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REVIEW ARTICLE

THE IMPACT OF E-COMMERCE GROWTH ON TRADITIONAL RETAIL MARKETING IN NIGERIA

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ARTICLE DETAILS

ABSTRACT

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This article examines how the development of e-commerce has impacted the marketing strategies of traditional retailers in Nigeria, specifically in terms of altering consumer behaviour, advertising tactics, and the changes these retailers have undergone. With the current trend of online stores like Jumia, Konga, PayPorte, and others influencing the retail world, consumer demands have been changing, with more people requiring convenience, speed, and a personalised shopping experience. The paper discusses how traditional retailers in Nigeria are adapting to these changes by adopting digital strategies, such as utilising e-commerce platforms, digital marketing, and omnichannel retail models. It further emphasises how logistics innovation has helped promote the growth of e-commerce and improve the customer experience. The paper also examines the long-term impact of e-commerce development on the retail sector, including the adoption of new technologies such as AI, augmented reality, and big data, as well as the future of traditional retail in a marketplace increasingly based on digital technologies. Finally, the paper highlights how traditional retailers in Nigeria can be safeguarded through digital transformation by implementing a strategy that effectively integrates digital tools, consumer engagement strategies, and innovation. It is hoped that future studies will examine how consumer behaviour is changing, the adoption of omnichannel approaches, and the utilisation of new technologies in retail marketing.

KEYWORDS

Consumer behaviour, Digital transformation, E-commerce, Omnichannel marketing, Traditional retail

1. INTRODUCTION

E-commerce in Nigeria has undergone significant changes over the last decade, with the pace of these changes accelerating substantially in recent years, particularly following the COVID-19 pandemic (Okolie and Ojomo, 2020). Traditionally, the retail market in Nigeria was controlled by the traditional brick-and-mortar shops. Nevertheless, the spread of mobile telephones, the growth of the internet, and digital payment technologies have been the driving force behind the development of e-commerce in the nation (Nwogugu, 2019; Olorunniwo and Hinson, 2019). E-commerce platforms such as Jumia, Konga, and PayPorte are now household names, providing Nigerians with an alternative to shopping in stores (Akinola and Asaolu, 2023).

Nigeria is gradually becoming a country with a vital sector; the National Bureau of Statistics (NBS) noted that e-commerce was a key contributor to the growth of its GDP (NBS, 2021). The pandemic catalyzed the development of e-commerce, as all physical stores shut down and customers shifted their shopping priorities to online services (Akinmoladun and Omodara, 2021). This consumer behaviour change is particularly evident in the city, where online shopping has already gained traction as more consumers are drawn to the convenience of shopping online (Ojo et al., 2020).

Mobile technology has been central to this transition and the government's adoption of digital payment solutions, with mobile money transactions becoming increasingly frequent during the COVID-19 period (Odunlami et al., 2020; Eniola and Akinbo, 2020). Besides these, the

presence of better logistics infrastructure, such as last-mile delivery services and warehouses, has also made online shopping easier for consumers (Olumide and Adebisi, 2021). Despite these developments, e-commerce in Nigeria is not progressing without any problems. Internet connectivity, cybersecurity and the absence of trust in online transactions are challenges that prevent wider adoption, especially in rural areas (Chris, 2012). However, the presence of the post-COVID e-commerce boom is a clear sign of the sector's resiliency and growth prospects, which have fundamentally changed the dynamics of the Nigerian retail environment.

The increasing importance of e-commerce in Nigeria can be attributed to the impact of rapid changes in the traditional retail sector. The recent changes in consumer behaviour (particularly following the pandemic) also emphasise the role of digital platforms in the development of retail marketing strategies (Akinmoladun and Omodara, 2021). With an increasing number of Nigerians using online shopping due to its convenience, traditional retailers are adapting their marketing efforts accordingly (Olumide and Adebisi, 2021). The topic of this review is relevant to the urgent need for business owners to understand the transformations in the retail industry initiated by e-commerce and how retail companies can respond strategically to such changes (Ajayi et al., 2021).

The review will encompass several aspects of the retail ecosystem, including the evolution of marketing strategies, customer interactions, and the operational aspects of retail. The role of digital platforms, e-commerce stores, and mobile applications in shaping consumer

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expectations and retail strategies will be given special consideration (Balodis, 2024). The article will also discuss the influence of e-commerce on traditional retail strategies, focusing on product promotion, customer service, and store traffic (Oyebode and Akinola, 2020). The review will analyse how retailers have adopted or are in the process of adopting digital solutions, including digital commerce platforms, social media marketing, and electronic payment systems, to remain competitive. Moreover, the analysis will evaluate the role of online and offline retail models facilitated by the development of logistics and supply chains, including the enhancement of the delivery system. This analysis will inform this review about how Nigeria is changing its retail marketing environment, as well as the challenges and opportunities that await traditional retailers in an increasingly digitalised economy (Udom and Etuk, 2023).

2. E-COMMERCE GROWTH IN NIGERIA

2.1 Overview of E-Commerce Development

Nigeria has experienced tremendous growth in e-commerce over the last two decades, and as a result, it has evolved from a developing industry to a full-fledged sector of the economy. The idea of online shopping was entirely alien to most Nigerians in the early 2000s, and infrastructural issues, including a lack of reliable internet connections, poor payment systems, and inadequate delivery services, crippled the sector (Ezennia and Marimuthu, 2020). Nevertheless, the emergence of platforms like Jumia, Konga, and PayPorte in the 2010s sparked a significant shift in the Nigerian retail sector. These sites leveraged the growing internet access and the proliferation of mobile phones to bring e-commerce to a broader audience.

Nigeria has a slow pace of e-commerce industry development, and the first adopters of the technology were those who were tech-savvy and lived in urban areas. However, with the maturation of the market, e-commerce started promoting a broader group of people (Obinna-Azubiike, 2025). Among the significant advancements in this development, the founding of the two large online stores, Jumia in 2012 and Konga in 2013, which have contributed to the sector's development, deserve mention (Okafor, 2021; Odunlami et al., 2021). Jumia is sometimes referred to as the African Amazon because it has grown rapidly and attracted significant investments, becoming one of the major stakeholders in the African e-commerce sector (Nwogugu, 2019).

One of the most significant developments in e-commerce in Nigeria was the rise of mobile commerce in the mid-2010s. As smartphones became more affordable and mobile data became cheaper, Nigerians began using their mobile phones to access online shopping sites instead of using desktop computers (Eniola and Akinbo, 2020; Udom, 2024). Mobile payment systems, such as Paystack and Flutterwave, were developed and implemented in tandem with the rapid adoption of mobile devices, enabling safe transactions and boosting consumer confidence in online shopping.

