Email Marketing and Brand Relationship in the Selected Online Retail Store in Lagos State, Nigeria

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ABSTRACT

Email marketing has changed the strategic approach used by most online retail outlets in Nigeria. This study examined email marketing and brand relationship in the selected online retail store in Lagos State, Nigeria. The study objective aligned with the research questions and hypothesis. The study used primary data, adopting a cross-sectional survey research design and a questionnaire to collect data. The study drew a sample of 176 respondents from employees of selected online retail Stores in Lagos State. The study adopted a purposive sampling technique to administer a questionnaire to a sample size of 210among selected online retail stores in Lagos State, out of which 176 were found usable for analysis. Data collected were regressed through Statistical Package for the Social Sciences (SPSS) to determine the influence of the independent variable on the dependent variable. The study results show that all four predictors made statistically significant contributions to brand relationship.email segmentation had the strongest standardized effect, $\beta = .351$, email deliverability, $\beta = .281$, Promotional email, $\beta = .235$, and email information quality, $\beta = .143$. This indicates that, when all four variables were considered together, employee well-being was the strongest predictor of brand relationship. The study concludes that email information quality, email segmentation, email deliverability, and promotional emails employed by the selected online retail store in Lagos State have effectively changed the shopping experience of customers in Lagos State. The study recommended that for other firms outside online retail businesses, there is a need to effectively employ email marketing in order to achieve a significant level of market success; this is because satisfactory services are compulsory and a strategic necessity that can influence consumer perception.

Keywords: Brand Relationship; Email Deliverability; Email Information Quality; Email Segmentation; Promotional Email.

1. INTRODUCTION

The strategic use of email marketing globally is largely influenced by technological advancement and the changing customer purchase behaviour. Thus, email marketing has benefited from new technological advantages in targeting and automation, as a more custom-made and specific tool than ever (Sathish et al., 2022). This has significantly opened up new responsive business engagement, such as Jumia, Konga, SLOT Systems, Kara Nigeria, and 3CHUB, necessitating brand relationships (Kumari, 2023; Purbasari et al., 2020).Email marketing has improved customers' shopping experience, essentially strengthening retail businesses' customer interaction in the market (Shettar, 2023).By implication, email marketing has beneficially established a new means for organizations to connect with target customers, thereby gaining customers' trust in the brand. Thus, e-mails are pivotal channels that assist organizations in building relationships with their customers. In addition, this study discovered that email marketing has become an inevitable means of interaction, communication, and influencing consumers towards creating a more realistic brand relationship among the targeted audience.

Accordingly, previous studies affirm that return on investment through e-mail marketing was found to be higher, making it the most direct marketing channel (Schiff, 2012). This implies that e-mail marketing is considerably forty times better at acquiring new customers than Facebook and Twitter combined (Aufreiter, Boudet& Weng,2014). Hence, email marketing represents the act of marketing direct commercial messages comprising advertisements and requests for sales to individuals through emails in order to develop trust, brand awareness, or loyalty (Mohammadi, Malekian, Nosrati & Karimi, 2013). Yasmin, Tasneem and Fatema (2015) pointed out that any message forwarded to both prospective and existing customers is referred to as email marketing. Hudak, Kianickova and Madlenak2017) added that in order to have a productive implementation of email marketing, the selection of suitable measures and specific objectivesshould be backed by the company at the initial stage of the strategy. These measures can include informationquality (content), deliverability, promotion (incentives), and segmentation. Specifically, consistent communication through email with diverse information components that are confirmed and liked by the customer can assist the marketers in sustaining customers' interest in the brand.This shows that customer experience has actual affection concerning the brand and not only the product. Thus, through email marketing,brand relationships can be achieved.Although email marketing has challenges, it requires time and resources to set up marketing tools, analyze data such as click-throughs and open rates, and manage leads (Grewal & Stephen, 2019). It also requires employees with the expertise to manage the organization's email marketing tools and create effective email marketing campaigns; otherwise, the company's email marketing efforts will be a waste of time (Liimatainen, 2020).

