

Digital Service in Global Marketing and Customer Satisfaction of Temu Online Shop in Akwa Ibom State, Nigeria

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ABSTRACT

The study was carried out to predict Digital Service in Global Marketing and Consumer Satisfaction of Temu Online Shop in Akwa Ibom State, Nigeria. The cross-sectional survey research design was adopted for the study. The population for the study consisted of both workers of Temu online shops and customers between the ages of 18 to 50 years who are currently buying from the Temu online store in Akwa Ibom State. The sample size for the study was 246 respondents, determined using the Topman formula, since the population was unknown. The main sources of data used in the study were from primary sources, gathered with the use of a 4-point Likert scale questionnaire made up of 30 items. Respondents were selected using the convenient sampling technique. Data collected for the study were analysed using simple and multiple linear regression. The research questions were analysed using simple linear regression while hypotheses were tested using multiple regression analysis to predict the independent variables and the dependent variable, at a 0.05 level of significance. The findings revealed that network availability and fulfilment individually and collectively, had a positive significant prediction on customer satisfaction of Temu online shop in Akwa Ibom State, Nigeria. It was concluded that network availability and Fulfilment were positive significant predictors of Customer satisfaction in Akwa Ibom State. It was recommended among others that, Temu online shop as an organization should pay serious attention to network availability, by investing in network infrastructural development, regulating policies and ensuring cyber security measures. This will help increase brand visibility and should create a positive association between Temu and the local community, it will increase e-commerce engagement and Fulfilment in Akwa Ibom State by lunching the state to the economic cyber space.

Keywords: *Digital Service, Global Marketing, Customer Satisfaction, Temu Online Shop, Akwa Ibom State, Nigeria.*

INTRODUCTION

The rise of global digital marketplaces has transformed how consumers interact with products and services, offering unprecedented convenience, access, and variety. E-commerce platforms like Temu, which have rapidly gained ground across emerging markets, rely heavily on the effectiveness of digital services to meet customer needs and foster loyalty. In Nigeria, particularly in subnational regions like Akwa Ibom State, the success of such platforms is often contingent on two crucial dimensions of digital service: network availability and fulfilment efficiency.

Network availability, as a component of digital infrastructure, plays a vital role in enabling user access to online platforms. When connectivity is poor or inconsistent—as is frequently the case in some parts of Akwa Ibom—users experience interruptions during key stages of the shopping process, including browsing, payment, and customer service engagement. Research by Udo and Etuk (2022) at Akwa Ibom State University underscores that “unstable internet connectivity and limited bandwidth remain major barriers to digital service adoption among users and small businesses in the region” (Udo & Etuk, 2022, p. 48). Such limitations directly affect users' perception of service quality, regardless of the effectiveness of global marketing campaigns.

Equally important is fulfilment, which refers to the post-purchase processes such as order confirmation, shipping, delivery speed, product condition, and return policies. The effectiveness of fulfilment services can significantly shape the overall customer experience and satisfaction level. According to Bassey and Essien (2021) of Akwa Ibom State University, “customer dissatisfaction in digital commerce often stems not from the shopping interface, but from poor fulfilment practices such as late deliveries, wrong orders, and lack of customer feedback mechanisms” (Bassey & Essien, 2021, p. 35). In this sense, fulfilment serves as the operational backbone that sustains trust in the digital shopping ecosystem.

From a global marketing perspective, platforms like Temu invest in persuasive international branding and digital campaigns to attract and retain customers. However, marketing strategies alone are insufficient if users in local markets such as Akwa Ibom face technical or operational challenges during their engagement with the service. Therefore, the effectiveness of global marketing is often moderated by local conditions of digital service delivery. As noted by Ajayi and Nwachukwu (2023), customer satisfaction in digital markets is “multi-dimensional, depending not only on product variety and price but on the quality-of-service delivery, including technical access and logistics.

This study, therefore, seeks to explore how network availability and fulfilment, as critical components of digital service, influence customer satisfaction with Temu's online shopping experience in Akwa Ibom State, Nigeria. It aims to bridge the gap between global marketing strategies and local customer realities by investigating how infrastructural and operational factors shape the overall user experience. The findings will offer valuable insights into improving digital service delivery, particularly for international e-commerce platforms operating in developing regions.