The 2020 COVID-19 pandemic served as a booster to the development of e-commerce in Nigeria. With the limitations of physical movement and the implementation of social distancing, online shopping became a means by which many Nigerians resorted to fulfilling their needs. This rise in internet usage was also accompanied by a significant increase in online shopping of groceries, medical supplies, and other necessities (Inegbedion, 2021). Not only did the pandemic expedite the shift to online shopping, but it also altered market trends among consumers, as a significant number of Nigerians began to choose the comforts of online shopping over visiting stores (Akinmoladun and Omodara, 2021).

Nigerian e-commerce has also experienced significant growth in the post-pandemic era, primarily driven by a shift in consumer focus towards convenience, affordable prices, and a wider range of products available in the market. The industry has witnessed significant investment in infrastructure, including the establishment of logistics networks to enhance delivery services, particularly for last-mile delivery. This period has also witnessed growth in the number of digital platforms offering various services, including fashion, electronics, food delivery, and online education (Ojo et al., 2020).

Table 1: Key Milestones in the Development of E-Commerce in Nigeria	
Year	Milestone
2012	Launch of Jumia and Konga, major retail platforms
2014	Mobile commerce gains popularity with affordable smartphones

Table 1 (Conts): Key Milestones in the Development of E-Commerce in Nigeria	
Year	Milestone
2015	Paystack and Flutterwave introduced, revolutionizing payments
2020	Surge in online shopping due to COVID-19 pandemic
2021	Significant investments in logistics and delivery infrastructure

2.2 Key Drivers of E-Commerce Growth

Several factors have contributed to the growth of e-commerce in Nigeria, each playing a crucial role in driving the sector forward. These drivers are deeply intertwined with technological, social, and economic changes in the country, creating fertile ground for digital commerce.

2.2.1 Internet Penetration and Connectivity

The growth of internet access in Nigeria has been a primary factor in the rise of e-commerce. According to the Nigerian Communications Commission (NCC), internet penetration in Nigeria surpassed 50% by 2020, with over 100 million internet users across the country (NCC, 2020). This surge in connectivity has enabled more Nigerians, particularly in urban centres, to access e-commerce platforms. The expansion of broadband infrastructure and the reduction in internet service costs have made online shopping more accessible to a broader population (Omotoso and Muiyiwa, 2016).

2.2.2 Mobile Technology and Smartphones

Mobile phones, particularly smartphones, have played a key role in driving e-commerce growth. As of 2021, Nigeria had over 175 million mobile subscriptions, with smartphone adoption on the rise (Eniola and Akinbo, 2020). The affordability and availability of mobile phones have enabled Nigerians from all walks of life to engage with e-commerce platforms. Mobile apps for e-commerce giants like Jumia and Konga have become crucial for reaching consumers who prefer shopping on the go. The rise of mobile technology has allowed Nigerian consumers to make purchases, compare prices, and track deliveries seamlessly from the palm of their hands (Okofu et al., 2025).

2.2.3 Digital Payment Systems

The evolution of digital payment systems has played a crucial role in facilitating e-commerce transactions in Nigeria. Online payment gateways, such as Paystack, Flutterwave, and Interswitch, have made it easier for Nigerians to make secure online payments for goods and services. These platforms have reduced the friction associated with online payments by offering multiple payment options such as bank transfers, mobile money, and card payments (Olumide and Adebisi, 2021). Moreover, the growing acceptance of mobile wallets and digital currency has further fueled online shopping, with consumers now able to complete transactions with greater ease (Adeleke et al., 2021).

2.2.4 The COVID-19 Pandemic

The COVID-19 pandemic was arguably the most significant catalyst for e-commerce growth in Nigeria. During the lockdowns, many Nigerians turned to online shopping as a safer and more convenient alternative to visiting physical stores. Categories such as groceries, pharmaceuticals, and electronics saw a surge in demand (Owenbiugie, 2021). The pandemic also led to increased adoption of digital payments and online banking, as people sought to minimise physical contact. This rapid shift to e-commerce, prompted by the pandemic, is expected to have lasting effects on consumer behaviour and retail strategies (Ajayi et al., 2021).

2.2.5 Improved Logistics Infrastructure

One of the key challenges to e-commerce in Nigeria has been the issue of logistics, particularly last-mile delivery. However, significant strides have been made in improving delivery infrastructure, with companies investing in local warehouses, delivery vehicles, and courier services (Escudero-Santana et al., 2022). The growth of logistics companies like GIG Logistics and Jumia's own delivery arm has helped streamline the supply chain, improving delivery times and customer satisfaction (Olumide and Adebisi, 2021).

These factors, combined with favorable demographic trends, such as Nigeria's young, tech-savvy population, have created an environment conducive to the growth of e-commerce. As these drivers continue to evolve, e-commerce in Nigeria is expected to expand further, providing new opportunities for both entrepreneurs and established retailers.

Table 2: Key Drivers of E-Commerce Growth in Nigeria

Driver	Description
Internet Penetration	Increased access to the internet across Nigeria
Mobile Technology	Rise in smartphone adoption facilitating mobile commerce
Digital Payment Systems	Introduction of secure payment gateways like Paystack and Flutterwave
COVID-19 Pandemic	Surge in online shopping due to lockdowns and restrictions
Logistics Infrastructure	Investment in delivery networks to improve customer experience

3. IMPACT ON TRADITIONAL RETAIL MARKETING

3.1 Changing Consumer Behavior

The rise of e-commerce in Nigeria has led to significant shifts in consumer behavior, with many customers now gravitating toward online shopping as a more convenient and often cost-effective option. The increasing availability of smartphones, combined with the expansion of internet access and the proliferation of mobile payment solutions, has driven these changes, making e-commerce platforms more accessible to Nigerians across different income levels (Timothy et al., 2024; Idongesit et al., 2024).

One of the most notable shifts has been a change in consumer expectations regarding convenience. Consumers now expect to shop anytime and anywhere, without the need to visit physical stores. This has made e-commerce a more attractive option compared to traditional retail, where consumers are required to adhere to store hours and spend time physically browsing products. The ability to shop from the comfort of one's home, coupled with quick and reliable delivery options, has made online shopping especially appealing (Szymanski and Hise, 2000). Furthermore, online shopping platforms allow for easy price comparison, enabling consumers to make more informed purchasing decisions based on price sensitivity. With a few clicks, consumers can compare prices across different platforms and choose the option that offers the best value.

