

PROJECT TO IMPROVE ONLINE MARKETING STRATEGIES FOR ARINADE FARMS

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I. Theoretical part

- Prepare a literature review focusing on online marketing strategies.

II. Practical part

- Describe the nature and business activities associated with Arinade Farms.
- Analyze and assess the marketing strategies of Arinade Farms.
- Develop a project to improve the current online marketing strategies of the selected company.
- Submit the project to cost, time and risk analyses.

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ABSTRAKT

Společnost Arinade Farms, která se zabývá chovem králíků a hlemýžďů v Ibadanu ve státě Oyo v Nigérii, se snaží rozšířit svůj dosah na trh a zlepšit prodej prostřednictvím účinného online marketingu. Tato studie zkoumá názory spotřebitelů na nákup králíčích a hlemýžďích proteinových produktů online a identifikuje faktory ovlivňující jejich nákupní rozhodnutí. S využitím deskriptivního kvantitativního přístupu s elektronickými/internetovými dotazníky se studie dotazovala 141 zákazníků (n=141) a analyzovala data pomocí statistických nástrojů SPSS a nezávislých chí-kvadrát testů.

Ze zjištění vyplývá, že preference ovlivňuje pohlaví: ženy dávají přednost výrobkům ze syrových králíčích a hlemýžďích bílkovin a považují jejich ceny za přiměřené. Svou roli hraje také věk: starší spotřebitelé dávají přednost syrovým výrobkům, ceny na internetu považují za přiměřené a často nakupují online. Nákupní chování ovlivňuje také úroveň vzdělání: vysokoškoláci občas nakupují syrové bílkovinné výrobky online a ceny považují za přiměřené. Kromě toho osoby v neformálním sektoru občas nakupují tyto výrobky online, dávají jim přednost v syrovém stavu a ceny vnímají jako mírné. Mnoho spotřebitelů přikládá značný význam zemi původu, což svědčí o tom, že dávají přednost výrobkům z místních zdrojů.

Celkově výzkum ukazuje na různorodou skupinu spotřebitelů s odlišnými preferencemi a chováním ovlivněnými pohlavím, věkem, vzděláním, zaměstnáním a vnímáním původu výrobků. Tento výzkum poskytuje cenné poznatky pro Arinade Farms a podobné podniky, které se snaží

Klíčová slova: Internetový marketing, spotřebitelské chování, vnímání, králík a hlemýžď, proteinové produkty, Nigérie.

ABSTRACT

Arinade Farms, a rabbit and snail farming business in Ibadan, Oyo State, Nigeria, aims to expand its market reach and improve sales through effective online marketing. This study investigates consumer perceptions toward purchasing rabbit and snail protein products online and identifies factors influencing their purchasing decisions. Using a descriptive quantitative approach with electronic/web-based questionnaires, the study surveyed 141 customers (n=141) and analyzed the data using SPSS statistical tools and chi-square independent tests.

The findings indicate that gender influences preferences: females tend to prefer raw rabbit and snail protein products and find the prices reasonable. Age also plays a role: older consumers prefer raw products, consider online prices moderate, and frequently purchase online. Education level affects buying behavior as well: undergraduates occasionally buy raw protein products online and view prices as fair. Additionally, individuals in the informal sector occasionally purchase these products online, prefer them raw, and perceive the prices as moderate. Many consumers place significant importance on the country of origin, indicating a preference for locally sourced products.

The research shows a diverse group of consumers with varying preferences and behaviors influenced by gender, age, education, occupation, and perceptions of product origin. This research provides valuable insights for Arinade Farms and similar businesses aiming to enhance their online marketing efforts, emphasizing the importance of dynamic marketing and branding strategies to increase sales and market share.

Finally, the study recommends re-modeling the online marketing strategy, focusing on social media and website creation, to boost sales and market share.

Keywords: Online Marketing, Perception, Rabbit and Snail, Protein Products, Nigeria.

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INTRODUCTION

The concept of natural eating, which was formerly common, has faded in modern households, owing partly to the globalization and processing of the global food industry, resulting in a disconnect between communities and their food sources. Holden et al, 2021 observes that food is increasingly viewed as an industrial product, losing its basic character as a plant or animal. However, social media platforms have developed as agents of openness, enabling consumers to learn about the origins of their food. During the COVID-19 pandemic, there has been a renewed interest in rural lifestyle content as individuals seek simpler living and spend more time at home. Platforms such as Instagram play an important role in allowing consumers to visually track their food's journey from source to table. In today's farming and organic food sector scene, the Internet serves as a key instrument, similar to a strategic weapon. In this highly competitive market, there are concerns regarding the dependability of online platforms (Kiang et al, 2000). Customer loyalty has been increasingly important over the last two decades as information technology has advanced and the knowledge economy has grown. Scholars in agricultural marketing have concentrated on efficient customer profile management, such as customer equity management, to maximize each customer's lifetime value, recognizing them as valuable assets in this business (David et al., 2016).