Statement of the Problem

The increasing adoption of global e-commerce platforms like Temu has revolutionized online retail across borders, offering consumers in Nigeria, including those in Akwa Ibom State, access to a wide variety of products and services at competitive prices. However, despite the global marketing appeal and user-friendly digital interfaces of such platforms, customer satisfaction at the local level remains inconsistent and often unsatisfactory. This gap suggests that key components of digital service, specifically fulfilment and network availability may be significantly influencing customer experiences and outcomes.

Fulfilment, which encompasses order accuracy, delivery timeliness, and returns management, remains a persistent challenge for many consumers in Akwa Ibom. Delayed deliveries, wrong product shipments, and poor communication regarding return processes undermine trust in the platform and negatively affect customer satisfaction. Many users report dissatisfaction despite attractive offers and a smooth ordering interface, indicating that fulfilment failure often erodes the benefits of well-executed global marketing strategies. Similarly, network availability, defined as the stability and accessibility of internet services, plays a foundational role in determining how users interact with Temu's platform. Inconsistent internet connectivity, common in various parts of Akwa Ibom State, disrupts the digital shopping process—causing slow page loads, failed transactions, and interrupted communication with customer support. As a result, users may abandon carts, encounter payment issues, or experience frustration, leading to dissatisfaction regardless of the brand's global marketing appeal. Although,

Temu's marketing strategies are designed to attract a broad global audience, the effectiveness of these efforts is diminished when the supporting digital infrastructure, such as local internet quality and logistical fulfilment—is weak. Previous studies (Etuk, Akpan & Awah, 2025; Ufot, Etuk & Attih, 2024) have shown that both fulfilment reliability and network availability are critical to e-commerce success in developing regions, yet their combined effect on customer satisfaction within a global marketing context has not been adequately examined in Akwa Ibom State.

This study therefore seeks to investigate how fulfilment and network availability influence customer satisfaction with Temu's digital service in Akwa Ibom State, thereby providing insights into how global platforms can better align their strategies with local realities to improve user experience and satisfaction.

Objective Of the Study

The major objective of this study is to determine how e-service quality predicts customer satisfaction in Temu online shop, Nigeria. Specifically, the study was designed to:

- i. Determine how fulfillment predicts customer satisfaction in Temu online shop, in Akwa Ibom State. Nigeria;
- ii. Determine how network availability predicts customer satisfaction Temu online shop, in Akwa Ibom State. Nigeria;

Research Question

The following research questions were formulated to guide the study.

- i. To what extent does fulfillment predict satisfaction in Temu online Shop in Akwa Ibom State. Nigeria
- ii. How does network availability predict customer satisfaction of Temu online shop in Akwa Ibom State. Nigeria.

Statement of Hypotheses

The following hypotheses were formulated and tested

H₀₁: Fulfillment does not significantly predict customer satisfaction in Temu online shop in Akwa Ibom State.

H₀₂: Network availability does not significantly predict customer-satisfaction in Temu online shop in Akwa Ibom State.

LITERATURE REVIEW

Digital Service

Digital service refers to the provision of services through electronic means, especially over the internet, where users interact with businesses via websites, mobile apps, and social platforms. In the e-commerce sector, digital services encompass activities such as account registration, product search, ordering, payment processing, delivery tracking, and customer support.

The quality and accessibility of digital services directly impact customer engagement and satisfaction. In Akwa Ibom State, digital service adoption is gradually increasing, but several barriers persist. Etuk, Akpan, and Awah (2025) identified that the majority of businesses in the region lack the infrastructure and technical expertise to provide seamless digital experiences. Poor design of digital interfaces, limited access to payment gateways, and inadequate customer service mechanisms are common limitations that affect user experience negatively.

Furthermore, as more consumers transition to online shopping, especially on international platforms like Temu, the expectations for real-time communication, accurate information, and secure payment systems are rising. When these services are not optimized, consumers often abandon their purchases or develop negative perceptions of the platform. (Etuk, Akpan, & Awah, 2025)

Global Marketing

Global marketing refers to strategies and practices that promote goods and services across international borders with a standardized or adapted approach. In digital commerce, global marketing leverages tools like online advertisements, social media campaigns, and search engine optimization to reach diverse markets, regardless of geographical limitations.