On the other hand, customers' relationship characteristics with brand loyalty are an essentialkey in email marketing. This implies that online retailers that use email marketing as a frequent communication tool to target customers enhance brand trust, brand love, self-brandconnection, and emotional intimacy. Fournier (1998)previous study operationalized seven aspects of brand

relationship in his model, namely: love, interdependence, intimacy, brand partner quality, self-connection, commitment, and nostalgic connection.Khamitov, Wang, and Thomson (2019) identified constructs of brand relationship that can jointly predict loyalty, such as brand attachment, brand identification, brand love, self-brand connection,and brand trust. These constructs show that the abilityto createa brand relationship with customers depends on the capability of the company to assist customers with a distinctive brand experience that can beeasily created in the customer's mind. Therefore, companies need to create email marketing that is unique in order toachieve a brand relationship with customers.

1.2 Statement of the Problem

In recent times, the use of email marketing by sending messages to a large number of customers is no longer possible. This is because sending email messages that lack meaning in terms ofinformation quality, segmentation, deliverability, and promotional elementsto customersamounts toa waste of resources.When emails lack the necessary information and do not reach the target audience it could be deleted or not read by the recipient. In the Nigerianonline retail sectortoday (Jumia, Konga, Slot, 3C Hub, Jiji, among others), it is assumed that reaching a large audience is important. But this may not be beneficial to some customers, especially where it lacks desired elements of email marketing;thus, it could generate few responses.

Furthermore, despitethe advancing competition between these online retail sectors in Nigeria (Chukwu & Uzoma, 2014), there aresome associated issues regardingtheir email marketing, such as lack of vital email information, discrepancy inemail segmentation,and nonexistence of email conveying performance and promotional email elements(incentives, sales discount, and mode of payment) to customers. These issues can be resolved through sending emails embedded with email marketing components such as email information quality, email segmentation, email deliverability, and promotionalemail in order to facilitate brand relationship with customers. It seems new product information, contests, and special sales offers (incentives) are perceived by customers as most useful, but lack quality in the delivery of advertising components.

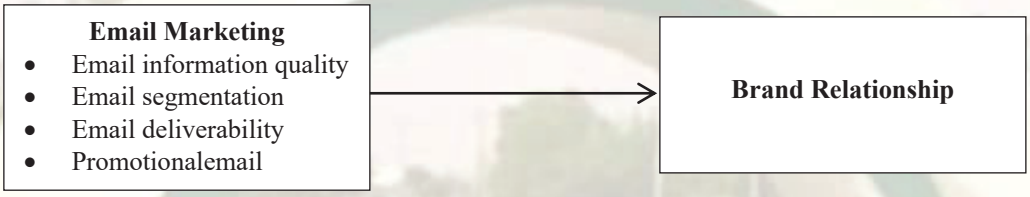
The study is a departure from previous studies that investigated the necessity of email marketing strategy(Micheaux, 2011; Mohammadi, Malekian, Nosrati & Karimi, 2013;Hudak, Kianickova&Madlenak, 2017) in studying consumer behaviour and its importancein developed countries.Hence, the study specifically wants to address the issue of email marketing and brand relationship in the online retail store. Thus, this study seeks to fill the gap in the literature by examining the influence of email marketing on brand relationship in the Nigerian online retail store. Four (4) components of email marketing (email information quality, email segmentation,email deliverability,and promotional email) were used as measures in the study.

2. LITERATURE REVIEW

The increasing competition among online retail businesses in the global market has made creating a brand relationship imperative. This is especially true now that customers value interactive approaches by firms. Thus, email marketing remains one of the digital platforms needed to drive brand relationships. Hence, email marketing has been found to be an effective digital channelneeded bybusinesses to reach different market targets, as it has been found to have a returnof around$42 for every $1 spent by each customer (Khedkar & Khedkar, 2021).By implication, email marketing continues to have significant influence across the globe, with customers having direct access to over4 billion active global users and the ability to foster personalized engagement (Rodriguez, 2023). As brands shift towards digital-first strategies, email marketing has propelled customer engagement, making it a crucial tool for business success (Valenzuela-Gálvez et al., 2022; Hemrajani, 2025). This crucial effectiveness of modern email marketing now drives customers' trust, affinity, and customer promotion (Bowden & Mirzaei, 2021; Anubha & Shome, 2021).