Additionally, e-commerce has enhanced the variety of products available to Nigerian consumers. Traditional brick-and-mortar stores are often constrained by physical space, limiting the variety of products they can offer. In contrast, e-commerce platforms provide consumers with access to a much wider selection of products from different brands and categories, including international products that may not be readily available in local stores (Udom and Ekpouko, 2024; Yusuf et al., 2024). This increased variety and ease of access have contributed to a significant shift in consumer purchasing behavior, with many opting for online platforms over traditional stores.

Table 3: Shifts in Consumer Behavior with the Rise of E-Commerce in Nigeria

Behavior Shift	Traditional Retail Impact
Increased price sensitivity	Consumers increasingly compare prices before purchasing online
Demand for convenience	Reduced foot traffic to physical stores; preference for home shopping
Greater variety	Traditional stores unable to match the extensive selection of online platforms
Faster purchase decisions	Consumers expect fast, simple, and transparent purchasing processes

3.2 Disruption of In-Store Marketing

The explosive growth of e-commerce in Nigeria has caused a noticeable decline in foot traffic to traditional brick-and-mortar retail stores, a trend observed globally. Consumers who once visited stores to browse products and make purchase decisions now prefer to shop online, where they can access a broader selection of goods and compare prices instantly. This shift has led to reduced in-store sales, with many retailers experiencing lower customer turnout, particularly during peak shopping times (Olumide and Adebisi, 2021).

One of the primary consequences of this disruption is the shift from traditional marketing methods to digital-first strategies. Physical stores have long relied on in-store promotions, sales staff interactions, and window displays to attract customers. However, e-commerce has diminished the effectiveness of these tactics. Consumers now prefer

engaging with brands online, where they can find detailed product descriptions, reviews, and competitive pricing. In response, traditional retailers have had to adapt by integrating their marketing efforts across both digital and physical platforms, thus fostering an omnichannel marketing approach (Lornede and Zheng, 2025).

Omnichannel marketing is a strategy that combines online and offline experiences, providing consumers with a seamless transition between digital and in-store interactions. For example, retailers now allow customers to view products online and pick them up in-store, or they offer home delivery for products purchased in-store. This approach not only caters to consumer preferences for convenience but also provides the physical stores with an opportunity to retain customer interest and increase sales (Ajayi et al., 2021). The integration of digital channels, such as social media, online ads, and email campaigns, into in-store marketing strategies is also helping traditional retailers reach a broader audience and improve customer engagement.

Table 4: Impact of E-Commerce on In-Store Marketing Tactics

In-Store Marketing Approach	E-Commerce Disruption Impact	Retailer Response
Sales promotions	Decrease in foot traffic; promotions less effective	Focus on online-exclusive promotions and discounts
In-store customer service	Consumers prefer browsing reviews and interacting online	Integration of online customer support systems
Product displays	Limited variety compared to online platforms	Investment in omnichannel strategies

3.3 Transformation in Marketing Strategies

The transformation of marketing strategies in Nigeria's traditional retail sector has been profound, driven largely by the rise of e-commerce and shifting consumer expectations. Traditional retailers in Nigeria, such as Shoprite, Spar, and PEP, have had to rethink their marketing approaches to remain competitive in an increasingly digital marketplace (Olumide and Adebisi, 2021). One of the key shifts has been the incorporation of digital marketing strategies into their operations.

3.3.1 Integration of Digital Marketing

Digital marketing has become a critical component of traditional retail strategies in Nigeria. Retailers are now leveraging digital platforms like social media (Facebook, Instagram, Twitter), search engine optimization (SEO), and pay-per-click (PPC) ads to reach and engage consumers (Akinmoladun and Omodara, 2021). Social media platforms have particularly become central to retail marketing in Nigeria, with brands utilizing them for product promotions, customer feedback, and influencer partnerships. This shift from traditional advertising channels, such as TV and print media, reflects the growing importance of online engagement in driving sales (Olumide and Ayobami, 2025). Furthermore, retailers are increasingly using data-driven marketing approaches. By collecting data from online interactions, retailers can analyze consumer preferences, browsing behaviors, and purchase histories to tailor their marketing campaigns more effectively (Ojo et al., 2020). This level of personalization, which was not possible with traditional retail methods, has led to more targeted and efficient marketing strategies that resonate with Nigerian consumers (Odunlami et al., 2020).

3.3.2 Adoption of E-Commerce Platforms

Traditional retailers have also started adopting e-commerce platforms to sell their products online. This shift has led to the integration of physical and digital retail experiences, where consumers can browse and purchase products online while still choosing to pick them up in-store or have them delivered to their homes (Olumide and Adebisi, 2021). For instance, Shoprite and Spar have launched their online shopping platforms, allowing consumers to purchase groceries, electronics, and other products online. These platforms often offer features such as same-day delivery and cash-on-delivery options, which cater to the diverse consumer needs of the Nigerian market (Akinmoladun and Omodara, 2021).

3.3.3 Targeted Online Ads and Promotional Campaigns

Retailers are also increasingly relying on targeted online ads, including Google Ads and Facebook Ads, to promote their products. These platforms allow retailers to reach specific demographics based on location, age, gender, and purchasing behaviour. The ability to target ads to precise

consumer segments has increased the effectiveness of promotional campaigns, resulting in higher conversion rates and a better return on investment (ROI) for retailers (Ajayi et al., 2021). In addition, many retailers have introduced flash sales and limited-time offers on their websites and social media pages, creating a sense of urgency and encouraging consumers to make quick purchasing decisions.

3.3.4 Enhancing Customer Service

In response to the digital shift, traditional retailers are also enhancing their customer service capabilities. Many retailers have integrated chatbots, online help desks, and social media-based customer service to offer faster and more efficient support to consumers. The emphasis on improving the customer service experience has become crucial for retailers, as online reviews and social media feedback play a significant role in shaping brand perception and customer loyalty (Olumide and Adebisi, 2021).

3.3.5 Expansion of Product Offerings

The expansion of product offerings has also become a key marketing strategy for traditional retailers in Nigeria. Retailers are increasingly stocking a wider range of products, including international brands, to compete with online platforms that offer greater variety. Many traditional retailers are now looking to diversify their product lines by incorporating niche categories, such as organic food, health and wellness products, and tech gadgets, in response to changing consumer demands (Ogbo et al., 2019).

