

Digital Marketing Opportunities in the Nigerian Petroleum Industry: A Post Subsidy Removal Assessment of Petrol Stations

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Abstract

This study investigates the relationship between digital marketing and Customer loyalty of Petrol Stations in Nigeria. The objectives of the study were to investigate the influence of online video displays, social media posts and digital display ads on Customer Loyalty. The study adopted the quasi-experimental research design which employed the cross-sectional survey design. The choice of this survey approach is because it will scientifically look at the situation on ground and will empirically analyse it to get result that can be attributable to the accessible population. Based on the objectives of the study, a research questionnaire was designed and one hundred (100) copies were distributed to customers of the petrol stations who constituted the population of the study, the researchers purposively administered the questionnaires to selected customers of the petrol stations. After data cleaning, a total of ninety-two (92) copies of the distributed questionnaire were retrieved. These copies were analysed and the hypotheses were tested using the Spearman's Correlation Coefficient with the aid of SPSS Version 25.0. The result revealed that; there is a significant relationship between online video displays and customer patronage, social media posts and customer retention and digital display ads and repurchase intention of customers of the petrol stations in Nigeria. Consequently, the study recommended amongst others that; Petrol stations should invest more on the promotion of their brands through online video displays as this is a potential way of winning and maintaining the patronage of a sizeable number of customers.

Keywords: Digital Marketing, Customer Loyalty, Online Video Displays, Social Media Posts, Digital Display Ads.

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1.1 INTRODUCTION

An overwhelming experience most Nigerians will not forget in a hurry is the sudden and undemocratic removal of fuel subsidy on May 29th, 2023. This exercise which the government boldly announced triggered off protest and subsequent strike actions from the labour unions in every part of the country, leading to complete collapse of economic and business activities for days. According to Ozili (2022), an estimated N2trillion was lost as a result of the paralysed economic activities in the nation during the days of the strike. Apart from the subsidy issue, other challenges facing the Nigerian petroleum sector as identified by Ovaga and Okechukwu (2022), include pipeline vandalization, corruption, poor petroleum sector infrastructure, scarcity, smuggling and

trucking difficulties etc. All these combines to make the marketing activities in the petroleum sector difficult (Ogbuji, 2012).

Evidence from literature reveals that petroleum sector reforms have occurred at different times in Nigeria in response to the actualisation of the set goals of the sector and or as a catalyst to economic development. The liberalisation and deregulation of downstream sector of the oil industry was a fundamental reform (Okongwu & Imoisi, 2022). History has equally shown that most of these reforms come with one price increment or the other with its attendant protest or strike actions. These affect business activities, economic well-being of the citizens as well as the growth and developmental status of the

nation. With the removal of fuel subsidy, the government believes that; healthy competition will be encouraged as demand and supply forces will take centre stage, fuel scarcity will be a thing of the past, long queues in filling stations will be no more, smuggling of petroleum products at the border will be eliminated etc (Olujobi, 2021), ownership of private refineries will be encouraged and there will be more employment opportunities (Okongwu & Imoisi, 2022).

On the contrary, however, Nigerians doubted the sincerity of the government in judiciously using the subsidy fund for the reasons specified. Today in Nigeria, petroleum motor spirit occupies the same position that blood occupies in the life of any living creature. It is so sensitive that any adjustment in its supply (distribution), production, price etc affects other sectors of the economy significantly. An increase in the pump price of a litre of fuel, and particularly petrol, will lead to inflation in the prices of food items, transportation, services etc.

The removal of fuel subsidy was embarked upon with the intention that healthy competition that will be in the interest of sellers and buyers will be ushered in. This according to economic analysts will lead to competitive lower prices in the long run, even below the official price of N591 or N680, eliminate scarcity, hoarding, smuggling, long-queues, reduce sellers' malpractices such as metre adjustments, improve service delivery level and above all enhance the profitability of operators. However, it is sad enough to hear that the long list of benefits which the federal government claimed would accrue to sellers and buyers are hardly received. Before 2023 for instance, Ogunode, *et al.*, (2023) revealed that the price of a litre of fuel stabilised at N124 across many service stations in the country. Scarcity was almost a thing of the past and the quality of products was mostly of good standard. Waiting time was drastically reduced leading to enhanced customer service level. In the early days of 2023, as a result of the subsidy removal of petrol subsidy, the story changed.

