

Electronic Payment System Adoption and Marketing Success of Electricity Distribution Company in Port Harcourt, Nigeria

Atuo Eucharia Chinasa^{1*}

¹Department of Marketing, University of Port Harcourt

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*Corresponding author: Atuo Eucharia Chinasa
Department of Marketing, University of Port Harcourt

Abstract

The study empirically examined the relationship between electronic payment system adoption and marketing success of Electricity Distribution Company in Port Harcourt, Nigeria. The population of this study comprises the customers of Electricity Distribution Company in Port Harcourt, Nigeria. There are 4,461,546 registered customers of Electricity Distribution Company in Port Harcourt (National Bureau of Statistics, NBS, 2025, www.nigerianstat.gov.ng). The researcher employed the Taro Yamane Formula to reduce the population to a reasonable sample size. The study has 4,461,546 customers of Electricity Distribution Company in Port Harcourt, which implies that the population of the study is known and cluster sampling technique, was therefore used to determine the sample size of 399 through the use of Taro Yamane's formula. Multiple regression analysis was used with the aid of statistical package for social sciences (SPSS, version 21) analyze to the data. The study concludes that Based on the findings of the results, the study concludes that electronic payment system adoption strongly and positively relates with marketing success of electricity distribution companies in Port Harcourt as it creates a means of enhancing and increasing customer's satisfaction which in-turn leads to customer loyalty. The study further recommends that, electricity distribution companies should ensure that e-wallet applications must always follow trends or developments in online consumer consumption patterns in Port Harcourt.

Keywords: Electronic Payment System, Electronic-Wallet Payment System, Point of Sale Payment System, Marketing Success.

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1.1. INTRODUCTION

The wide use of smartphones in emerging markets has called for digital replacement, reduced the number of informal business transactions, and has the level of digitalization in the Nigerian markets and elsewhere. The use of smartphones, which has in the played a major role in the digital world is now seen to be the most effective in the future of any industry, but mostly in, developed markets (Kabbiri *et al.*, 2018).

The high level of technological development has helped in enhancing digitalization processes in various aspects of businesses and industries, and including in Electricity Distribution Company is not an exception. The technologies used in the electricity distribution company are innovated to further improve the success of their businesses (Ramdan *et al.*, 2021). Cashless system of payments and instruments are major

support to the general effectiveness and stability in the Nigerian financial system. E-payment system could be seen as direct payment and banking transactions between the firm and its customers without physically appearing at the bank, through the use of electronic interactive communication channels and other payments technological devices such as; automated teller machine (ATM), POS, internet and mobile banking, credit and debit cards, web pay, amongst others.

Ruto *et al.*, (2023) carried out a study to examine the effects of mobile banking on customer satisfaction with specific interest on Equity bank of Eldoret town. Parmar and Machhar (2022) studied on the adoption of e-payment systems in India: A Literature Review. Bagudu and Okolie (2022), further investigated on the analysis of prospects and challenges encountered through e-payment system in Nigeria. Ogunsuyi & Siyanbola (2023) studied on the adoption of Point of Sale

(POS) Terminal by Small and Medium-sized Enterprises (SMEs) in Lagos State, Nigeria. To the best of the researcher knowledge, few of these studies were conducted in Nigeria but none was investigated using Electricity Distribution Company as an industry. It is on this discourse that researcher wish to bridge the knowledge gap by introducing Electricity Distribution Company in this study. Based on this knowledge, the researcher seeks to investigate the relationship between electronic payment system adoption and marketing success of Electricity Distribution Company in Port Harcourt.

1.2. Statement of the Problem

Due to the high level of global market competition, organizations are affected by diminishing budgets and are realizing the importance to invest more in it to meet up certain marketplace demand. Companies in the electricity distribution industry are not left out; they are also faced with a tensed competitive environment where sustained competitive advantage becomes a big deal to sustain. Marketing success is a basic objective for most firms, and electricity distribution companies are not excluded. It is important to develop a marketplace and e-payment system for Port Harcourt Electricity Distribution Companies to survive after the pandemic.