Strategy Change	E-Commerce Impact	Retailer Response
Digital marketing adoption	Traditional media less effective in engaging consumers	Shift to social media, SEO, and targeted online ads
Online sales platforms	Pressure to match online-only retailers' convenience	Launch of e-commerce websites and apps
Personalized promotions	Consumers demand tailored experiences	Use of data-driven marketing to personalize offers
Customer service enhancements	Increased importance of online reviews	Integration of chatbots and online customer support

The evolution of marketing strategies in Nigeria's traditional retail sector demonstrates a clear shift toward digitalisation, with a strong emphasis on reaching customers through online channels and enhancing the customer experience. Traditional retailers are no longer just competing on product quality or price; they are also competing in terms of convenience, speed, and customer satisfaction, elements where e-commerce platforms have a significant edge (Eniola and Akinbo, 2020; Olumide and Adebisi, 2021).

4. THE ROLE OF DIGITAL PLATFORMS AND LOGISTICS ADVANCEMENTS

4.1 Digital Platforms Shaping Retail

Digital platforms have played a transformative role in reshaping Nigeria's retail industry, bridging the gap between traditional brick-and-mortar stores and the rapidly growing online consumer market. The rise of mobile apps, e-commerce websites, and digital payment systems has radically altered consumer behavior, providing unprecedented convenience and accessibility while simultaneously challenging traditional retail strategies (Okoeguale and Onobhayedo, 2022). The growth of online retail platforms like Jumia, Konga, and PayPorte, alongside digital payment systems like Paystack and Flutterwave, has had a profound impact on marketing strategies and consumer preferences in Nigeria.

4.2 E-Commerce Websites and Mobile Apps

E-commerce platforms such as Jumia and Konga have become household names in Nigeria, offering a wide variety of products from electronics to fashion. Jumia, in particular, has been a pioneer in shaping the e-commerce landscape across Africa, expanding its footprint and offering services such as Jumia Pay, which integrates digital payment solutions into the online

shopping process. These platforms have not only provided consumers with more options, but they have also influenced the way retailers market their products (Okpara, 2021). The ability to shop from anywhere, combined with features such as price comparison, product reviews, and real-time stock updates, has empowered consumers to make more informed purchasing decisions.

Mobile apps have played a pivotal role in this transformation. With more than 170 million mobile subscriptions in Nigeria as of 2021 (NCC, 2020; Udom, 2024b), smartphones have become essential tools for accessing online shopping platforms. Retailers have optimized their websites for mobile use and launched dedicated apps to improve the shopping experience, offering features such as push notifications, promotions, and easy checkout (Eniola and Akinbo, 2020). Mobile apps provide greater convenience, enabling users to shop on the go, track deliveries in real-time, and interact with brands through social media, which is increasingly integrated into e-commerce platforms (Olumide and Adebisi, 2021).

4.3 Digital Payment Systems

Digital payment systems, such as Paystack, Flutterwave, and Interswitch, have played a crucial role in transforming Nigeria's retail landscape. These platforms facilitate secure, seamless transactions between consumers and retailers, offering multiple payment methods, including credit cards, mobile money, and bank transfers. This has led to increased trust in online shopping, as consumers can complete transactions safely from the comfort of their homes (Patricia, 2025). Payment innovations, such as "cash on delivery" and mobile wallet solutions, have been particularly successful in Nigeria, where a significant proportion of the population remains hesitant to share their bank details online (Adeleke et al., 2021).

The integration of digital payment systems into e-commerce platforms has also enabled retailers to implement more personalized marketing strategies. By analysing consumer purchasing patterns, retailers can target consumers with tailored advertisements, recommendations, and discounts, thus enhancing the overall shopping experience and driving sales (Ahmed et al., 2022). The use of data analytics has become essential for retailers to remain competitive and attract and retain customers in a highly digitalized environment.

Platform/Technology	Impact on Retail	Example
Jumia	Enhanced product variety and accessibility	Jumia Pay, a seamless e-commerce platform
Konga	Broader product reach through online channels	Konga's marketplace for various consumer goods
Mobile apps	Increased consumer engagement and convenience	Mobile apps for Jumia, Konga, PayPorte
Digital payment systems	Secure and convenient transactions	Paystack, Flutterwave, and mobile payments solutions

5. ADVANCEMENTS IN LOGISTICS AND DELIVERY SYSTEMS

Logistics advancements have become a key enabler of e-commerce growth in Nigeria, enhancing the overall shopping experience by ensuring faster and more reliable deliveries. As online shopping continues to grow, efficient delivery systems are becoming increasingly important in both attracting and retaining customers. Retailers, both online and traditional, have had to adapt to meet the evolving demands for quick and dependable delivery services.

5.1 Same-Day Delivery and Last-Mile Logistics

The introduction of same-day delivery services has been a significant milestone in the evolution of Nigerian e-commerce logistics. Same-day

delivery ensures that consumers receive their purchases on the same day they place an order, significantly improving the customer experience and increasing customer satisfaction (Ajayi et al., 2021). Major e-commerce platforms, such as Jumia and Konga, have adopted this service in urban areas like Lagos, Abuja, and Port Harcourt, where demand for quick delivery is highest. This service has made online shopping more attractive to time-sensitive customers, who might otherwise prefer to shop in-store to avoid waiting for deliveries.

Last-mile logistics, the final step of the delivery process, has traditionally been one of the most challenging aspects of e-commerce in Nigeria. Poor road infrastructure, traffic congestion, and limited access to rural areas have made it difficult for retailers to reach customers in remote locations efficiently (Aduba and Asgari, 2021). However, the development of new delivery models, such as crowd-sourced delivery services and partnerships with local couriers, has allowed e-commerce platforms to overcome these challenges (Olumide and Adebisi, 2021). Companies like GIG Logistics and Jumia Express have improved last-mile logistics by establishing local warehouses and strategically positioning delivery agents closer to customers (Eniola and Akinbo, 2020).

5.2 Innovations in Warehousing and Fulfillment Centers

The growth of e-commerce in Nigeria has also prompted innovations in warehousing and fulfillment. Retailers have invested in building or outsourcing large-scale fulfilment centres to manage the increasing volume of orders. These centres serve as storage locations for products and processing hubs where orders are packed, sorted, and dispatched to customers. This investment in logistics infrastructure has helped to streamline the supply chain, reducing delivery times and costs (Olumide and Adebisi, 2021). Jumia, for example, has made significant investments in its own warehouses, enabling the platform to manage inventory more efficiently and offer faster delivery services.

In addition to fulfilment centres, Nigerian e-commerce platforms have adopted several technological innovations to enhance their logistics operations. For instance, real-time tracking systems allow customers to track their orders and receive updates on delivery status, improving transparency and reducing customer anxiety regarding their purchases (Afaha, 2019). Drones and automated vehicles are also being explored as potential solutions to reduce delivery times and increase the efficiency of the logistics process. However, widespread adoption is still in its early stages.