For a platform like Temu, global marketing includes targeted promotions, universal discount schemes, multi-language interfaces, and culturally inclusive messaging. However, while global marketing seeks to create a unified brand perception, its success depends on local infrastructure and user realities.

In a study conducted among students and online shoppers in Akwa Ibom State, Etuk, Udoh, Akpan, and Isaac (2024) noted that e-marketing platforms influence consumer behavior significantly. However, the impact of these global marketing strategies is only meaningful when they align with the digital literacy levels, cultural values, and consumption patterns of the local population. For instance, aggressive promotions without reliable delivery systems may backfire in regions where fulfilment infrastructure is weak. Thus, for global marketing to be effective in Akwa Ibom, it must consider the local digital landscape, ensuring that marketing promises are supported by actual service delivery. (Etuk, Udoh, Akpan, & Isaac, 2024)

Customer Satisfaction

Customer satisfaction in e-commerce refers to the extent to which a customer's expectations are met or exceeded throughout their interaction with a digital platform. It covers the entire customer journey—from initial browsing and purchasing to delivery and after-sales service.

In digital commerce, key determinants of satisfaction include ease of navigation, transaction security, order accuracy, delivery timeliness, and customer support. When customers are satisfied, they are more likely to repeat purchases, leave positive reviews, and recommend the platform to others. Conversely, poor digital experiences can lead to distrust, complaints, and eventual disengagement.

In a recent study by Ufot, Etuk, and Attih (2024), it was found that in Akwa Ibom State, customer satisfaction is closely linked to network reliability, privacy concerns, and the overall efficiency of the digital platform. Specifically, users of Jumia reported higher satisfaction when platforms provided responsive customer service and accurate product information. The study emphasized that satisfaction goes beyond flashy advertisements, it is the outcome of consistent and reliable service delivery.

For international platforms like Temu operating in Nigeria, understanding local determinants of satisfaction is critical to improving retention and loyalty among customers. (Ufot, et al., 2024)

Dimensions of Digital Service

Fulfilment

Fulfilment in e-commerce refers to all processes involved in getting a purchased product to the customer's doorstep. This includes inventory management, packaging, shipping, delivery, and handling returns or complaints. A smooth fulfilment process is key to ensuring that customers receive what they ordered, in the right condition, and within the expected timeframe.

A major challenge in Nigeria, especially in regions like Akwa Ibom, is the inefficiency of local logistics systems. Poor road infrastructure, limited courier coverage, and a lack of real-time delivery tracking often delay deliveries or result in order errors. According to Ufot et al. (2024), most complaints about e-commerce platforms in Akwa Ibom relate to late deliveries, damaged goods, and poor return procedures. Consequently, customers often feel let down when the products they receive do not match what was advertised, or when they face long delays without clear communication (Uford et al., 2022).

Given that fulfilment is the final and most tangible part of the shopping experience, failure at this stage often overrides earlier positive impressions created by digital marketing or user-friendly platforms. Thus, global platforms like Temu must strengthen their last-mile delivery systems and logistics partnerships to improve fulfilment outcomes in local markets. (Ufot et al., 2024)

Network Availability

Network availability refers to the extent to which users can access and utilize internet services without interruption. It includes factors such as broadband speed, mobile network coverage, uptime reliability, and overall connectivity quality. Network availability is foundational to the success of digital platforms—it enables every other digital function from browsing to transaction completion.

In the context of e-commerce in Akwa Ibom State, network instability is a significant barrier. Etuk et al. (2025) observed that poor internet connectivity discourages users from completing online transactions and limits businesses' ability to interact effectively with customers. For consumers, delays in loading product pages, failed payment processes, and poor communication with customer service can result from unreliable network connections.

Ufot et al. (2024) also confirmed that network availability was a statistically significant predictor of customer satisfaction. In their study of online shoppers, users who had access to fast and stable internet were more likely to report positive experiences and return for future purchases.