However, the adoption of e-payment systems in Nigeria has not popularly being in full use. They are still facing some challenges such as customer demand, financing, and supply chains, lack of adequate infrastructure, platforms security, high rate of illiteracy, frequent power interruption, lack of seriousness by banks and resistance to changes in technology among organizations were the factors that influenced the negative tendency of marketing success in Nigeria. Furthermore, customers of Port Harcourt Electricity Distribution Companies are no longer satisfied with the treatment they are getting, while transacting physical, such as staff behavior while making payments in banks or any designated pay point and other unruly behavior from the personnel, inactive websites, inefficient network connections to mention a few. This has affected the marketing success of Electricity Distribution Companies (EDC) in Port Harcourt. It is at this juncture that the researcher suggests the use of electronic payment system adoption through the measures of e-wallet systems, point of sales payment will enhance the marketing success of the EDC firms in Port Harcourt. This study further wishes to fill the gap in the literature regarding the adoption of e-payment system and marketing success of Port Harcourt, Electricity Distribution Companies in Port Harcourt, Nigeria.

2.1. Review of Related Literature

2.1.1. Theoretical Review

2.1.2. Technology Acceptance Model (TAM)

TAM has been one of the most popular theoretical frameworks that is often used in the study of

adoption of a wide series of technologies (Deluna *et al.*, 2019, Barkhordari *et al.*, 2017, Madan & Yadav, 2016). TAM was developed by Davis in 1989, which helps researchers and scholars to assess the intention of users and understand the rationale behind the rejection or purchase of a product or service (Brohi, 2019). TAM also explores the interconnectivity between the simplicity of perceived usefulness, user's intention, motives and attitude, of individuals using a particular product or services and several scholars have extensively tested it in the field of information technology (IT). However, TAM model has been empirically tested in a number of settings in order to forecast the adoption of information technology that enables innovations, and the model's results have really proven to be genuinely accurate and accepted in terms of human attitudes.

However, it has been popularly believed that TAM does not solely explain the complicated way customer intention is. Previous researchers focused mainly on the TAM with more constructs that is gotten from mobile payment studies, such as pricing, reliability, mobility, expressiveness, suitability, speedy transaction, usage situation, social reference groups, acceptable conditions, and technological anxiety. Technology Acceptance Model (TAM) is an information system theory that explains the way users accept and use a technology that will encourage and enhance economic growth. The model further suggests that when users are introduced to new technology, several factors influence their decision about how and when they are likely to accept and use it, notably: Perceived usefulness (PU) and Perceived ease-of-use (PEOU).

2.2. Empirical Review

Ruto *et al.*, (2023) carried out a study on the effects of mobile banking on customer satisfaction with specific interest on Equity bank of Eldoret town. The study used a descriptive research design with a sample size of 213 respondents who were selected through stratified and purposive sampling from a target population of 2,130 comprising of employees, bank customers and agents. Data was collected using questionnaires and interview schedules and the data was analyzed with the aid of Statistical Package of Social Sciences (SPSS). The findings of the study were summed up using statistical measures of central tendency and measures of dispersion, and the data was presented with the use of tables, charts and figures. From the findings, the study concluded that close to all those using mobile banking services at the moment were satisfied that indeed it was efficient and reliable.

Awani, (2015) also carried out a study on perceived usefulness and perceived ease of use, and the study looked at how both factors indirectly influence the adoption of internet banking, the researcher used a TAM theory to identify the adoption of internet banking in Jordan and data was collected from 298 accountants. [E-payment systems can also be known to be online

payment systems, internet banking, online banking, web banking, or home banking or any customer enabled e-payment system.