When performing in-person direct-to-consumer sales at farmer's markets and on-farm stands, online marketplaces may reduce the transaction costs that both customers and farms must pay. Transportation costs can be minimized if online food orders are shipped via courier since producers and customers won't need to make travel arrangements or adjust schedules to finish the transaction. Therefore, direct-to-consumer farmers can make sales that would otherwise be unaffordable with the aid of online markets. The costs related to direct-to-consumer searches can be reduced with the use of online sales. This is because of the ease with which consumers may utilize the internet to compare direct-to-consumer farms' products and pricing with those of other online vendors of food items. But even with the clear advantages that e-commerce could give direct-to-consumer farmers, little is known about which farms sell their products online.

Like other social media platforms, Instagram allows marketing to come from individuals rather than major entities. Zia et al (2022) investigated the evolution of influencer marketing

and discovered a strong relationship between the influencer's competence, authenticity, and homophile, which leads to trust and consequently loyalty to the influencer, good product attitude, and buy intention. Today, trust and influence are more prevalent in personal connections and true connections. Social platforms serve as a stable foundation for businesses to build their brands. As a result, the efficiency with which things are sold increases, as does profit. There is a tremendous effect on the food industry's social media since there is the provision of transparency and honesty to a company's customers. Exposure to the private side of a business fosters relationships and a better understanding of what goes into growing and producing plants and animals. Having said that, small businesses must have a social media presence to grow their consumer base.

Given the climatic circumstances in the country, there is encouragement in the production, but the marketing of commodities from the farm has not satisfied farmers' expectations in Nigeria. Looking at the current means of selling farm products in Nigeria, we are still using conventional methods. There are numerous flaws in the current marketing system, including methods of informing potential consumers about the farm produce in possession of the farmers, finding suitable farmers with the necessary products, selling the goods to far-off clients, and the issue of unpaid bills all challenges. A Nigerian student launched an online market (*www.virtualmarket.com*) in 2010, however, it failed due to an inappropriate payment technique. To address these flaws, new approaches and trends should be implemented, involving standard institutions such as banks, to verify the integrity of agricultural commodity purchasing and selling transactions conducted online.

The thesis seeks to reinvent Arinade Farms' online marketing techniques, with a focus on exploiting online marketplaces and social media platforms like Instagram. By embracing these digital channels, the farm hopes to improve operational efficiency, lower transaction costs, and cultivate deeper consumer involvement. This strategic shift aims not just to modernize the farm's approach, but also to address the considerable obstacles that exist in the Nigerian agricultural market. Arinade Farms seeks to make it easier for customers to interact with their products by integrating internet markets and social media platforms. This strategy not only simplifies transactions, but also provides a platform for direct connection, allowing the farm to respond to consumer inquiries, complaints, and feedback quickly. By using digital platforms, Arinade Farms hopes to overcome traditional market access hurdles

and reach a larger audience. Furthermore, by increasing customer participation, the farm hopes to build greater trust and relationships with its customers. Arinade Farms may humanize its brand by engaging in continuous and individualized conversations on social media sites such as Instagram, making it more relevant and trustworthy to consumers. This stronger relationship with customers not only encourages loyalty but also gives significant perception into the preferences of the consumers and market movements, making the farm better adapt its services.

Ultimately, the main purpose of this initiative is to increase sales and establish Arinade Farms as a major player in Nigeria's agricultural industry. By refining internet marketing methods, the farm hopes to increase revenue while also meeting the changing requirements and expectations of its customers. Arinade Farms strives for long-term success in the dynamic agricultural market by combining innovative digital solutions with a customer-centric strategy.

OBJECTIVES AND METHODS OF THESIS DEVELOPMENT

The overall goal of the study is to update Arinade Farms' marketing techniques using digital platforms, hence increasing client involvement, trust, and market expansion. The objectives are as follows.