Besides, it has enhanced personalization across the demographic, psychographic, and behavioral characteristics of customers. Thus, Kiselova (2019) and Turunen (2021) affirmed that email marketing has strengthened personalization,createduser preferences and significantly enhanced brand relationships. Email marketing stands out as one of the most effective digital channels that strengthens personalization through open rates, click-through rates, and conversion rates, giving businesses valuable insights into the successes of this tool (Elrod & Fortenberry, 2020; Kumari, 2023).It has consequently enabled organizations to build brand relationships with their customers, thus increasing loyalty and long-term engagement (Andika, 2023; Kumari, 2023).

Fig. 1. Conceptual Framework



Source: Authors'Conceptualization*(2026)*

The framework above provides a perception of email marketing (email information quality, email segmentation, email deliverability, and promotional email) and brand relationship in a Nigerian online retail store. The study however, demonstrate the uniqueness of the study by demonstrating the uniqueness of email marketing covering, email information quality, email segmentation, email deliverability, and promotional email as a tool needed to influence brand relationship among online retail customers in Lagos State.

2.1 Email Marketing Dimensions

Based on the aforementioned framework, an essential element of email marketing is email information quality that has a great influence on the customer. Communicating with customers through email that carries vital information assures that customers may open the email. Email information quality can be seen as the unique attributes inherent in the email. By implication product's information with great quality has the capacity to support customer in making a reasonable decision. Jamalzadeh, Behravan and Massoudi (2012) mentioned that email information quality is of great significance to customers. This implies that when information is of quality, it serves to address the needs of the customers. Hence, it is believed that developing email information qualityis likely to aidcustomers' brand relationship.

Also, segmentation is the act of splitting the market into groups of customers that have similar needs (Goyat, 2011). Segmentation of email is an essential component in email marketing. Email segmentation is the act of dividing customers into groups (segments) based on certain criteria such as gender, age, needs, occupation, among others. Segmentation is a fundamental strategy in email marketing that allows businesses to tailor their messages to specific groups within their audience. The segmentation of organizationalemail lists based on demographics, purchase history, or engagement levels allowsonline retailersto have content that resonates with a targeted audience. Research indicates that targeted emails can lead to higher open and click-through rates compared to generic messages (Surjandari, 2024;Mauritsius, 2019). For instance, the use of data-driven approaches to segment customers can enhance the effectiveness of email campaigns, as it allows for personalized messaging that aligns with the interests and behaviors of different audience segments (Baumann et al., 2018; Singh et al., 2018).

In this context, the benefits that accompanysegmentingemail marketinginvolve reaching the right audiences with the right messages effectively, and campaign successes can be achieved through open rates, click-throughs, and leads (Liimatainen, 2020). Hence, it is believed that emailsegmentation aidscustomers' brand relationship.

Furthermore, email deliverability playsa significant role in the success of email marketing strategy. Email deliverability measures the extent to which many messages reach the inbox of intended recipients. The term deliverability differs from email metrics such as delivery rate or delivered rate. By implication, emaildeliverability shows that messages reach the target successfully without being filtered as spam. So, email deliverability is the process by which companiesmeasure their email campaigns getting to customers' inboxes. However, deliverability can be affected by various factors like negative sender reputation, high complaint rates, poor listing quality, lack of email authentication,among others. Research indicates that improving email deliverability can significantly enhance engagement rates and overall campaign performance (Sinha et al., 2018). Hence, it is believed that developing email deliverability is likely to aid customers' brand relationship.

Also, Dehkordi, Rezvani, Rahman, Fouladivanda, Nahid and Jouya (2012) noted that promotional email is more effective than web promotion, traditional printed promotion and mobile promotion, despite the traditional perception that individualsavoid too many promotional emails, but the current study by a national survey revealed that ninety-one percent (91%) of American consumers prefer to take delivery of promotional email frequently (Gong&Bichard, 2018). This implies that promotional email is still effective in bringing customers' attachment to the brand. Thus, promotional email is a business-related announcement that typically suggests inducements to encourage sales and revenue for the business. However, promotional email should be summarized and lead to illogical decisions due to the time bounds of the offer inorder to bring customers' commitment to the brand. Hence, it is believed that developing promotional emails is likely to aidcustomers' brand relationship.Research by Chakrabortty et. Al. (2022) reveals that people who have received the promotional message by email are exposed to the brand's overall positive attitude, which is displayed via the provision of swift, individually personalized data relevant to the consumer's likes and interests. (Chakraborty & Jain, 2022). The same correlation between internal conversations with the brand and consumers' preferences also makes a brand trusted and customer-focused.