2.2.1. Gap in Literature

A great number of studies have been carried out previously on electronic payment system adoption due to high rate of growth in the electronic banking and e-payment systems, as well as the complicated associated with the factors that influence their usage and adoption. Kilay *et al.*, (2022), investigated a study on digitalization through the introduction of e-payment and e-commerce services into MSME supply chains in Indonesia. Ruto *et al.*, (2023) conducted a study to find out how mobile banking impacts on customer satisfaction with specific interest on Equity bank of Eldoret town. Parmar and Machhar (2022) studied, the adoption and usage of e-payment systems in India: A Literature Review. Ali, Ali, Ahmed and Ali (2019) also investigated the factors that are likely to hinder or facilitate consumers' adoption of mobile commerce [mobile commerce is one of the parts of e-payment systems] activities in Oman. Mohamed *et al.*, (2019) study focuses on testing the factors that influence the adoption and usage of Islamic mobile banking services in Malaysia. Bagudu and Okolie (2022) examined the analysis of prospects and challenges of e-payment system in Nigeria. Ogunsuyi & Siyanbola (2023) further carried out study on the usage of Point of Sale (POS) terminals by Small and Medium-sized Enterprises (SMEs) in Lagos State, Nigeria. Ojuotimi *et al.*, (2019) study was to determine the effect of point of sales (POS) utilization on effective demand for agricultural commodities in stores and supermarket in Akure Metropolis, Nigeria. To the best of the researcher's knowledge, few of these studies were conducted in Nigeria, but none was carried out using Electricity Distribution Company as an industry and very few studies also used marketing success as their criterion variable with e-payment system adoption. It is on this basis that the researcher wishes to bridge the knowledge gap by introducing Electricity Distribution Company in this study and also seeks to investigate the relationship between electronic payment system adoption and marketing success of Electricity Distribution Company in Port Harcourt.

2.3. Electronic Payment System Adoption

The introduction of e-commerce cannot be inseparable from the high level of development information technology, especially the internet. Electronic commerce (e-commerce) can be considered to be the occurrence of transactions or exchanges of information between firms and their customers in the virtual world. E-commerce allows companies to disseminate information about their products and services all over the world without being limited by geographical boundaries (Widyanto & Patrie, 2021). Electronic commerce is also about carrying out financial transactions through the internet or personal communication networks, where the purchases and sale

of goods and services, as well as money transfers, takes place on a daily basis. While the traditional payment systems are seen to be negotiable instruments such as bank drafts, cheques and letter of credits. With the introduction of electronic communications, a large number of alternative electronic payment systems have emerged. This payment system includes internet banking, direct debits, direct credits, mobile banking, electronic funds transfers, credit cards, debit cards and e-commerce payment to mention a few (Okifo & Igbunu, 2015).

Electronic payment system adoption is a vital electronic mechanism used by individuals and firms to secure a convenient way of making payments over the internet. It is also a gateway to technological advancement across the globe (Slozko & Pelo, 2015).

Electronic payment system adoption is a mechanism usually used by individuals and firms to transfer money electronically or digitally between two each other; it can also be defined as the payment made for goods or services on the internet through using bill-paying gateway. There are various system of e-payment which includes electronic fund transfers, debit/credit cards, e-wallets, e-checks, wireless payments, e-banking, online banking, mobile-payment, e-booking, e-finance, payment gateways, and virtual currency.

2.3.1. Dimensions of Electronic Payment System adoption

2.3.2. Electronic-Wallet Payment System

The electronic-wallet payment system was formally a card-based payment system which is almost the same as the debit card and credit card, issued by banks. However, e-wallet payment systems can be likened to card-based or application-based in users' smartphones that non-banking institutions can also issue. Electronic money or electronic wallet is a payment system that has made people's lives easier because they are practical, safe, fast, and in accordance with health protocols when the COVID-19 pandemic takes place and people are not allowed to have direct contact. In a highly competitive marketplace, e-wallet service providers compete fiercely with each other in terms of offering the most attractive offers with the intention of attracting and retaining consumers and encouraging their partners to use their digital wallet services in order to increase their transactions.