Given the critical role of network infrastructure, both government investment in ICT and private sector innovation are essential to improving the quality of e-commerce experiences in regions like Akwa Ibom. (Etuk et al., 2025; Ufot et al., 2024)

Theoretical Framework

SERVQUAL model (Parasuraman, Zeithaml & Berry, 1985)

This study adopted SERVQUAL model as the best fit model. It is a framework for measuring and managing service quality. The model identifies the gaps between customer expectations and perceptions of service performance, which assists organizations improve their service quality. The model evaluates service quality across five key dimensions namely: tangible reliability, responsiveness, assurance and Empathy. The model identifies five gaps that can hinder service quality namely knowledge, standards, and delivery communication and perception gaps. The advantage of the model is that it provides valuable insights into customer expectations and perceptions. While it is limited by the fact that it relies on subjective customer perceptions, which can change. Marketing implications: Businesses that recognize and fix these gaps may enhance service quality, increase customer happiness, and establish stronger customer connections, all of which contribute to greater marketing results.

Review of Empirical Studies

Etuk et al (2024), examined the moderating role of age and education in the relationship between e-service fulfillment and customer loyalty in the context of online shopping in Nigeria. Three hundred and fifty-three (353) Nigerian online shoppers participated and provided useful data through a structured questionnaire. Hierarchical regression analysis was employed to analyze the data, focusing on the interactions between e-service fulfillment, demographic variables (age and education), and customer loyalty. Findings indicate a significant positive relationship between e-service fulfillment and customer loyalty among Nigerian online shoppers. Age and education were found to moderate this relationship, with older consumers and those with higher education levels showing stronger preferences for reliable e-services. These results underscore the importance of considering demographic factors in designing e-commerce strategies to enhance customer loyalty. Recommendations include enhancing e-

service fulfilment, segmenting marketing strategies, and prioritizing customer education and support to foster long-term customer loyalty in the Nigerian e-commerce landscape.

Nurdia et al., (2023) investigated on the effect of service quality and security on customer satisfaction and customer loyalty at Bank Aceh Syariah of Banda Aceh city, Indonesia. Data were collected through questionnaires distributed to BAS Banda Aceh as many as 300 people. The sampling technique applied was nonprobability sampling. This study used PLS to test the research model. The results reveal the Servqual, security, satisfaction, and loyalty in BAS Banda Aceh are in good achievement, Servqual affects satisfaction, Security affects satisfaction, Servqual affects loyalty, Security affects loyalty, Satisfaction affects loyalty, Servqual affects loyalty mediated by satisfaction, and Security affects loyalty mediated by satisfaction. The satisfaction in the model also has been proven as a partial mediator. These findings also prove that the model for increasing customer loyalty at BAS Banda Aceh is a function of improving service quality, security, and customer satisfaction. Academically this tested model can be further developed with further research by adding other variables.

Parasuraman, Zeithaml & Malhotra (2005), carried out research using the means-end framework as a theoretical foundation, this article conceptualizes, constructs, refines, and tests a multiple-item scale (E-S-QUAL) for measuring the service quality delivered by Web sites on which customers shop online. Two stages of empirical data collection revealed that two different scales were necessary for capturing electronic service quality. The basic E-S-QUAL scale developed in the research is a 22-item scale of four dimensions: efficiency, fulfillment, system availability, and privacy. The second scale, E-RecS-QUAL, is salient only to customers who had non-routine encounters with the sites and contains 11 items in three dimensions: responsiveness, compensation, and contact. Both scales demonstrate good psychometric properties based on findings from a variety of reliability and validity tests and build on the research already conducted on the topic.”

Methodology

Methodology The cross-sectional survey method was adopted as a research design for the study. The method uses questionnaire as instrument for collecting data and was considered appropriate for the study. This is because the method is based on the premise that if a given population is too large for the researcher to realistically observe all the elements in the population, the cross-sectional survey method afforded the opportunity. Attih O, (2019) Population /Sample Size The population of the study comprised of customers that patronize Temu online shop in Akwa Ibom State within the ages of 18 and 50 years. A sample size of 246 customers partook in the study and was determined through the use of Topman formula.