2.2 Brand Relationship

Brand relationship refers to the consumer-brand relationship. It is the connection between consumer and brand which is voluntary. Cardoso et al. (2022) conceptualized brand relationship as consumers' consistent commitment to the purchase and the use of a product irrespective of the presence of competitive products. Such a brand relationship is not only driven by customer satisfaction but also by trust and a strong emotional connection with the brand. Research by Xuan et al. (2023) indicates that brand relationship can be enhanced through consistent and relevant consumer experiences, including those delivered via digital channels. Kaur et al. (2022) argue that brand relationship is enhanced through strategies such as content personalization and digital reward programs with a targeted audience.

Previous literatures have shown different dimensions to examine and explain brand relationship formation, for instance, brand trust (Albert &Merunka, 2013; Kim, Park &Kim, 2014; Ong, Salleh & Yusoff, 2016), brand commitment (Kang, Tang & Fiore, 2014), brand love (Batra, Ahuvia& Bagozzi, 2012; Albert &Merunka, 2013), self-connection(Hudson, Huang, Roth & Madden, 2015; Lourerio, Ruediger & Demetris, 2012), brand identity (Lee & Kang, 2013: Khamitov, Wang & Thomson, 2019) among others which were tested and validated empirically. Theforegoing established that brand relationship has long been a central focus in marketing, as it directly relates to businesssuccess. Tran and Chang (2024) agreed that brand relationship is effectively increased through the deployment of positive email experiences,making consumers remain loyal to a brand, even when faced with cheaper or more convenient alternatives.

2.3. Theoretical Framework

2.3.1 Social exchange theory

Social exchange theory (SET) is an offshoot of Thorndike's (1932, 1935) reinforcement theory and Mill's marginal utility theory (1923). The theory holds that a series of interactions between two parties leads to a mutual relationship. In particular, the theory examines social behaviour between two groups and emphasizes the economic benefits that come from a mutual relationship in the form of satisfaction.

Social exchange theory (SET) provides a useful understanding of how firms, particularly through specific business decisions, ensure (1) interactive affiliations, (2) customer–product interactions, and (3) contentment and information exchange. Social exchange theory (SET), conceptualizes the need for effective interrelationships between phenomena. SET assumes that relationships are built through consistent, satisfactory interactions between firms and consumers, based on offerings and benefits derived in a relationship. However, each of the parties in the exchange evaluates the perceived benefits and value derived from the relationship. Therefore, the overall benefits from an exchange are based on the cost and benefit comparison in a relationship. In this study, the exchange relationship between consumers and online retailers is largely determined by the use of email marketing. As such, most consumers accept and appreciate the use of emails to get sales information about products and services offered by online retailers. Hence, evaluating the cost and benefits of email marketing, it is relatively cheaper, strengthens emotional bonds, and has a wide range of consumer coverage. By implication, consumers attach intrinsic value to their exchange relationship, because the brand is conceptualized as a shared entity that fosters the relationship. This makes the theory well suited for this study because it delineates building and sustaining relationships between two parties involved in exchange (Hayes & King 2014).

2.3.2 Social Penetration Theory

The social penetration theory providesmore insightful information by describing how the process of exchange can lead to interpersonal relationships. Social penetration theory advocates the need to engage in the process that could strengthen two parties' relationship (Altman & Taylor, 1973). Social penetration observes that interpersonal relationships are well achieved through self-revelation. This indicates providing satisfactory information about the firm and product offerings. It is argued that self-disclosure strengthens bonds and relationships further among different categories of people. The theory propounds the ideology of reciprocity. The rationale is that when one party does self-revelation, the other party is expected to equally respond at the same level to ensure a stronger relationship. In email marketing practices,consumers are obligated to respond by disclosing their level of acceptance for the firm'sofferings, whichis the only way a brand relationship can be established. This theory laid a theoretical perspective on the real expectations from both the online retailers and consumers that would lead to brand relationships.The theories reviewed are relevant to this study. However, the theory that

underpinned this study is the social exchange theory of Thorndike's (1932) reinforcement theory and Mill's marginal utility theory (1923). At the core of the theory is social interaction, which is tied to mutual benefits.