1. Investigate ways to increase Arinade Farms' visibility and accessibility on online platforms, with a focus on selecting the most appropriate platforms, optimizing product listings, and coordinating logistics for online sales.
2. Effectively interact with the target audience through social media, particularly Instagram, by collaborating with influencers, providing compelling content, and analyzing data to measure the effectiveness of marketing activities.
3. Increase client trust and engagement by responding to concerns, creating tailored interactions, and successfully managing customer relationships through CRM technologies.
4. Create plans to boost sales and market reach by finding growth possibilities, refining product offerings, and launching promotional campaigns and partnerships that improve conversion rates and customer retention.

Research Questions:

1. What are the most common customer attitudes toward online protein purchases, and what factors influence their decision-making processes in the digital marketplace?
2. How can modern online marketing approaches influence the promotion and uptake of protein products in the agricultural sector?
3. What specific digital marketing and sales approaches do Arinade Farms now use to market its farm-produced protein products, and how do these strategies compare to industry benchmarks?
4. How can Arinade Farms improve its online marketing techniques to bring about the popularity of its business, capture a bigger audience, and develop unique awareness for its farm protein offerings in a competitive online landscape?

METHODOLOGY

This inquiry employed a mixed-methods technique or design. It includes interviews with the management of Nigeria's Arinade Farms, as well as a questionnaire created for customers of rabbit and snail protein products. This project included both differential and numerical investigative approaches.

Investigative Method

The Author used a flowchart illustrating the study's framework to validate the intended investigation. The following is a description of an anticipated research project's whole findings, along with its methodology.

Flow Chart to Illustrate the Study's Framework

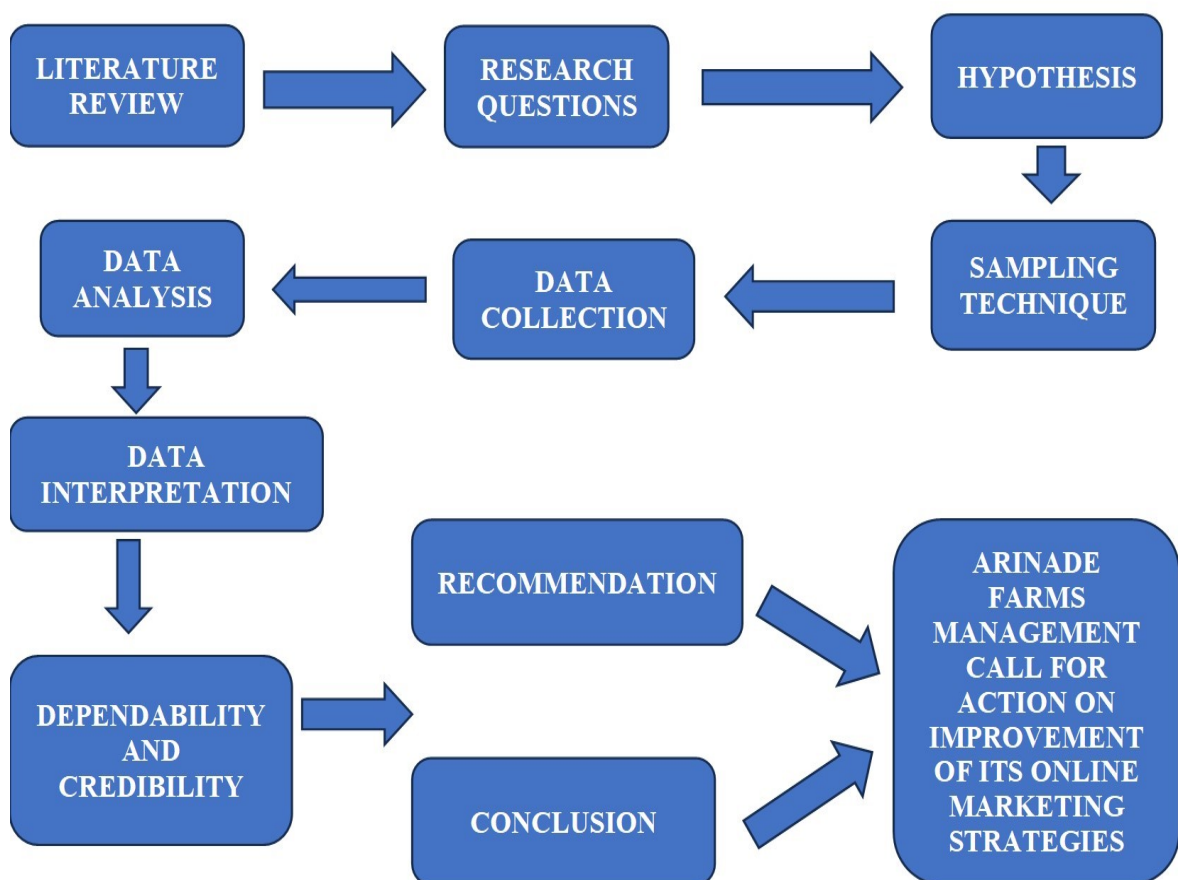


Figure 1: Investigation into improvement of online marketing strategies for Arinade Farms
(Source: Own Elaboration)