2.3.3. Point of Sale Payment System

Point of Sales (POS) payment is an electronic medium that is used by customers to purchase products or services in places such as the malls, hotels, filling stations, shops, supermarkets amongst others. Point of sales payment enables one to print receipts upon paying for a product and the customers are usually charged a fee known as merchant service charge (MSC) for using the machine. This Merchant Service Charge (MSC) is charged on every transaction done at the POS terminals;

this charge is borne by the merchant. The device also allows customers to pay for goods and services that are bought without physically using cash. Point of sales payment is an electronic device that customers use to pay for their goods and services. It is usually found in supermarkets, hotels, filling stations, shops etc. Point of Sale refers to a place where a payment of card transactions is usually done, through a device such as a credit card terminal or cash register. Credit/debit cards is a hardware plastic card that uniquely identifies the holder and it's used in transacting business in the following places the internet, automated teller machine (ATM) and point of sales (POS) terminals. Debit cards are usually linked to most local bank accounts that offers immediate confirmation of payment, while credit card are usually used for assessing local and international accounts. Credit cards are widely accepted across most countries, and the its obvious infrastructures and operational rules are often provided by the global trust scheme (such as visa and master card) in addition to local lines.

2.4. Marketing Success

According to Oo (2013), a firm's success could mean the success level of the business within the marketplace. That is to say, for a firm to evaluate its success, it has to look at its performance from the environment they are operating from. Marketing success can also be referred to as the yardstick use to quantify the success achieved by the firm for a period (Sucipto, Oktaviani, & Rizal, 2015). The objective of every business is to be successful and marketing success is defined in so many ways. Some researchers focused on financial indicators as the measures of marketing success, while others looked at the non-financial indicators of marketing success. The initial one accessed the traditional financial measures of marketing success such as sales turnover, profitability, return on investment to predict the success and failure of a firm.

Conceptualizing the marketing success has been widely used by strategic researchers, Garrigos, Marques and Narangajavana (2015) also classified marketing success into four metrics such as: (1) Profit, in terms of return on assets, return on investment and return on sales (2) Growth in terms of sales volume, market share and wealth creation (3) Stakeholder satisfaction which includes customer satisfaction and employees' satisfaction and (4) competitive position. Despite various definitions of marketing success in previous studies, marketing success of Electricity Distribution Company in this study was measured in terms of cash flow, net profit, sales growth, return on sales, return on investment, return on shareholders' equity and operating profit.

2.4.1. Electronic Payment System Adoption and Marketing success

A study carried out by (Oney *et al.*, 2017), looked at investigating the effect of perceived security and perceived trust determinants on the e-payment

systems use. The findings of the study showed that the influence of perceived security and trust on the e-payment system has a significant relationship. The objective of the study carried out by (Nadler *et al.*, 2019) was to investigate the impact of ease of use, perceived quality, self-efficacy, trust, benefit, security on e-payment users in china. The study concluded that e-payment was used by 97.9% of respondents, and most of them were younger males. The study focusing on the influence of SMEs in the adoption of e-commerce by Perumal *et al.*, (2021) has shown that there is a significant influence of the relationship between the technological context and the adoption of e-commerce in SMEs, while there was no significant relationship between the organizational contexts of introducing ecommerce into SMEs.

2.4.2. E-Wallet System and Marketing success

Widarto *et al.*, (2022) carried a study in investigating how app experience, product experience, brand experience, e-customer service experience impacts on e-wallet experience, e-satisfaction, and e-word of mouth in the context of e-wallet usage and applications in Indonesia. The results gotten from their study empirically proved that there is a positive and significant association between app experience, product experience, e-customer service experience on e-wallet experience, e-satisfaction, and e-word of mouth, as well as a significant effect of e-satisfaction on e-commerce and word of mouth. James (2012) in his study investigated the implementation and acceptance of E-banking system in Nigeria. The result shows that acceptance and usage of e-banking in Nigeria is significantly influenced by age, income, perceived benefits, perceived enjoyment educational background and Perceived Ease of use. Morufu and Taibat (2012), carried out a study to ascertain how banker's perceive electronic banking in Nigeria. The results showed that bankers in Nigeria perceive electronic banking as a system that helps in for reducing inconvenience, cutting out transaction costs, reducing customers queuing pattern and saving customers banking time. Based on the above discuss, the following hypotheses were formulated:

H01:

There is no significant relationship between e-wallet systems and marketing success of Electricity Distribution Company in Port Harcourt.