2.4 Empirical Review

The empirical study by Sahni, Wheeler, and Chintagunta (2016) sought customers' opinions on personalized email messages. The study determined the customers' reactions to email content from the organization. The study findings indicate that customers are influenced by email messages in arousing their purchase intention. Gorlier and Michel (2020) examined how special rewards in loyalty programs enhance consumer brand relationship using self-expansion theory. The findings revealed that special rewards produce higher self-expansion than more than rewards. Furthermore, self-brand inclusion and self-expansion consecutively and entirely mediate the significant influence between the extraordinary character of rewards, brand evaluation, recommendation,and identification. The resultsfinally showed that the role of special and mundane rewards on self-brand inclusion is moderated by consumer satisfaction.

Research by Lee and Tan (2024) on behavioral targeting in email marketing: Amazon's Approach to Customer Retention. The research discusses how Amazon tracks customer behavior across various platforms (e.g., website, mobile app) and uses this data to segment customers for highly personalized email campaigns. The study findings established thatAmazon's use of sophisticated targeting allows it to send highly relevant emails, from special offers to reminders, ensuring that customers feel understood and valued. This approach not only improves the customer experience but also increases the likelihood of repeat purchases, contributing significantly to retention. Harris and Patel (2023) conducted a study to examine the role of emailmarketing strategies: Personalization and automation for customer retention. The study highlightsthat businesses have used personalized email content at an individual level, which results in more targeted promotions and recommendations. Thus, it has assisted organizations in achievingseamless integration of personalization and driving long-term customer retention. Research by Similarly, Solomon (2021), conducted a study on Consumer Behavior. The research emphasizes how organizations have effectively used email deliverability to influence consumer psychology;the essence is to determine how delivered emails havematched the user's previous purchases and browsing history. The study findings and conclusions are that customized emails delivered to the audience increase customer retention. Kannan and Li (2021), Digital advertising and customer retention in E-commerce: The role of email marketing. The study explores Amazon's sophisticated approach to crafting personalized emails that leverage customer data. These emails include tailored promotions, reminders, and post-purchase recommendations that resonate with customers' preferences and past behaviors. The study findings indicate that email marketing through information quality and email segmentation strengthenscustomers' long-term relationship. This study is departure from previous empirical study by Sahni, Wheeler, and Chintagunta (2016) that examined personalized email messages, Gorlier and Michel (2020) examined how special rewards in loyalty programs enhance consumer brand relationship using

self-expansion theory. The study by Lee and Tan (2024) on behavioral targeting in email marketing: Amazon's Approach to Customer Retention. Harris and Patel (2023)examined the role of emailmarketing strategies: Personalization and automation for customer retention. Similarly, Solomon (2021), conducted a study on Consumer Behavior. The research emphasizes how organizations have effectively used email deliverability to influence consumer psychology. Also, Kannan and Li (2021), examined digital advertising and customer retention in E-commerce: The role of email marketing. Previous studies did not research the online retail store in Lagos State, and the need to test email marketing dimensions necessitated this study. Therefore, the current study is a departure from the empirical work done by others based on conceptual frameworks, and empirically teststhe four (4) components of email marketing (email information quality, email segmentation, email deliverability, and promotional email),

3. METHODOLOGY

The study centered on a descriptive research design, employinga cross-sectional survey method for successful data collection. The descriptive design considerably allowed for an effective gathering of comprehensive information to determine the relationship between two variables (email marketing and brand relationship). The sample represents the staff of the selected online retail firms in Lagos State.The rationale for these samples is driven by the consistent interaction and interface relationship with customers through the use of email marketing tools. Hence, they regularly use these channels to interact, persuade, and share information with the target audience.Staff at selected retailers used email marketing as an online tool to influence consumers'purchase decisions.Hence, apurposive sampling technique wasengaged based on the experience and the ability of the samples in using email platforms to reach diverse customers regularly, to influence patronage in the last three years. The study targeted those in marketing sections, field delivery, and social media handlers of the online retailers. They have conversations on a daily basis with different categories of customers when making orders and receiving them in different locations in Lagos State,thereby reducing selection bias. The primary instrument for data collection is a structured questionnaire. The instrument passed the test of face validity, while reliability was tested after the pilot study was conducted onthirty-fiveoffline retail store staff inthe Alimosho area of Lagos State.

