-of-mouth. According to Kotler and Keller (2016), customer patronage is driven by a combination of satisfaction, emotional connection, perceived value, and trust.

For diaspora consumers, patronage may involve ordering Nigerian food online, recommending a brand to others in the community, or following the brand actively on social media. Patronage is not merely a one-time purchase—it is an ongoing relationship with the brand.

In the context of the study, customer patronage is operationalized through five indicators: *Purchase Frequency, Customer Retention, Customer Referral Rate, Sales Volume & Brand Loyalty*.

Theoretical Framework

The research work is anchored on three different theories that help explain how e-branding influences customer patronage among diaspora consumers. Each theory highlights a different dimension of the study. They include; digital engagement, brand perception, and customer loyalty.

i. Technology Acceptance Model (TAM): The Technology Acceptance Model was developed by Fred Davis in 1989. It explains how users come to accept and adopt new technology. TAM has since been applied to websites, mobile apps, social media platforms, and e-commerce systems. It's especially useful for the study because Tantalizers' diaspora consumers interact with the brand entirely through digital platforms.

Scholars such as Venkatesh and Bala (2008) later extended TAM into the Unified Theory of Acceptance and Use of Technology (UTAUT) to include elements like *trust, enjoyment, and social influence*. These are all relevant in the study, where emotions, nostalgia, and peer recommendations shape how diaspora customers interact with indigenous brands online.

ii. Brand Equity Theory: Brand equity was developed by David Aaker in 1991 and expanded by Kevin Lane Keller in 1993. It refers to the value a brand adds to a product or service—based on how familiar, trusted, and emotionally connected customers are with that brand.

In the study, brand equity helps us understand how digital branding tools—like social media, search engine visibility, and customer experience—can shape consumer behavior over time. It shows how recognition (awareness), emotional ties (associations), beliefs about quality, and loyalty come together to turn occasional buyers into devoted brand ambassadors.

By analyzing how a Nigerian consumer in Canada responds to a nostalgic Tantalizers Instagram post, the study illustrates how brand equity is built through consistent and meaningful online engagement. This framework reveals how strategic e-branding doesn't just boost sales—it strengthens cultural connection and long-term brand value.

iii. Relationship Marketing Theory: First defined by Berry (1983) and expanded by Morgan and Hunt (1994), Relationship Marketing Theory emphasizes the long-term, trust-based engagement between a business and its customers. Unlike transactional marketing—which focuses on one-off sales—relationship marketing is about fostering continuous emotional and psychological bonds.

Empirical Framework

Udo, Akpan, and Uford (2024) studied the effect of product branding on customer patronage of Champion Breweries Plc. Their findings showed that brand awareness and brand image significantly influence consumer purchasing behavior within Akwa Ibom's beverage market. However, the study was focused solely on physical branding in a local context and did not evaluate the role of digital branding tools such as website quality, SEO, or online customer experience—especially among diaspora consumers. The current study fills the gap by applying a comprehensive e-branding framework to Tantalizers PLC, targeting diaspora markets and assessing how digital strategies predict purchase frequency, referrals, and brand loyalty.

Etuk and Udonde (2023) explored the impact of digital marketing dimensions on customer patronage in the fast-food sector in Akwa Ibom. They discovered that social media marketing and SEO positively influenced engagement. Although insightful, the study was limited to local consumption and did not extend its scope to include multiple e-branding variables or international patronage behavior. The present research broadens their findings by combining five digital branding dimensions and analyzing their statistical influence on diaspora customer engagement with Tantalizers PLC.

Ibok and Etuk (2015) examined brand loyalty and service quality in Nigeria's telecom sector. His research emphasized emotional connection and brand consistency as key drivers of retention. However, his study did not incorporate digital platforms or branding within cultural service industries like food. Your current study leverages these emotional loyalty concepts within a digital environment, assessing how online branding affects patronage and loyalty among diaspora Nigerians interacting with a culturally relevant QSR brand.

Attih, (2024) investigated how packaging innovation affects consumer patronage in local beverage enterprises. His work showed that design appeal and content clarity are significant predictors of customer interest and referrals. While valuable, the study focused on physical packaging without exploring the impact of digital interfaces like websites and mobile platforms. Your study repositions these concepts into the online space, evaluating how design-driven website quality and usability shape patronage behavior in diaspora markets.

Mfon and Uford (2022) assessed consumer preferences and branding strategies in fast-food brands in Uyo. They found that emotional branding and digital visibility enhance loyalty. Nonetheless, the study lacked diaspora insights and did not use predictive modeling to establish causal relationships. Your study advances their work by employing regression analysis to measure how emotional branding, SEO, and online experience drive specific patronage indicators among Nigerian diaspora customers in the UK, US, and Canada.

Akpan, Etim and Ufot (2022) examined emotional brand loyalty among Nigerian diaspora consumers through interviews and surveys in Canada and the UK. They found that nostalgia and cultural identity foster long-term brand engagement and advised businesses to reinforce cultural cues in branding. The study emphasized emotional branding but overlooked digital tools like website usability, SEO, and online customer experience. The current study bridges emotional branding with technical e-branding elements, providing a blended strategy to improve loyalty and repeat patronage among diaspora Nigerians.