This is because prices, availability, operating hours, procurement processes, customer relationship among others suddenly slopped towards the negative direction in response to the high level of artificial scarcity that followed the sudden removal of petrol subsidy (McCulloch, *et al.*, 2021). The market operated as "the seller's market" where the marketing concept is suppressed, for the first one month in many cities as buyers were seen before the gates of service stations pleading for petroleum products at any cost. In fact, the forces of demand and supply were swallowed by the actions of players in the sector. It is easier today to increase prices for one reason or the other than to reduce it. Customer loyalty has become unstable as customers switch regularly to stations with available products. Adjustment of metres is no longer a serious crime in most service stations especially now that virtually every station strives to sell at the ruling price.

Friendly atmosphere, courtesy and respect for customers are yet below expectations in the stations. These have resulted in poor marketing performance and delayed customer service level. Worse still is the fact that the petroleum products marketers have not appreciated the marketing implications of the outcome of their present attitude to business and customers as well as the impact of the fuel subsidy removal on their business operations. Most players in the sector care little or not about customer retention, customer loyalty, customer word- of- month promotion, customer satisfaction, customer relationship, and customer comfort in procurement. Their attention is only on profit maximization at all cost. They tend to be myopic in their marketing efforts, neglecting long lasting business relationships. Little wonder filling stations spring up and collapse rampantly in Nigeria. This represents a drastic negative change in marketing practice in an era marketing concept is expected to be fully operational.

The improved level of fuel availability in (2023) immediately after the subsidy removal, and the relatively stable uniform price for petrol were clear indicators that competition in the downstream oil sector had taken a different dimension from what it had been. However, 2024 availability and pricing experiences have remained harsh on Nigerians. Sales, profitability, customer loyalty and market share of various service stations are at risk as customers are ready to switch to the providers with better services and quality offerings. These obvious facts have not been given serious consideration by most operators in the sector, hence the continuous use of existing marketing strategies in an era that calls for marketing strategy rethink. This as such informs the need for the application of digital marketing strategies in achieving customer retention of fuel stations in Enugu State.

1.2 Objectives of the Study

The aim of this study is to ascertain the effect of digital marketing on customer loyalty in Petrol Stations in Nigeria. Specifically, this study sought to:

- (1) Ascertain the effect extent of online video displays on customers patronage of petrol stations in Nigeria
- (1) Determine the influence of social media posts on customer retention of petrol stations in Nigeria
- (2) Examine the effect of digital display advertisements on customers repurchase intentions of petrol stations in Nigeria

2. LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Technology Acceptance Model

Fred Davis proposed the technology acceptance model in 1985. He established the deals mainly with the forecast of the suitability of an information system. The aim of this is to forecast the suitability of an instrument and identification of the changes which should be included in the system to make it accepted by the users.

This model proposes that the acceptance of a digital information system is solely dependent on two major factors: apparent usefulness and apparent easy usage (Davis, 1993). Technology acceptance model, expounds on how users consent and use technology. The model suggests that users will consider the perceived usefulness and perceived ease of use in deciding how and when to use a new technology. Perceived usefulness is defined as the extent to which an individual believed that using a particular system enhances their job quality and output while perceived ease of use is the degree to which a person believes that using a particular system would be free from effort (Davis, 1993). The theory infers, therefore, that users will adapt to technology as long as it is able to perform the task at hand effectively and efficiently.

2.1.2 Diffusion of Innovation Theory

Diffusion of innovation theory by Rodgers (1983), explains how, why and the rate at which new innovation is accepted. Diffusion of Innovations Theory (DIT) illustrates how innovations are adopted by different consumers. Diffusion of Innovations Theory (DIT) sees innovation to be transferred through particular systems using certain channels (Rodgers, 1995). Rogers (1995), states that diffusion process is a way of passing new ideas, using different channels, to group members within a given time period. Schiffman & Kanuk (2010) maintain that the degree of acceptance of innovations vary with consumers with some accepting innovations easily, others take longer to accept the innovations while others reject the innovations completely. Consumer adoption of innovation depends on its relative advantage, compatibility, complexity, trialability and observability (Rogers, 1995; Kotler, 2003; Schiffman & Kanuk, 2010). This study consequently, is anchored on both the Technology Acceptance Model and the Diffusion of Innovation Theory, these theories guided the researcher in accomplishing the objectives of this study.