The data obtained from Cronbach's Alpha values for each construct are shown below.

The reliability table of the study variables

Variables	Number of items	Cronbach's Alpha	Decisions
Email information quality	5	0.812	Reliable
Email segmentation	5	0.798	Reliable
Email deliverability	5	0.775	Reliable
Promotional email	5	0.836	Reliable
Brand relationship	5	0.821	Reliable
Overall Scale	25	0.808	Reliable

Source: *Pilot Survey, 2026*

The Cronbach's Alpha coefficients for all the constructs range from 0.775 to 0.836, while the overall reliability coefficient of the instrument. The regression analysis was considered appropriate to determine the relationship between the use of email marketing components in establishing brand relationships among customers. Hence, the regression analysis determines the relationship among variables simultaneously in a study.

4. RESULT AND DISCUSSION

4.1 Test of Hypotheses

Hypothesis One

There is no significant relationship between email information quality and brand relationship.

Table 1. *Regression Analysis* between email information quality and Brand Relationship.

Predictor	R	R^2	Adjusted R^2	F	B	B	T	P
email information quality	.740	.548	.544	149.159	0.655	.740	12.213	< .001

Source*: Field survey, 2026*

The table above shows that email information quality had a significant positive effect on Brand Relationship, $R = .740$, $R^2 = .548$, $F(1, 123) = 149.159$, $p < .001$. The R^2 value indicates that email information quality explained 54.8% of the variance in brand relationship. The coefficient results also showed that email information quality significantly predicted brand relationship $B = 0.655$, $\beta = .740$, $t(123) = 12.213$, $p < .001$. This means that a one-unit increase in email information quality was associated with a 0.655-unit increase in the brand relationship score. Since the result was statistically significant at $p < .05$, the null hypothesis was rejected. Therefore, the alternative hypothesis was supported. This implies that email information

qualityhas a significant relationship with brand relationshipin selected online retail stores in Lagos State.

Hypothesis Two

There is no significant relationship between email segmentation and brand relationship.

Table 2.

Regression Analysis between relationship between email segmentation and brand relationship

Predictor	R	R^2	Adjusted R^2	F	B	B	t	P
email segmentation	.788	.620	.617	200.930	0.772	.788	14.175	< .001

Field survey 2026

Thetable indicates that email segmentation positivelyinfluencescustomers'brand relationship, as expressed in the result with R = .788, R^2 = .620, F(1, 123) = 200.930, p < .001. The R^2 value indicates that email segmentation explained 62.0% of the variance in brand relationship. The coefficient result showed that email segmentation significantly predicted brand relationship, B = 0.772, β = 0.788, t(176) = 14.175, p < .001. indicates the result was statistically significant at p < .001; the null hypothesis was rejected.This impliesthat the use of email segmentation by online retail stores in Lagos Stateenhanced customers'brand relationshipin Lagos State.

Hypothesis Three

There is no significant relationship between email deliverability and brand relationship.

Table 3. *Regression Analysis between* email deliverability and brand relationship

Predictor	R	R^2	Adjusted R^2	F	B	β	T	P
Email deliverability	.783	.613	.610	194.889	0.700	.783	13.960	< .001

Field survey 2026

The above table indicates that email deliverabilitysignificantly influencescustomers'brand relationship, with the result showing R = .783, R^2 = .613, F (1, 176) = 194.889, p < .001.The R^2 value indicates that email deliverability explained 61.3% of the variance in brand relationship. The other coefficient resultsshow that email deliverability predicted customer brand relationship, B = 0.700, β = .783, t(176) = 13.960, p < .001.Since the result was statistically significant at p < .05, the null hypothesis was rejected. Therefore, the alternative hypothesis was accepted, stating that email deliverability has a significant relationship with brand relationship in selected online retail stores in Lagos State.