5.3 Challenges and Opportunities in Logistics

Despite the advancements in logistics, several challenges still impede the efficient functioning of e-commerce delivery in Nigeria. Inadequate infrastructure, including poor road networks and inconsistent power supply, continues to present significant hurdles for logistics companies (Adeleke et al., 2021). Additionally, security concerns such as theft and fraud during the delivery process remain a concern, particularly in rural and peri-urban areas.

However, these challenges also present opportunities for innovation. Retailers are increasingly investing in technology to overcome logistical bottlenecks. For example, some retailers are partnering with local transportation providers to enhance the reach of their delivery services, while others are implementing more robust tracking systems to mitigate delivery risks (Adhikary et al., 2021). Moreover, as e-commerce continues to expand across Nigeria, logistics companies are investing in developing their networks and improving their infrastructure to meet the growing demand for fast and reliable deliveries (Olumide and Adebisi, 2021).

Table 7: Logistical Innovations in E-Commerce Delivery Systems

Logistics Innovation	Impact on E-Commerce	Example
Same-day delivery	Improves customer satisfaction and reduces wait time	Jumia and Konga are offering same-day delivery services
Last-mile logistics	Overcomes delivery challenges in remote areas	GIG Logistics, Jumia Express, using local couriers
Real-time tracking	Enhances transparency and customer trust	Jumia and Konga's real-time order tracking systems
Warehousing and fulfilment centres	Increases efficiency and reduces delivery time	Jumia's investment in local fulfilment centres

The role of digital platforms and logistics advancements in shaping the e-commerce landscape in Nigeria cannot be overstated. Digital platforms

like Jumia and Konga, alongside mobile apps and digital payment systems, have made shopping more accessible and convenient for consumers, fundamentally changing how retailers market their products and engage with customers. Meanwhile, improvements in logistics, such as same-day delivery and innovations in last-mile solutions, have significantly enhanced the shopping experience, making e-commerce a more viable and attractive alternative to traditional retail. Despite ongoing challenges, the future of Nigerian e-commerce looks promising, with continued investments in infrastructure and technological innovations driving further growth.

6. CASE STUDIES OF TRADITIONAL RETAILERS ADAPTING TO E-COMMERCE

6.1 Case Study 1: Shoprite

Shoprite is one of the largest retail chains in Nigeria, renowned for its hypermarket model, which offers a diverse range of goods, including groceries and electronics. In response to the growing demand for e-commerce, particularly during and after the COVID-19 pandemic, Shoprite has made significant strides in integrating e-commerce into its retail operations. Shoprite's journey into online retail began with the launch of its e-commerce platform in 2019, offering consumers the ability to purchase groceries, electronics, household items, and more through its website and mobile app (Olumide and Adebisi, 2021).

6.1.1 Shoprite Online Shopping Platform

The Shoprite online shopping platform offers a seamless digital shopping experience, allowing customers to browse products, place orders, and select from various delivery options. Consumers can either have their orders delivered directly to their homes or choose in-store pickup from their nearest Shoprite location. The platform is integrated with payment systems such as Paystack and Interswitch, offering secure payment options including card payments, mobile wallets, and cash-on-delivery, which cater to the varying preferences of Nigerian consumers (Ajayi et al., 2021; Akinmoladun and Omodara, 2021).

Shoprite's e-commerce strategy focuses on improving convenience and accessibility for urban dwellers in major Nigerian cities. The retailer has invested in its logistics network, including warehouses and last-mile delivery systems, to ensure timely deliveries, which is a crucial factor for success in the Nigerian e-commerce sector (Eniola and Akinbo, 2020). Additionally, Shoprite has leveraged social media and email marketing to drive traffic to its online platform, using targeted ads to reach potential customers and offer special promotions. By combining traditional retail with digital engagement, Shoprite has maintained its competitive edge while appealing to the growing number of Nigerian consumers seeking online shopping options (Nwogugu, 2019).

6.1.2 Challenges and Opportunities

However, Shoprite has faced some challenges in expanding its e-commerce presence. Logistics and delivery infrastructure, including traffic congestion and security concerns, have posed difficulties in meeting consumer delivery expectations, particularly for customers outside of major cities (Olumide and Adebisi, 2021). Despite these challenges, Shoprite's ability to provide a robust online shopping experience, coupled with its established physical presence, has allowed it to maintain a loyal customer base while expanding its reach to new digital consumers.

Table 8: Key Aspects of Shoprite's E-Commerce Strategy

Strategy Element	Description
E-commerce platform	Website and mobile app for online grocery shopping
Payment systems	Integration of digital payments (Paystack, Interswitch)
Delivery options	Home delivery and in-store pickup
Target audience	Urban dwellers in major Nigerian cities
Promotions and marketing	Social media, email marketing, and targeted ads

6.2 Case Study 2: Other Nigerian Retailers (600 words)

While Shoprite has been a pioneer in adopting e-commerce in Nigeria's retail sector, other traditional retailers such as Spar, PEP, and local supermarkets have also begun to adapt their marketing strategies by integrating e-commerce and digital marketing techniques into their

operations. These companies have faced their own sets of challenges and successes, contributing valuable lessons for the wider Nigerian retail industry.

6.2.1 Spar

Spar Nigeria, a prominent player in the Nigerian retail market, has also ventured into e-commerce by launching its online shopping platform. Spar's online store enables customers to browse through various categories, including groceries, electronics, health and beauty products, and household goods. The retailer has emphasised convenience by offering home delivery services across multiple Nigerian cities, with a focus on Lagos, Abuja, and Port Harcourt (Ajayi et al., 2021). Spar's partnership with local delivery companies and its own delivery network has enabled the retailer to meet the demands of urban customers who seek a seamless online shopping experience (Olumide and Adebisi, 2021).

The main challenge Spar faces in its e-commerce journey is similar to that of other retailers: managing a reliable and cost-effective delivery system. Additionally, Spar's website is still evolving in terms of functionality and user experience, with improvements needed to make it as intuitive as Jumia or Konga (Ojo et al., 2020). Nevertheless, Spar's integration of digital marketing through social media promotions, online ads, and email marketing has helped drive customer awareness and engagement.

6.2.2 PEP

PEP, a discount retailer with a significant presence in Nigeria, has also leveraged e-commerce to enhance its reach. Through its online platform, PEP has expanded its product offerings, including clothing, footwear, and home goods, to the growing online shopping community (Akinmoladun and Omodara, 2021). PEP's strategy involves targeting price-sensitive consumers, offering discounts and promotions through online channels. The retailer has employed social media campaigns and influencer marketing to boost engagement with younger consumers (Nwogugu, 2019). PEP's focus on affordability and promotions through e-commerce mirrors its core value proposition in the physical retail environment.