2.4.3. Point of Sale Payment and Marketing success

Point of Sale Payment (POS) is a system that accepts transactions, which includes the use of a cash register. POS is a cashier machine does not stand on its own, but it's attached with supporting software and other devices. As the name implies, the POS is a point of sale (check-out) where the transactions take place. This is the point at which the customer makes a payment in exchange of what he or she purchases. Credit cards initially were all paper-based payments, until in the 1990s when those credit cards were completely

transformed electronically. Ojuotimi *et al.*, (2019) study was to examine how the usage of point of sales (POS) has impacted on demand for agricultural commodities in stores and supermarket in Akure Metropolis, multistage sampling procedure was adopted in selecting one hundred and sixty (160) consumers that paid for agro-commodities using POS for the study. Data were collected using a structured interview scheduled and the data were analyzed using descriptive statistics and regression. The study showed and picked convenience as the main reason why customers use POS and also found sex, age, household size, income and effect of POS as factors influencing effective demand of agro-commodities using the POS. The study however concludes that the use of POS positively increases the demand for agro commodities. Consequently, we further hypothesize as follows:

H₀₂: There is no significant relationship between point-of-sale payment and marketing success of Electricity Distribution Company in Port Harcourt.

3.1. METHODOLOGY

The study used a cross-sectional design, which was implemented in a form of survey research. The population of this study comprises customers of Electricity Distribution Company in Port Harcourt,

Nigeria. There are 4,461,546 registered customers of Electricity Distribution Company in Port Harcourt (National Bureau of Statistics, NBS, 2025, www.nigerianstat.gov.ng). The researcher employed the Taro Yamane Formula to reduce the population to a reasonable sample size. The study has 4,461,546 customers of Electricity Distribution Company in Port Harcourt, which implies that the population of the study is known and cluster sampling technique, was therefore used to determine the sample size of 399 through the use of Taro Yamene's formula. The collection of data from this sector helped the study to obtain diverse views and perceptions about electronic payment system adoption usage in decision making of these customers. In the same vein, Taro Yamene's technique was adopted to determine the sample size. Primary data for the study was sourced through the use of questionnaires. Descriptive and inferential statistics were both used to analyze the data with the aid of statistical package for social sciences (SPSS version 21). Multiple regression analysis was done to examine the extent to electronic payment system adoption usage correlates with marketing success of Electricity Distribution Company in Port Harcourt.

4.1. RESULTS AND DISCUSSIONS

4.1.1. Response Rate

Table 4.1: Showing the Questionnaire Distribution Results

Questionnaire	Frequency	Percentage
Distributed	400	100
Retrieved	371	92.8
Not retrieved	29	7.2
Retrieved usable	367	98.9
Retrieved not usable	4	1.1

Source: Researcher's Field Desk, 2025.

In distributing the questionnaire, (400) copies were distributed, were (371) copies returned, which gave a total of 92.8% approximately, 29 copies of the questionnaire were not returned, yielding a non-response

rate of 7.2%. Out of the (371) copies that were returned, (367) copies were usable for the study, which amounts to 98.9% usable rate, while 4 were returned, but not usable yielding a non-usable rate of 1.1%.