2.2 Historical Background of Nigerian Petroleum Industry and Fuel (Petrol) Price Increases

Many authors have traced the origin of petroleum in Nigeria. Among the numerous authorities who have documented the history of oil exploration, production, distribution and exportation in Nigeria are Okpara (2006), Hassan, Ebele and Rapheal (2006), Aghalino (2005), Abdulkadir (2012), Ndujihe (2012), Aremu (2006), and Tijani (2011). From the NNPC Statistical Bulletin (2012), it is recorded that oil was discovered in Nigeria in 1956 at Oloibiri in the Niger Delta, now Bayelsa state, after half a century of exploration. This discovery was made by Shel-BP. Nigeria joined the league of oil producers in 1958 when its first oil field came on stream producing 5,100 barrels per day (bpd) (NNPC Statistical Bulletin, 2012). After 1960, exploration rights in onshore and offshore areas adjoining the Niger Delta were extended to other foreign operations.

Nigeria joined the Organisation of Petroleum Exporting Countries (OPEC) in 1971 and established the Nigerian National Petroleum Corporation in 1977, a state owned and controlled company which is a major planner in both the up-stream and downstream sectors. By the late sixties and early seventies Nigeria had reached production level of over 2 million barrels of crude oil per day. This figure was, however, disrupted in the eighties as a result of economic slump. In 2004, the production level was 2.5 million bpd. It was 2.2 billion bpd in 2010 and 2011, 2.8 billion bpd in 2012. Petroleum production and exportation play dominant role in Nigeria's economy and account for about 90% of gross earnings, 41% of GDP and 88% of federally collectable revenues, (Ikem, 1990; Forest 1993). As at 2000, US Energy Report (2011) shows that oil and gas exports in Nigeria accounted for more than 98% of export earnings, 83% of federal government revenue as well as more than 14% of GDP. With about 22 to 35.3 billion barrels proven oil reserves, Nigeria is the tenth most petroleum rich nation (US Energy Information Administration, 2007).

Nigeria's petroleum is classified as mostly "light" and "sweet" as the oil is largely free of sulphur. With a total of 159 oil fields and 1481 wells, Nigeria remains the largest producer of "sweet" oil in OPEC, (Ministry of Petroleum Resources, 2012). The petroleum products consumption history in Nigeria as shown by Raji (2018), Ozili, P. K., & Ozen, E. (2021) and National Bureau of Statistic (2021), shows that PMS is the most purchased in Nigeria. With a total of 6,353,518 barrels for 2010, petroleum motor spirit (PMS) remains the dominant product in view of 668,548 and 879368 barrels for household kerosene (HHK) and gas oil/ diesel, (NBS 2010). The sensitive position occupied by petrol in the economic activities of Nigerians explains why strike actions and destruction of property and loss of lives follow any attempt by the government to increase the price of PMS unlike other products such as HHK and gas.

2.3 Fuel subsidy in Nigeria: An Overview

Authorities in the field of economics, political science and marketing have given various but related explanations on the meaning of subsidy. According to Ovaga and Okechukwu (2022), a subsidy is an assistance paid to a business or economic sector mainly by the government to prevent the decline of such institution. To Omotosho, (2020), subsidy from the budgetary context can be seen as unrecovered costs in the public provision of private goods. Okongwu and Imoisi, (2022) also asserts that to subsidize is to sell a product below the cost of production. Oxford Advanced learners' Dictionary (2004) defined subsidy as "Money that is paid by a government or an organization to reduce the costs of services or of producing goods so that their prices can be kept low". Borrowing this dictionary definition and dovetailing it to Nigeria's perspective on fuel, we define Fuel Subsidy as money paid by the government to major, upstream marketers to reduce the costs of producing and

importing petroleum products so that their prices can be kept low for local purchasers.

Prior to the subsidy removal, the pump price of fuel was N65 (\$ 0.40) per litre compared to the actual cost of about N139 per litre (OGJ, 2012). According to the United Nations Report (2012), fuel subsidy cost the Nigerian government N1.2b annually which is equivalent to 2.6% of the country's GDP. On January 1, 2012, the Nigerian government announced the removal of the federal government fuel subsidy and complete deregulation of the downstream sector on the grounds that it (subsidy) caused market distortions, encumbered investment in the downstream sector, encouraged economic inequalities and created a nebulous channel for fraud. However, the total removal of subsidy on fuel was reversed after some days of protest by the citizens. The government restored a partial subsidy, requiring consumers at the pump to pay N97 (\$0.60) per litre of petrol as opposed to the initial N141 per litre. According to PFC Energy (2012), the government overestimated fuel subsidy savings and underestimated subsidy arrears' claims in 2012 (Itumo & Onyejiuba, 2019).