PEP has encountered challenges with delivery infrastructure, particularly outside of urban areas. However, the brand's strong physical presence in local communities has enabled it to leverage a hybrid model, where online customers can choose to pick up their orders in-store, thereby overcoming some of the logistics limitations (Eniola and Akinbo, 2020). This approach has enhanced PEP's ability to balance online and offline shopping experiences.

6.2.3 Local Supermarkets

Many local supermarkets across Nigeria have also recognised the potential of e-commerce and have made strides in offering online shopping platforms. Regional chains, such as FoodCo, Citydia, and Grand Square, have launched websites and mobile apps that enable consumers to shop for groceries, fresh produce, and household items. These retailers often focus on their niche markets, emphasising the delivery of local produce and groceries, a service not widely available on larger e-commerce platforms (Olumide and Adebisi, 2021).

One major challenge for local supermarkets is the competition from larger e-commerce platforms, such as Jumia and Konga, which offer more extensive product ranges and better logistics infrastructure. Local supermarkets must differentiate themselves by focusing on customer service and delivering locally sourced, fresh products to compete in the digital space (Akinmoladun and Omodara, 2021). By offering personalised services, such as specific delivery windows or unique payment options, local supermarkets can build customer loyalty.

6.2.4 Lessons Learned

The experiences of Spar, PEP, and local supermarkets highlight several key lessons for traditional retailers adapting to e-commerce:

Hybrid Models Work Best: While e-commerce is growing rapidly, hybrid models that combine online and offline experiences have proven effective. Offering in-store pickup or click-and-collect services can alleviate delivery challenges and provide more convenience to customers (Ojo et al., 2020).

Investment in Logistics: A reliable and efficient delivery network is crucial for success in e-commerce. Retailers must invest in improving last-mile delivery, including partnerships with third-party couriers or in-house delivery teams (Olumide and Adebisi, 2021).

Leveraging Digital Marketing: Successful adoption of e-commerce in Nigeria depends on effective digital marketing strategies, including social media campaigns, email marketing, and search engine optimisation (SEO) to drive traffic and sales (Akinmoladun and Omodara, 2021).

Retailer	E-Commerce Model	Challenges	Key Strategy/Success
Shoprite	Online store with home delivery and in-store pickup	Logistics, delivery reliability	Leveraging brand presence, seamless online experience
Spar	E-commerce platform with home delivery	Website usability, delivery logistics	Integration with local delivery services
PEP	Online store with price promotions	Delivery limitations, competition	Targeting price-sensitive customers through promotions
Local Supermarkets	E-commerce for groceries and household items	Competing with larger platforms, delivery challenges	Focus on local produce, in-store pickup options

The adoption of e-commerce by traditional retailers in Nigeria is not just a response to consumer demand but also an effort to future-proof their operations. As these retailers continue to refine their digital strategies, the lessons learned from the challenges they face will be crucial for the continued evolution of the retail sector in Nigeria.

7. CONSUMER BEHAVIOUR AND E-COMMERCE INFLUENCE

7.1 Shifts in Consumer Expectations

The rise of e-commerce in Nigeria has led to significant shifts in consumer expectations, profoundly reshaping the retail landscape. Over the past decade, as online shopping platforms such as Jumia, Konga, and PayPorte gained prominence, consumers in Nigeria have come to expect a more convenient, faster, and personalised shopping experience. These expectations are primarily driven by the improvements in digital platforms and logistics systems that have accompanied the growth of e-commerce, as well as the global trends in consumer behaviour.

Convenience has become one of the most significant factors influencing consumer expectations. With the ability to shop from the comfort of one's home at any time, consumers now expect this level of convenience from all retail channels. Traditional retail outlets, which once thrived on providing in-person experiences, now face the challenge of competing with the convenience of e-commerce, which eliminates the need for time-consuming tasks such as travel, parking, and long queues (Olumide and Adebisi, 2021). Furthermore, the rise of mobile shopping apps has reinforced this convenience, as consumers can place orders on the go, anywhere and at any time, using their smartphones (Akinmoladun and Omodara, 2021).

Speed is another crucial factor shaping consumer expectations in the Nigerian retail market. E-commerce platforms have raised the bar in terms of delivery speed, with services such as same-day or next-day delivery becoming more common, especially in urban centres like Lagos and Abuja. Consumers are increasingly expecting similar speed in traditional retail, as their experience with online shopping has set high standards for order fulfilment (Ajayi et al., 2021). Logistics improvements, such as the use of real-time tracking and faster delivery networks, have contributed to this shift, and customers are becoming less tolerant of delays (Olumide and Adebisi, 2021).

Personalised experiences have become a significant expectation for consumers in the digital age. Online platforms utilise data analytics and AI to personalise the shopping experience by offering tailored recommendations, personalised email offers, and targeted advertisements. This level of customisation has heightened consumer expectations in all retail channels, with customers increasingly seeking a personalised experience both online and in-store (Eniola and Akinbo, 2020). Retailers now need to utilise data-driven marketing strategies to meet these heightened expectations, ensuring that each interaction with customers feels relevant and customised to their preferences (Nwogugu, 2019).

The evolution of consumer expectations in Nigeria underscores the growing demand for convenience, speed, and personalisation. Retailers, both traditional and digital, must adapt to these new consumer needs to remain competitive in a rapidly changing market.

Table 10: Shifts in Consumer Expectations Due to E-Commerce Growth

Expectation	Traditional Retail Impact	Consumer Response
Convenience	Consumers now prefer shopping online rather than in-store	Preference for e-commerce platforms offering at-home shopping
Speed	Increased demand for faster delivery from traditional retailers	More consumers expect same-day or next-day delivery
Personalized experience	Traditional stores must adapt by using digital tools to personalise offers.	Consumers demand tailored promotions and recommendations.

7.2 The Impact of E-Commerce on Consumer Trust and Loyalty

The rise of e-commerce has also significantly influenced consumer trust and loyalty in Nigeria’s retail sector. With the rapid growth of online shopping platforms, Nigerian consumers’ expectations of reliability, security, and trustworthiness have evolved. As a result, traditional retailers are compelled to adopt digital strategies that focus on building and maintaining consumer trust and loyalty in an increasingly competitive market.

7.2.1 Trust in E-Commerce Platforms

Trust is one of the most critical factors influencing online purchasing decisions. Many Nigerian consumers initially exhibited scepticism regarding online shopping due to concerns over product authenticity, payment security, and delivery reliability (Olumide and Adebisi, 2021). However, over time, platforms like Jumia and Konga have implemented measures to build consumer trust, such as providing product reviews, buyer protection policies, secure payment gateways, and easy return policies (Adeleke et al., 2021). These initiatives have contributed to increasing confidence in e-commerce platforms, leading to higher adoption rates.