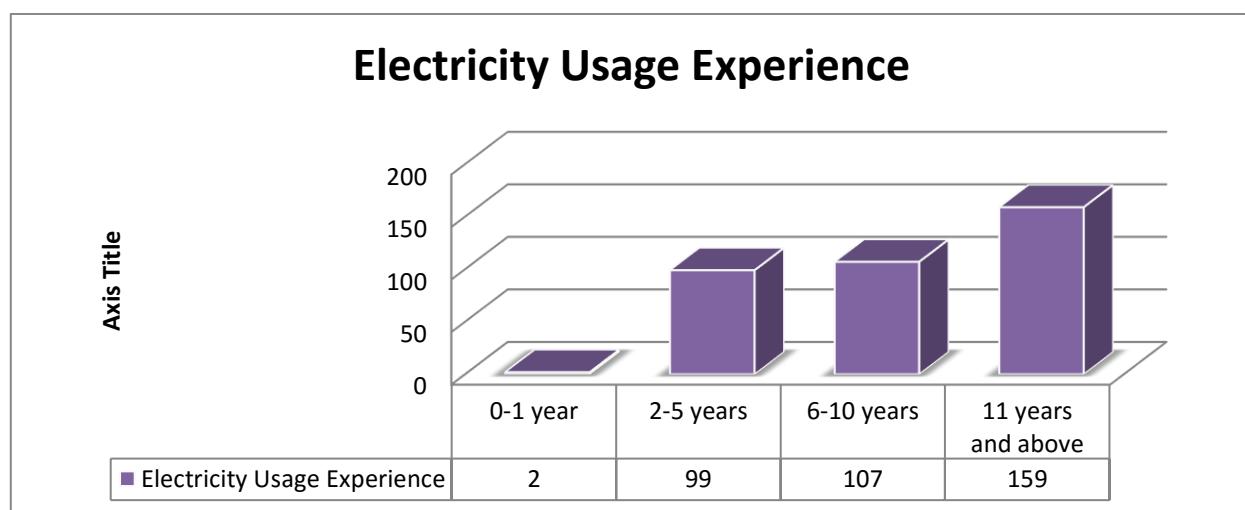


Figure 4.1: Graphical Presentation of Respondents Electricity Usage Experience

The information above shows that two (2) respondents which is 0.5% have been using electricity for about 0-1 year; ninety-nine (99) respondents with a percentage of 27.0% have also been using the services of this Electricity distribution companies for 2-5 years; one hundred and seven (107) respondents resulting to 29.2% have been using the same electricity's services, between 6-10 years, while one hundred and fifty-nine (159) respondents which has 23.3% have been patronizing the electricity distribution companies for over 11 years.

4.2. Testing of Hypotheses

Hypotheses were tested using multiple regression analytical tool:

Decision Rules:

states that the null hypotheses (H_0) should be accepted and the alternate hypotheses (H_a) should be rejected if the significant probability value (PV) >0.05 , that is, there is no significant coefficient in existence.

Reject the null hypotheses (H_0) and accept the alternate hypotheses (H_a) if the significant probability value (PV) <0.05 that means, there is significant coefficient in existence. The influence strength is therefore decided as thus; -0.1 to -0.4(weak negative influence), -0.5 to -0.7 (moderate negative influence), -0.8 to -0.9 (strong negative influence), -1 (perfect negative influence); +0.1 to +0.4 (weak positive influence), +0.5 to +0.7 (moderate positive influence), +0.8 to +0.9 (strong positive influence), +1 (perfect positive influence).

Multiple Regression Analysis showing the influence of electronic payment system adoption on Marketing Success.

4.2.1. Test of Hypothesis One

H_{01} : There is no significant relationship between e-wallet systems and marketing success of electricity distribution companies in Port Harcourt.

Table 4.2: (First Model) Regression Analysis showing the influence of E-wallet systems (EWS), Point-of-sale payment (POSP) on Customer Satisfaction (CS).

Variables Entered/Removeda			
Model	Variables Entered	Variables Removed	Method
1	E-wallet systems, Point-of-sale payment ^b	.	Enter
a. Dependent Variable: Customer Satisfaction			
b. All requested variables entered.			
Model Summary			
Model	R	R Square	Adjusted R Square
1	.845 ^a	.714	.711
Std. Error of the Estimate			
21.239810			
Predictors: (Constant), E-wallet systems.			

The above summary on the table shows that the list of the predictors which all are independent variables for electronic payment systems adoption. The R shows 0.845, meaning that; there is a positive strong and positive relationship between e-wallet systems and marketing success. The R square displays 0.714 in value,

which indicates that 71.4% of the variance in the marketing success was being significantly explained by the dimension of the independent variables (e-wallet systems). The remaining 28.6 percent were elaborated by other factors.