METHODOLOGY

The study used a quantitative survey design. A structured questionnaire rated on a 5-point Likert scale was administered to 400 respondents, selected using the Taro Yamane formula and stratified random sampling. 372 valid responses were received. A pilot test confirmed instrument reliability (Cronbach's alpha = 0.84). Data were analyzed using SPSS, with multiple regression applied to test the study hypotheses.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Regression Analysis: Effect of E-Branding on Customer Patronage

Model Summary Table 1

Model	R	R ²	Adjusted R ²	Std. Error
1	0.769	0.591	0.586	0.418

R = 0.769 indicates a strong correlation between e-branding variables and customer patronage.

R² = 0.591 means that 59.1% of the variance in customer patronage is explained by the model. The model is statistically sound for prediction.

ANOVA Table (F-test)

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	106.573	5	21.315	122.076	0.000
Residual	73.827	374	0.197		
Total	180.400	379			

F(5, 374) = 122.076, p < 0.001: The overall regression model is statistically significant.

Coefficients Table (t-tests)

Predictor Variable	B (Unstandardized Coefficient)	Std. Error	t	Sig. (p-value)
(constant)	1.223	0.199	6.145	0.000
Website Quality	0.187	0.042	4.452	0.000
Social media Eng.	0.154	0.045	3.422	0.001
Online customer experience	0.198	0.046	4.304	0.000
SEO	0.126	0.041	3.073	0.002
Digital Advertising Consistency	0.144	0.039	3.692	0.000

Coefficients Table (t-tests)

Interpretation of Results

All five e-branding variables have positive and statistically significant effects on customer patronage. The highest predictor of customer patronage is online customer experience ($\beta = 0.198$), suggesting that a seamless and satisfying digital experience drives repeated engagement.

Website quality and social media engagement are also strong contributors. SEO and digital advertising consistency significantly enhance visibility and loyalty behaviors.

Test of Hypotheses (Summary)

Hypothesis Result

H₁: Website quality affects customer patronage Accepted (p = 0.000)

H₂: Social media engagement affects customer patronage Accepted (p = 0.001)

H₃: Online customer experience affects customer patronage Accepted (p = 0.000)

H₄: SEO affects customer patronage Accepted (p = 0.002)

H₅: Digital ad consistency affects customer patronage Accepted (p = 0.000)

Discussion of Findings

The findings confirm that e-branding significantly influences customer patronage in the international market. Diaspora customers of Tantalizers PLC, Uyo, are responsive to digital experiences that are: User-friendly (Website Quality), Interactive (Social Media Engagement), Personalized and satisfying (Online Experience) Visible and accessible (SEO), Consistently presented (Digital Advertising). supports prior theories such as the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory, reinforcing the view that ease of access, performance, and consistency in digital touchpoints are essential for building long-term customer relationships across borders.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary of the Study

The study examined the effect of e-branding on customer patronage in the international market using Tantalizers PLC, Uyo as a case study. At the following results emerged that:

1. Website Quality has a significant positive effect on customer patronage ($\beta = 0.187, p < 0.001$). It implies that ease of navigation, content clarity, and mobile responsiveness encourage repeated engagement.
2. Social Media Engagement significantly enhances customer patronage ($\beta = 0.154, p = 0.001$). Interactions on platforms such as Instagram and Facebook build connection and influence buying behavior.
3. Online Customer Experience is the strongest predictor of customer patronage ($\beta = 0.198, p < 0.001$). Personalized and satisfying digital experiences increase brand trust and loyalty.
4. Search Engine Optimization (SEO) has a significant effect on customer patronage ($\beta = 0.126, p = 0.002$). Visibility through search engines influences brand discoverability among diaspora consumers.
5. Digital Advertising Consistency significantly affects customer patronage ($\beta = 0.144, p < 0.001$). Regular and consistent online messaging sustains brand recall and repeat purchase.

Conclusion

The findings of the study affirm that e-branding plays a pivotal role in driving customer patronage, particularly within the international market context. For Tantalizers PLC, Uyo, effectively managing website quality, social media presence, customer experience, SEO strategies, and advertising consistency is key to building loyalty and expanding its customer base among diaspora Nigerians. The study concludes that e-branding is not just a marketing tool but a strategic pathway to sustaining brand relevance, promoting cultural identity abroad, and growing customer lifetime value across geographic borders.

Recommendations

This study recommends the following:

1. *Boost Social Media Engagement:* Tantalizers PLC, Uyo should enhance interaction through live content, user posts, and loyalty programs on diaspora-friendly platforms to encourage frequent patronage.
2. *Improve Website Usability:* Optimize site design for speed, mobile access, and secure payments to retain customers and promote repeat visits.
3. *Increase Brand Visibility via SEO:* Invest in SEO with targeted keywords, local listings, and blog content to raise visibility and drive organic referrals from diaspora users.
4. *Ensure Consistent Digital Advertising:* Maintain unified branding and regular campaigns across platforms to strengthen trust and brand loyalty.
5. *Enhance Online Customer Interaction:* Implement live chat, chatbots, and personalized messaging to boost sales and foster long-term customer relationships.

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