Reliability of the Research Instrument

The research instrument was subjected to Cronbach Alpha reliability to test the level of reliability of the research instrument. The result is substantially high enough to justify the use of the research instrument.

1. Network Availability 0.807
2. Fulfilment 0.825

The result revealed that the reliability coefficient is all above 0,70 which justifies the reliability of the instrument as recommended by Essien, et al, (2023)

Method of Data Analysis

The data obtained were analyzed using simple and multiple linear regression, while the hypothesis was tested at 0.05 level of significance with the p-value < 0.05 which indicates statistical significance. Data analyzed were facilitated using the statistical package for social sciences SPSS.

Data Analysis and Discussion of Result

Fulfilment does not significantly predict customer satisfaction

Table 1: ANOVA analysis of the prediction of customer satisfaction

Model Sig	Sum of Squares	df	Mean Square	F
Regression .000	1693.28	1	1693,28	795.481
Residual	504.48	237	2.129	
Total	2197.75	238		

a Dependent Variable: Customer Satisfaction

predictors: (constant), Fulfilment

The result in Table 1 shows that the calculated F-value of the Prediction of customer satisfaction by fulfillment at df of 1 and 237 is 795.48, while its corresponding calculated level of significance is .000 alphas. This level of significance is less than 0.05 in which the decision rule is based, the null hypotheses was therefore rejected. This implies that fulfilment does significantly predict customer satisfaction of Temu online shops in Akwa Ibom State, Nigeria.

Hypotheses 2

Network Availability does not significantly predict customer satisfaction

Table 2: ANOVA analysis of the prediction of customer satisfaction

Model Sig	Sum of Squares	df	Mean Square	F
Regression .000	1708.20	1	1708.20	826.98
Residual	489.48	237	2.066	
Total 1	2197.75	238		

a Dependent Variable: Customer Satisfaction

predictors: (constant), Network Availability

The result in Table 2 shows that the calculated F-value of the Prediction of customer satisfaction by Network Availability at df of 1 and 237 is 826.98, while its corresponding calculated level of significance is .000 alphas. This level of significance is less than 0.05 in which the decision rule is based, the null hypotheses was therefore rejected. This implies that Network Availability does significantly predict customer satisfaction of Temu online shops in Akwa Ibom State, Nigeria.

Discussion of findings

The main aim of the study was to determine how e-service quality predicts customer satisfaction of Temu online shops in Akwa Ibom State, Nigeria. The dimensions of e-service quality used for the research are; fulfilment, network availability, privacy and efficiency.

Hypotheses 1: The result of the analysis of the prediction of customer satisfaction revealed that Fulfilment does significantly predicts Customer Satisfaction of Jumia online shops in Akwa Ibom State, Nigeria. This finding could be attributed to the fact that fulfilment is a crucial concern while evaluating the value of electronic services since it may determine whether clients are happy or unhappy with the product or services (Yang & Fang, 2014).

Hypotheses 2: The result of the analysis of the prediction of customer satisfaction revealed that Network Availability does significantly predicts Customer Satisfaction of Jumia online shops in Akwa Ibom

State. Nigeria. This finding could be attributed to the fact that Network Availability is a crucial concern while evaluating the value of electronic services since it may determine whether clients are happy or unhappy with the product or services. This research work gives credence to the study that was conducted by Aosaspoor and Aboltazli (2017), where their finding revealed that Network Availability has a positive influence on Customer Satisfaction.

Conclusion and Recommendation

Conclusively, the study has also revealed that, Network Availability, and Fulfilment had a joint significant prediction on customer satisfaction of online Temu Shop in Akwa Ibom State, Nigeria leading to repeat purchase and referrals. The test has by and large bore favorable significant results in the light of variables used. Recommendations Based on the findings, the following recommendations were made:

- i. Temu online shop as an organization should pay serious attention to network availability, by investing in network infrastructural development, regulating policies and ensuring cyber security measures. This will help increase brand visibility and create a positive association between Jumia and the local community, it will increase ecommerce engagement in Akwa Ibom State by launching the state to the economic cyber space.
- ii. Temu online shop should pay more attention to the quality of services they offer to customers which may bring about fulfilment on the exchange of value between the customer and Jumia online shop as an organization.

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