Table 4.3: ANOVA (First Model)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	134161.200	2	41187.067	52.567.	.000.b
	Residual	.000	365	.000		
	Total	134161.200	367			
a. Dependent Variable: Marketing Success						
b. Predictors: (Constant), E-wallet systems.						

As seen on table 4.3, the p value is $0.000 < 0.05$, therefore it demonstrated that there is significant relationship between e-wallet systems which is the dimension of the independent variables and marketing success which is the dependent variable. The f-ratio (F_2 ,

$367=52.567$) showed that there exist a significant effect and this expounded the strength of the model that is used for the research. The t-ratio showed significant of e-wallet systems to the present status of marketing success.

Table 4.4: Coefficients (First Model) Coefficients

Model	Unstandardized Coefficients		Beta	T	Sig.	95.0% Confidence Interval for B	
	B	Std. Error				Lower Bound	Upper Bound
1 (Constant)	12.627	10.109		1.249	.000	-8.459	33.714
	.470	.234	.271	1.837	.001	.917	.058

a. Dependent Variable: Marketing Success

Regression Model: Marketing Success = 12.627 + [(0.470E-wallet systems)]

Table 4.4, shows the findings of e-wallet systems mostly influences marketing success. It then reveals e-wallet systems have below 0.05 significant levels, (95% confidence level). The relationship between e-wallet systems and marketing success was significant since the p value is 0.001 and it is less than alpha value, 0.05 (threshold). It shows that e-wallet systems are significantly related with marketing success. Unstandardized coefficient beta for e-wallet systems was 0.470.

Therefore, **H₀₁**: *There is no significant relationship between e-wallet systems and marketing success is rejected.*

4.2.2. Test of Hypothesis Two

H₀₂: There is no significant relationship between point-of-sale payment and marketing success of electricity distribution companies in Port Harcourt.

Table 4.5: (Second Model) Regression Analysis showing the influence of Point-of-sale payment (SFR) on Marketing Success.

Variables Entered/Removed			
Model	Variable Entered	Variable Removed	Method
1	Point-of-sale payment ^b	.	Enter
a. Dependent Variable: Marketing Success			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.856	.828	7.45295
a. Predictors: (Constant), Point-of-sale payment				

The model showed a summary of the dimension of the predictor variable is the electronic payment systems adoption. The R shows 0.925, meaning strong and positive relationship between point-of-sale payment and marketing success. The R square shows 0.856 in

value. It means that 85.6% of the variance in the marketing success indices was significantly expounded by the dimension of the independent variable (e- point-of-sale payment). The remaining 14.4 percent were further expounded by other factors.

Table 4.6: ANOVA (Second Model)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	204168.320	2	11113.769	32.928.	.000. ^b
	Residual	.000	365	.000		
	Total	204168.320	367			
a. Dependent Variable: Marketing Success						
b. Predictors: (Constant), Point-of-sale payment						

As also seen on table 4.6, the researcher found out that the p value is 0.000 < 0.05, therefore it demonstrated that there is significant relationship between the point- of – sale payment, which is the dimension of the independent variable and also with marketing success which is the dependent variable. The

f-ratio (F_{2, 367}=32.928) showed significant effects in the existence of both variables and this explained the strength of the model that was utilized in the study. The t-ratio showed significant of point-of-sale payment to the present status of marketing success.

Table 4.7: Coefficients (Second Model) Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		
	B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	8.321	6.299	.696	3.280	.000	-6.463	19.909
	Point-of-sale payment	.985	.735		1.944	.005	-.481	.248

a. Dependent Variable: Marketing Success

Regression Model: Marketing Success = 8.321 + [(0.985Point-of-sale payment)].

Table 4.7, shows the findings of point-of-sale payment mostly influenced to the marketing success. It shows that the dimension of the independent variable have below 0.05 significant levels, (95% confidence level). The relationship between point-of-sale payment and marketing success was significant at 0.005. It shows that point-of-sale payment has significant relationship with marketing success. Unstandardized coefficient beta for competitor analysis was 0.985.