The emergence of digital payment systems, such as Paystack and Flutterwave, has further improved consumer trust. These platforms provide secure payment options, addressing concerns about financial security and fraud. Moreover, the integration of multiple payment methods, including mobile wallets and cash-on-delivery options, has made online shopping more accessible and trustworthy for consumers who are hesitant about card payments (Akinmoladun and Omodara, 2021).

7.2.2 Loyalty Programs

E-commerce platforms in Nigeria have also introduced loyalty programs to enhance customer retention and brand loyalty. Platforms such as Jumia have developed reward systems that offer discounts, points, and exclusive deals to repeat customers, encouraging consumers to return to their platform for future purchases (Eniola and Akinbo, 2020). These loyalty programs have been successful in maintaining a competitive edge in the market, especially considering the abundance of online shopping options available to consumers.

7.2.3 Brand Loyalty

Consumer loyalty is no longer just a matter of price and product quality; it is increasingly about the overall shopping experience, encompassing factors such as convenience, speed, and personalisation. Traditional retailers, recognising this trend, have begun to integrate digital marketing techniques, such as targeted online ads, email marketing, and customer relationship management (CRM) systems, to foster brand loyalty (Ajayi et al., 2021). By doing so, they can engage with customers more effectively and offer a more personalised experience that fosters long-term loyalty.

Furthermore, e-commerce has created a shift in consumer loyalty that is increasingly tied to the experience rather than the brand alone. Consumers now value the ease of use, speed, and personalisation more than the brand name itself (Olumide and Adebisi, 2021). This has prompted traditional retailers to enhance their customer service and adapt to the digital-first expectations set by online platforms, where a positive experience leads to repeat purchases and customer advocacy.

7.3 Challenges and Responses by Traditional Retailers

Traditional retailers in Nigeria are responding to these changes by adopting e-commerce platforms, integrating loyalty programs, and enhancing their customer service models to align with digital expectations. Retailers like Shoprite and Spar have launched e-commerce websites, offering convenient online shopping and delivery services to

their customers (Akinmoladun and Omodara, 2021). They are also utilising social media platforms to engage with customers and foster trust by offering promotions, addressing customer complaints, and maintaining transparency.

Table 11: E-Commerce Impact on Consumer Trust and Loyalty

Factor	Impact on Consumer Behaviour	Retailer Response
Trust	Increased adoption of e-commerce due to enhanced security and policies	Platforms like Jumia offer buyer protection, reviews, and secure payment gateways
Loyalty programs	Higher retention rates through rewards and discounts	Platforms like Jumia, Konga, and Spar use reward systems to encourage repeat purchases
Brand loyalty	Shift towards loyalty based on shopping experience	Traditional retailers adopt CRM and personalised digital marketing strategies

E-commerce has undoubtedly altered consumer behaviour in Nigeria, particularly in terms of convenience, speed, and personalisation. With the increasing influence of digital platforms, Nigerian consumers now expect seamless online shopping experiences that meet their needs for convenience and efficiency. At the same time, e-commerce has reshaped consumer trust and loyalty by fostering a digital environment where security, payment options, and personalised engagement are key factors in maintaining long-term customer relationships.

As traditional retailers continue to navigate this shift, they must adapt by incorporating digital marketing strategies, launching e-commerce platforms, and integrating loyalty programs that cater to modern consumer expectations. Only by aligning their approach with the evolving digital landscape can they ensure that they remain competitive and continue to attract and retain loyal customers.

8. THE FUTURE OF TRADITIONAL RETAIL MARKETING IN NIGERIA

8.1 Adapting to the Digital Age

As e-commerce continues to reshape Nigeria's retail landscape, traditional retailers face the imperative to adapt to the digital age. With online shopping platforms increasingly dominating consumer preferences, traditional retailers must embrace digital transformation to remain relevant and competitive. This transformation involves adopting new technologies, revamping marketing strategies, and integrating both online and offline channels into a cohesive, customer-centric approach.

8.1.1 Omnichannel Marketing

One of the most effective strategies for traditional retailers in Nigeria is adopting omnichannel marketing. Omnichannel retailing refers to the integration of both physical and digital channels to create a seamless shopping experience for consumers, regardless of how or where they engage with a retailer (Akinmoladun and Omodara, 2021). Retailers like Shoprite and Spar have already begun offering omnichannel services, where consumers can browse products online, place orders for delivery, or choose to pick them up at their nearest store. By combining in-store experiences with online convenience, retailers can meet the demands of consumers who prefer flexibility and convenience (Olumide and Adebisi, 2021).

Omnichannel marketing also involves utilising multiple digital platforms to engage with consumers. Retailers must leverage social media, email campaigns, and mobile apps to create a consistent brand experience across all touchpoints. Social media platforms, such as Facebook, Instagram, and Twitter, enable retailers to engage with customers, offer promotions, and collect valuable feedback. Meanwhile, email marketing allows them to send personalised offers based on consumer behaviour and preferences (Ajayi et al., 2021).

8.1.2 Digital Transformation

Digital transformation in the context of traditional retail means adopting new technologies to enhance operations, marketing, and customer interactions. This involves implementing customer relationship management (CRM) systems to understand customer preferences better, integrating e-commerce platforms into existing business models, and utilising data analytics to inform decision-making. Retailers can gather insights on consumer behaviour, purchasing patterns, and trends, allowing them to tailor their marketing efforts and product offerings more

effectively (Nwogugu, 2019).

Furthermore, digital tools such as mobile apps, self-checkout systems, and contactless payment solutions can streamline the in-store shopping experience, making it more efficient and safer for consumers, especially in the context of post-pandemic health concerns. These tools can also reduce labour costs and improve operational efficiency, allowing traditional retailers to allocate resources more effectively (Olumide and Adebisi, 2021).

8.1.3 Customer Engagement

Engaging customers has become even more critical in the digital age. Traditional retailers must create personalised shopping experiences by using customer data to deliver relevant promotions, recommendations, and content. Tools like loyalty programs, which reward repeat customers with discounts and exclusive offers, can help strengthen relationships with consumers and build brand loyalty (Ajayi et al., 2021).

Additionally, providing excellent customer service across both digital and physical channels is essential for maintaining consumer trust and satisfaction. This entails offering responsive online customer support, clear communication on delivery times and returns, and offering an easy and secure online shopping experience (Olumide and Adebisi, 2021). Retailers who prioritise customer engagement and satisfaction will be better positioned to retain customers in the long term.