Hypothesis Four

There is no significant relationship between promotional email and brand relationship.

Table 4.*Regression Analysis Between*Promotional Email and Brand Relationship in selected online retail stores in Lagos State.

Predictor	R	R^2	Adjusted R^2	F	B	B	T	P
Promotional Email	.736	.542	.538	145.601	0.710	.736	12.067	< .001

Field survey 2026

Theresults in the table above indicate that promotionalemail positively influences customerbrand relationship, with the results showing R = .736, R^2 = .542, F (1, 176) = 145.601, p < .001. The R^2 value indicates that promotional email explained 54.2% of the variance in customer brand relationship. The coefficient result showed that promotional email significantly predicted brand relationship, B = 0.710, β = .736, t (.176) = 12.067, p < .001.Therefore, the alternative hypothesis wasaccepted that promotional email has a significant positive relationship with brand relationship in selected online retail stores in Lagos State.

Table 5. Multiple regression of emailmarketingsub-variables and brand relationship in the selected online retail stores in Lagos State, Nigeria.

Predictor	B	SE	*B*	T	P	95% CI for B
Constant	0.090	0.170	—	0.530	.597	(-0.246, 0.426)
email information quality	0.126	0.062	.143	2.020	.046	(0.003, 0.250)
Email Segmentation	0.344	0.064	.351	5.376	< .001	(0.217, 0.471)
Email deliverability	0.251	0.063	.281	3.974	< .001	0.126, 0.376)
Promotional Email	0.226	0.062	.235	3.635	< .001	(0.103, 0.350)

Note. Dependent variable: brand relationship. Model statistics: R = .880, R^2 = .775, adjusted R^2 = .767, F(4, 120) = 103.081, p < .001.

The multiple regression analysis examined the joint effect of email information quality, email segmentation, email deliverability, and promotional email on brand relationship in the selectedonline retail. The model was statistically significant, F(4, 120) = 103.081, p < .001. The R^2 value of .775 indicates that the four predictors jointly explained 77.5% of the variance in brand relationship in the selectedonline retail. The coefficients showed that all four predictors made statistically significant contributions to brand relationship.Emailsegmentation had the strongest standardized effect, β = .351;email deliverability, β = .281; promotionalemail, β = .235; and email information quality, β = .143. This indicates that all four variables are strong predictors of customer brand relationship

4.2 Discussion of Findings

The study found that the online retail stores in Lagos Stateused email information quality, email segmentation, email deliverability, and Promotional email offers to change the shopping experience of customers in Lagos State. The practical implication of the study is that these selected retail online stores have effectively deployed means of attracting customers better than the informal stores in Lagos State. This is consistent with the position ofJamalzadeh, Behravan and Massoudi (2012) in their empirical study of email-based advertisement and its effects on customers' attitude. The findings show that advertising through email email-basedcontent significantly influences customers' attitude about email-based advertisement. In addition, email privacy is greatly affected, but it still affects customers' attitude towards email-based advertising negatively. At the same time, the study agreed with a previous empirical study by Sahni, Wheeler, and Chintagunta (2016) that sought customers' opinions on personalized email messages. The study determined the customers' reactions to email content from the organization. The study found that customers are influenced by email messages in arousing their purchase intention.

5. CONCLUSION AND RECOMMENDATIONS

Therefore, the study concluded that the selected online retail stores have shown the capability to attract consumers using email strategies. Also, the continual growth of online retail businesses and consumer shopping behaviour in urban cities can be attributed to email marketing. The following recommendations were hereby made. This study recommended that online retail stores in Lagos State and Nigeria at large should further engage in the use of email information quality, email segmentation, email deliverability, and promotional email for a better customer-brand relationship. Also, online retail stores should effectively deploy email information quality, email segmentation, email deliverability, and promotional email as a strategic means to achieve competitive advantage in Nigeria. Offline retail stores can equally deploy email information quality, email segmentation, email deliverability, and promotional email to gain market advantage in Lagos State. The engagement of these variables would contribute to satisfactory services andbecome a strategic necessity that can influence consumer perception.

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