Therefore, ***H₀₂*: There is no significant relationship between point-of-sale payment and marketing success is rejected.**

4.3. DISCUSSION OF FINDINGS

The results and findings of the study on the relationship between electronic payment systems adoption and marketing success of electricity distribution companies in Port Harcourt were discussed in this section.

4.3.1. E-wallet systems significantly and positively correlate with marketing success

The result showed that e-wallet systems have a significant impact on marketing success. On this basis, the null hypothesis was rejected, as the results revealed that there was a significant relationship between e-wallet systems related activities and marketing success. The results showed that e-wallet systems contributed highly towards the level at which these firms are able to attract and satisfy its customers, with uniform and unique services that will enhance their corporate image and position them positively amongst other sectors in Port Harcourt and Nigeria. The findings also demonstrated the role of e-wallet systems on the progress of the electricity services in reaching out and effectively providing services that exceeds customer's expectations. The study directs its findings to the effectiveness of e-wallet systems in serving customers effectively and in-turn retaining them.

The findings confirm with the view of previous scholars such as Widarto *et al.*, (2022) carried out an empirical study which results states that there is a positive and significant relationship between electronic app experience, product experience, e-customer service experience, on e-wallet experience, e-satisfaction, and electronic-word of mouth, as well as a significant effect of e-satisfaction on e-commerce. James (2012), carried out a study and the result exhibited that acceptance of

electronic-banking in Nigeria is positively and significantly influenced by an individual's age, perceived ease of use, income, educational background, perceived benefits and perceived enjoyment. The results of the study carried out by Morufu and Taibat (2012), propose that employees of banks in Nigeria perceive electronic banking as a means for eliminating service inconveniences, removing transaction costs, reducing customers queuing method and saving customers of time wasted in the banking hall.

4.3.2. Point-of-sale payment significantly and positively correlates with marketing success

From the evidence of the findings above, the relationship between point-of-sale payment and marketing success was also observed to be significant; with point-of-sale payment having a significant impact on marketing success. As such the null hypotheses which stated that there is no significant relationship between both variables were therefore rejected. This stated further to indicate that point-of-sale payment contributed positively and significantly as a predictor of marketing success which in-turn enhances its measures that includes customer satisfaction and customer retention growth. The outcome of this study's result was not in conformity with the result of Kilay *et al.*, (2022), whose results displayed that there exists a positive and significant influence of both e-payment and e-commerce service variables on the performance of MSME supply chains in Indonesia.

Based on the study findings, it was concluded that those close to or are using mobile banking services at the moment were satisfied, had positive word-of-mouth about the services and that indeed, the services were very efficient and reliable. In other-words, Parmar and Machhar (2022) study result can be utilized for further research studies on using qualitative data on the adoption of e-payment systems.

5.1. CONCLUSION

From the facts that were highlighted in the above sections. The study establishes that electronic payment systems adoption is a significant antecedent of marketing success. This is as a result of value in making sure that marketing success is achieved. Based on the findings of the results, the study concludes that electronic payment system adoption is strongly and positively relates with marketing success of electricity distribution companies in Port Harcourt as it creates a means of

enhancing and increasing customer's satisfaction which in-turn leads to customer loyalty that most times leads to retention repeat purchase and positive word-of-mouth.

5.2. Recommendations

In line with the above findings and conclusion for this study, the following recommendations were made:

- i. Electricity distribution companies should ensure that e-wallet applications must always follow trends or developments in online consumer consumption patterns in Port Harcourt.
- ii. Electricity distribution companies should first review their strategies for customer service and adjust their rate of IT, in order to more closely match customer willingness to embrace these changes, and second, they should consider the financial advantages of a fundamental change in their business model that reduces their total number of store fronts and converts others to "touch and feel" showrooms from which items can be ordered on-line.
- iii. Electricity distribution companies should make sure that there is improvement in infrastructural development so as to enhance e-payment system.
- iv. The cashless system of payments idea was well received by the majority of Nigerians, but with some concerns/challenges which can hamper its success and must be addressed by providers.

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