Table 12: Strategies for Adapting to the Digital Age		
Strategy	Description	Example
Omnichannel marketing	Integrating both physical and digital shopping experiences	Shoprite is offering in-store pickup for online orders
Digital transformation	Adoption of e-commerce platforms and digital tools	Spar's mobile app and CRM system for personalised marketing
Customer engagement	Leveraging customer data and loyalty programs	Jumia's use of personalised promotions based on customer behaviour

8.2 Long-Term Implications for the Retail Industry

The long-term impact of e-commerce growth on traditional retail in Nigeria is profound, with significant shifts expected in consumer behaviour, technological advancements, and retail market dynamics. As the e-commerce sector continues to evolve, traditional retailers will need to reimagine their business models, explore new revenue streams, and align with emerging trends to stay competitive in an increasingly digital world.

8.2.1 Technological Innovations

Continued technological innovations will shape the future of retail in Nigeria. As e-commerce platforms continue to evolve, we can expect further advancements in artificial intelligence (AI), augmented reality (AR), and the Internet of Things (IoT) to transform the shopping experience (Akinmoladun and Omodara, 2021). AI can be utilised to enhance product recommendations, optimise inventory management, and tailor marketing messages. In the long term, AR could enable consumers to virtually try products before purchasing, improving their online shopping experience and bridging the gap between digital and physical retail.

Furthermore, innovations in logistics, such as autonomous delivery systems (e.g., drones or self-driving vehicles), will likely become more commonplace. These advancements will reduce delivery costs, increase efficiency, and enable retailers to offer faster and more reliable delivery services, particularly in rural areas (Adeleke et al., 2021). Traditional retailers that fail to adopt these technological innovations risk falling behind more agile e-commerce platforms that can offer these advanced capabilities.

8.2.2 Consumer Trends

Consumer behavior will continue to evolve as younger, tech-savvy generations become the dominant consumer base. Millennials and Generation Z, in particular, have grown up with digital technology and expect fast, personalised shopping experiences. As these generations increasingly embrace e-commerce, traditional retailers must adapt by offering digital experiences that match the expectations of this demographic (Olumide and Adebisi, 2021).

There will also be a growing emphasis on sustainability and ethical consumerism. Consumers are becoming more conscious of the

environmental and social impact of their purchasing decisions, which will drive demand for sustainable products and eco-friendly delivery options. Retailers that embrace these values and integrate them into their e-commerce strategies will gain a competitive advantage in the market (Nwogugu, 2019).

8.2.3 Market Shifts

In the long term, the retail market in Nigeria is likely to see further consolidation as traditional retailers and e-commerce platforms merge or form strategic partnerships to leverage each other's strengths. This could result in the emergence of hybrid business models, where physical stores serve as fulfilment centres for online orders. At the same time, e-commerce platforms expand their physical presence through pop-up stores or showrooms (Eniola and Akinbo, 2020).

Additionally, the increase in mobile penetration and internet connectivity in Nigeria will open up new markets in rural areas, where e-commerce has previously been limited due to poor infrastructure. As rural areas become increasingly digitally connected, retailers will need to adapt their strategies to cater to these emerging markets, whether by offering localised products or establishing delivery networks that can reach these consumers (Ajayi et al., 2021).

Table 13: Long-Term Implications of E-Commerce Growth		
Factor	Implication for Traditional Retail	Potential Strategies for Adapting
Technological innovations	AI, AR, IoT, and autonomous delivery systems will revolutionise the shopping experience.	Invest in AI, AR, and intelligent logistics systems.
Consumer trends	Growing demand for personalised, digital, and sustainable shopping experiences	Focus on sustainability, personalised marketing.
Market shifts	Emergence of hybrid business models and rural market expansion	Invest in local fulfilment centres and rural e-commerce infrastructure

The long-term impact of e-commerce growth on traditional retail in Nigeria is expected to be transformative. Retailers must adopt digital technologies, adapt to shifting consumer expectations, and respond to market changes to remain competitive. The future of retail will be shaped by innovation, consumer preferences for convenience and personalisation, and the rise of new digital business models that integrate both physical and online experiences.

9. CONCLUSION

The paper has examined how e-commerce has transformed traditional retail marketing in Nigeria and how consumer behaviour, marketing strategies, and operational models have changed. In Nigeria, e-commerce is rapidly developing due to growth in internet penetration, mobile technology, and the COVID-19 pandemic, which has accelerated the uptake of online shopping. Online stores, such as Jumia, Konga, and local e-commerce platforms, have taken centre stage in the retailing environment, providing consumers with convenience, choice, and speed, thereby changing the way retailing is conducted. Consumer behaviour is the most significant change that was noted. Many online platforms have become a priority for Nigerian consumers, as they can now shop for products comfortably at home, becoming price-sensitive while comparing prices of various products offered by different shops.

Customisation, rapidity, and efficiency in shopping experiences have become the new expectations, and consumers are looking for brands that can fulfil these requirements seamlessly. This trend has been further strengthened by the emergence of mobile commerce, where smartphones have become the primary device for accessing e-commerce websites. Traditional retailers in Nigeria have started to respond to these changes by changing their strategies. Supermarket chains, such as Shoprite, Spar, and PEP, have also incorporated e-commerce into their business models, including online shopping, home deliveries, and loyalty programs to retain customers.

Moreover, legacy retailers are also leveraging omnichannel marketing techniques, combining physical and digital experiences to engage consumers across multiple touchpoints. Retailers have turned to digital tools and technologies, including mobile apps and CRM systems, to enhance customer engagement and operational efficiency. Moving forward, the challenge for traditional retail in Nigeria is to remain a

successful enterprise in an increasingly fast-paced and rapidly changing digital-first market. Retailers must continually adopt digital transformation to stay competitive, including enhancing both in-store and online shopping experiences. Omnichannel strategies will be essential in bridging the digital-physical divide, providing the flexibility that allows consumers to order online and pick up their products in-store. More investment in the field of logistics and last-mile delivery, particularly in underserved areas, will be necessary to meet the growing demand for rapid and convenient delivery services. The future of traditional retail in Nigeria will also be determined by its capacity to utilise new technologies, such as AI, augmented reality, and big data, to personalise the shopping experience and optimise operations. Retailers capable of adapting to consumer tastes, providing a personalised experience, and incorporating innovative technologies into their business model will likely have a seat in the future retail ecosystem. Future research in this field has considerable potential. Research on consumer behaviour, considering the dynamics of changing digital platforms, how well different omnichannel marketing strategies perform, and issues related to how traditional retailers can adapt to a digital-first economy, will offer a wealth of information to businesses looking to succeed in this rapidly shifting economy.

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