Meanwhile International Monetary Fund as reported by Idrisu, (2020) has advised the Nigerian government to embark on full fuel subsidy removal. This is in sharp contrast to the opinions and the wishes of over 62% of Nigerians as shown by the CLEEN Foundation survey outcome (2012) who would want fuel subsidy to be restored and retained. It should be noted that a nationwide consultation and discussion on fuel subsidy removal was still going on when the Petroleum Products Pricing and Regulatory Agency (PPPRA) announced the outright removal of fuel subsidy, (Harring, *et al.*, 2023). As observed by Antimiani, *et al.*, (2023) protagonists argued that fuel subsidy removal was a step in the right direction and in the interest of Nigerians. They maintained that it will eliminate incentives for corruption and excess profiteering by an unpatriotic cabal in the petroleum sub sector, minimize borrowing and save money for investment in job creation, power, transport infrastructure etc, eliminate capital flight and build the nation's foreign reserves, trigger private sector investment in a deregulated downstream petroleum sector and enthrone efficiency and development of productive sectors.

The antagonists as noted by Adagunodo, (2022) insist that the total amount to be generated and the sharing formula have not been revealed clearly by the government. They also maintain that fuel subsidy removal will lead to automatic increases in the pump price of fuel, lead to hyperinflation on goods and services as cost of production will increase. Also, Omitogun (2021), and Ovaga and Okechukwu, (2022) Identified some negative effects of subsidy removal as: increase in cost of production, increase in unemployment, increase in cost-of-service provision, increase in cost of

transportation, increase in cost of living, increase in corruption.

2.4 Digital Marketing Implications of Post Subsidy Removal of Petroleum Products Marketers

The removal of petrol subsidy in Nigeria ushered in a new era of petroleum products marketing in the country. An era in which all marketers will be seen as almost equal, thereby leveraging competition as no marketer gets any amount of subsidy from the government. Hence, the forces of demand and supply will be at the forefront. This, if not interrupted by the corrupt, collusive tendencies of oil marketers in the country will open more doors for new entrants into the industry. Supporting this assertion is Ogwo and Onuoha (2013), who maintains that the deregulation of industries normally results in entry into the industry of firms or investors who hitherto could not do so.

Therefore, the new nature of competition occasioned by deregulation and fuel subsidy removal makes it imperative for petroleum products marketers to design clear positioning strategies for themselves. This will demand restructuring of existing marketing strategies, re-designing customer service strategies and maintaining periodic marketing performance measurement. With subsidy removal and deregulation, customer loyalty will be hard to maintain as customers can switch to any operator that has better services. Roe (2003) disclosed that there is need to maintain good relationship with customers already acquired. Ogbuji (2012) also assert that in any path of deregulation, the focus of marketing has to be moved from the transaction to the customer relationship. This is a task every oil marketer (major or independent) must strive to actualize.

Product strategy: For an optimal marketing performance in this new era of petroleum products marketing in Nigeria, a review of organization's (marketers') existing product related strategies is necessary. With increased competition and new entrants as well as government's plan to license private operators of refineries, product availability will be enhanced. Good supplier relationship is inevitable for the independent marketers, while the majors will need to overhaul their logistics activities (infrastructure and management). The quality of the products sold deserves strict attention to avoid alteration of set quality standards. Also, the quantity of products dispensed by the meters should be monitored to avoid meter adjustments that will serve as competitive disadvantage.

Pricing strategy: With improvement in product availability and quantity, customers will become price sensitive in the purchase of petroleum products, especially fuel. The federal government hopes that competition will make the price of fuel to come below N97. Marketers should be careful with price increases as they can affect sales volume and profitability adversely especially if other competitors sell at cheaper rates.

Place and Promotion: Location strategies, hours of operation, nature of operating environment (space), and the safety measures in place are place factors that customers will consider while choosing an outlet to buy from. Marketers will therefore need effective and efficient distribution strategies in order to avoid stock outs. There is also the need to disseminate relevant and timely information to current and prospective customers as well as the general public concerning availability of products, their prices, other services available that will enhance customer satisfaction. This may require informal and formal advertisement, sales promotion and good public relations where legally permitted.

2.5 Hypotheses

Ho₁: There is no significant relationship between online video displays and customers patronage of petrol stations in Nigeria

Ho₂: There is no significant relationship between social media posts and customer retention of petrol stations in Nigeria

Ho₃: There is no significant relationship between digital display ads and customers repurchase intentions of petrol stations in Nigeria

3.0 METHODOLOGY

Our study adopted quasi-experimental research design which employed cross sectional survey approach. Sullivan (2001) asserts that a survey “is a data collection technique in which information is assembled from individuals by having them respond to questions or statements”. Survey method is also useful because it supports our triangulation's of methodology as Sullivan (2001) believes that some survey methods allow for the use of both questionnaire and other data collection techniques like informal discussion, documented evidence. Besides, the quasi-experimental research design was adopted due to the complex relationship that exists between the study variables. From the submission of Nachmias and Nachmias (1996), this choice is informed by the fact that the researcher does not have perfect control of the variables that could affect the study. Therefore, a non-contrived research setting was adopted. Our population consisted of customers of petrol stations across Enugu metropolis. The researcher purposively administers a total of one hundred (100) copies of

questionnaire to customers of these fuel stations in Nigeria.

The instruments used for data collection was the questionnaire. For the purpose of this study, a self-administered, questionnaire was employed. The questionnaire was structured into sections A and B. Section A dealt with the demographics of the respondents, while section B dealt with the study variables. The questions were designed in a simple format to ease administration. Multiple choice methods were adopted in framing the questions and the questions were structured using five-point Likert scale which solicited information from the customers of the fuel stations chosen for the study.

In this study, we adopted an inferential statistical tool with statistical package for social sciences (SPSS) version 21.0 facilitating the analysis. The Spearman's Rank (rho) correlation was used to analyze the relationship between the independent and dependent variables at $P > 0.01$ (two-tailed test). Only ninety-two copies of the research questionnaire were valid, these copies were used for the analysis.

4.0 DATA ANALYSIS AND RESULTS

The dimensions of digital marketing: online video displays, social media posts and digital display ads, were correlated against the measures of the dependent variable which is customer loyalty (patronage, retention and repurchase intention). The aim was to ascertain if there is a significant relationship between these dimensions of digital marketing and the measures of customer loyalty, and the direction of such relationship. The Spearman's Rank (rho) correlation coefficient statistics was used in analyzing the data collected for the purpose of this study, this was done with the aid of Statistical Package for Social Sciences (SPSS) version 24.

Hypothesis One

Ho₁: There is no significant relationship between online video displays and customers patronage of petrol stations in Nigeria.

Statistical Analysis for Hypothesis One

Table 4.1: Correlation Coefficient Result for Hypothesis One

		Online Video	
Spearman's (rho)	Online Video	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	92
	Patronage	Correlation Coefficient	.823
		Sig. (2-tailed)	.018
		N	92

Source: Desk Research, 2024

From the result of the above table, the correlation coefficient ($r = 0.823$) between online video displays and customers patronage revealed the existence of a strong positive relationship. The coefficient of determination ($r = 0.677$) indicated that only 68% of customers patronage is explained by online video display. The significant value of 0.018 ($p < 0.05$) revealed that the relationship between online video display and customer patronage is significant. Based on the outcome of the analysis above, we thus conclude that there is a positive

and significant relationship between online video displays and customers' patronage of petrol stations in Nigeria.

Hypothesis Two

Ho₂: There is no significant relationship between social media posts and customer retention of petrol stations in Nigeria.

Statistical Analysis for Hypothesis Two

Table 4.2: Correlation Coefficient Result for Hypothesis Two

		Media Posts	
Spearman's (rho)	Media Posts	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	92
	Retention	Correlation Coefficient	.861
		Sig. (2-tailed)	.045
		N	92

Source: Desk Research, 2024

From the result of the above table, the correlation coefficient ($r = 0.861$) between social media post and customer retention revealed the existence of a strong positive relationship. The coefficient of determination ($r = 0.741$) indicated that 74.1% of customers' retention is explained by social media posts. The significant value of 0.045 ($p < 0.05$) revealed the existence of a significant relationship. Based on the above therefore, the null hypothesis two was rejected. Thus, we conclude that there is a positive and significant

relationship between social media posts and customer retention of petrol stations in Nigeria.

Hypothesis Three

Ho₃: There is no significant relationship between digital display ads and customers repurchase intentions of petrol stations in Nigeria.

Statistical Analysis for Hypothesis Three

Table 4.3: Correlation Coefficient Result for Hypothesis Three

		Digital Ads	
Spearman's (rho)	Digital Ads	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	92
	Repurchase	Correlation Coefficient	.886
		Sig. (2-tailed)	.020
		N	92

Source: Desk Research, 2024

From the result of the above table, the correlation coefficient ($r = 0.886$) between digital display ads and repurchase intention revealed a strong positive relationship. The coefficient of determination ($r = 0.785$) indicated that 78.5% of customers repurchase intention is explained by digital display ads of the fuel stations. The significant value of 0.020 ($p < 0.05$) also revealed the existence of a significant relationship. Based on the result above, the null hypothesis was rejected. Therefore, there is a positive and significant relationship between digital display ads and customers repurchase intentions of petrol stations in Nigeria.

4.2 DISCUSSIONS OF FINDINGS

4.2.1 Relationship between Online Video Displays and Customer Patronage

From the result of the analysis, the correlation coefficient ($r=0.823$), was tested at a 0.05 significant level, the outcome revealed that there is a positive and significant correlation between online video displays and customer patronage. Therefore, online videos display often provided by the fuel stations can play a significant role in customers' patronage. Roe; B (2003) had mentioned that perceived strategic positioning by business organizations via internet and related electronic devices are potent mechanisms that instigate consumers awareness of the business and consequent patronage. The increased and consistent adoption and use of the internet as a mechanism of the video displays of the services and ambiances of the fuel stations will not only arouse the

interests of potential customers, but also instigate them to exercise patronage.

4.2.2 Relationship between Social Media Posts and Customer Retention

From the result of the analysis, the correlation coefficient ($r=0.861$) was tested at a 0.05 significant level, the outcome revealed that there is a positive and significant correlation between social media posts and customer retention. With reference to the findings, (Adagunodo, 2022) highlighted that customers can access information and pictures of businesses of interests through the social media, consequently, that businesses that wishes to expand their scope of customers should seek the platforms of the social medias to create awareness and educate the potential prospects on their various products of service lines. McCulloch, *et al.*, (2021) also concur that the social media displays rekindle the minds of the customers by occupying them with exciting and rich catalog of goods and services offered by such organization.

4.2.3 Relationship between Digital Displays Ads and Customer Repurchase Intentions

From the result of the analysis, the correlation coefficient ($r=0.886$), was tested at a 0.05 significant level, the outcome revealed that there is a positive and significant correlation between digital displays ads and customer repurchase intentions. Therefore, digital display ads often provided by the fuel stations can play a significant role in inciting customers' interests to repurchase from the fuel stations. Ogwo and Onuoha (2013), observed that consistent ads display by businesses are like potential reminder to the customers that the business organization still exists and that it has not ceased to function in their core areas of business interests. The increased and consistent adoption digital display ads as a mechanism for advancing knowledge about the products of the fuel stations will help them sustain their customers committed patronage over time.

5. CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

Based on the findings as revealed by the study, the following conclusions are made:

- i. A positive and significant relationship exists between online video displays and customers patronage of petrol stations in Nigeria.
- ii. Social media posts influences customers' retention in of petrol stations in Nigeria.
- iii. There is a positive and significant relationship between digital display ads and customers repurchase intentions of petrol stations in Nigeria.

5.2 RECOMMENDATIONS

In accordance with the conclusions above, the researchers therefore recommends that:

- i. Petrol stations are advised to invest more on the promotion of their brands through online video

displays as this is a potential way of winning and maintaining the patronage of a sizeable number of customers.

- ii. The petrol stations are equally encouraged to consistently register their presents in every platform of social media so as to create awareness about their brand and also to elaborate of specific features that makes them unique and different from their competitors in other to win and retain prospective customers.
- iii. There is need for the petrol stations to initiate measures that will support the regular reinforcement of digital display ads both on the internet and physical strategic positions around their operating environment so as to incite customers to patronize the business over time.

5.3 Contribution to Knowledge

This study made a significant contribution to knowledge in relation to digital marketing strategy by introducing relative dimensions and measures of the independent and dependent variables respectively, which has guided the researcher to ascertain the actual nature of relationship between the variables and also to draw logical conclusions. Furthermore, it also provided an insight into the understanding of customers' response to digital advertisements and displays of business ads by the fuel stations and what impact such has of the consumers of the products of the petrol stations.

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