In this project, data will be gathered primarily through:

- an online questionnaire

The designed of the online questionnaire was done by using the Likert scale technique of questionnaire structuring. The online questionnaire is only closed-ended.

THE STUDY ORGANISATION

The final report of the study was structured in the following ways:

I. Conceptual Section

The review of the literature focused on the following:

- Overview of e-marketing strategies of Arinade Farms
- The significance of Internet marketing in the digital era of Arinade Farms' initiatives
- Consumer attitudes and behavior toward buying protein products online.
- SWOT and PESTLE analyses
- Market analysis and segmentation
- E-Marketing mix (4Ps)

II. Realistic Section

- Examining the outlook and works of Arinade Farms
- Analyzing data and assessing consumer behavior about Arinade Farms protein products online.
- Describe in detail the project's time, money, and risk elements.
- Presentation of data analysis results
- Verification of hypotheses (H₁-H₅)

I THEORETICAL PART

1 LITERATURE REVIEW: AN INTRODUCTION

The goal of this section is to make available the review of the theoretical principles that will form the basis for this research project. The goal is to investigate and analyze various online marketing tactics employed by firms, with a special emphasis on Arinade Farms. This will allow us to offer informed recommendations on how to improve the farm's internet marketing techniques so that more people can be reached, and sales can be increased. Arinade Farms has already created a presence on social media platforms such as Instagram. However, management discovered that the farm's overall web marketing strategy needs improvement to utilize the benefits of these platforms and reach more potential clients. This literature review will look at the fundamental components of online marketing strategies, with an emphasis on increasing social media engagement and establishing a strong content strategy. The goal is to improve the effectiveness of Arinade Farms' internet marketing initiatives, resulting in higher brand recognition and sales.

Considering the unique nature of snails and rabbits as protein sources, Arinade Farms must primarily create branding and marketing that relates to certain customer segments and considers their needs and concerns. This necessitates a robust acknowledgment of the consumer's views for preferences, habits, and beliefs in addition to the unique benefits that rabbits and snails have over other traditional meat sources.

Arinade Farms aims to ascertain the most effective internet methods for connecting with its target market. Even while social media, email, and website advertising are essential, the farm plans to investigate a variety of channels, such as food and health blogs, e-commerce sites, and food-related online forums. It will have to adjust its marketing strategies to cater to the special characteristics of snails and rabbits as sources of protein. To help customers incorporate these products into their diets, it can be necessary to highlight their unique flavor profiles, health benefits, or sustainability, as well as to offer recipes and preparation tips.

Against this backdrop, Arinade Farms decided to study the market and develop a stronger online presence in marketing efforts to have an edge above its competitors, taking into account the difficulties of effectively implementing online marketing techniques in a competitive market where more established farms have an advantage in developing a strong online presence. As a result, this analysis will look at the most recent research and best practices in internet marketing, as well as the problems and competition that the farm faces. It will make recommendations to improve the farm's online visibility and consumer interaction, with the ultimate goal of improving sales and commercial success.

The assessment will also look at how social media platforms, website optimization, content production, and other methods of searching for information online enable engagement with potential customers online. Relevant scholarly research and industry best practices will be analyzed to offer Arinade Farms actionable insights. The assessment will look at the problems of executing online marketing tactics, such as budget limits, time management, and the need for continuing optimization.

This chapter has been prepared in such a way that readers will understand the obstacles and opportunities that Arinade Farms may face when improving its web presence for snails and rabbits as protein sources. A thorough discussion of the theoretical basis of online marketing tactics, particularly those related to marketing snails and bunnies online, is well expressed.

1.1 PROJECT OVERVIEW AND PURPOSE

Arinade Farms is a Nigerian agricultural firm that produces and markets snails and rabbits. The company's goal is to improve its digital marketing strategies to grow its client base, improve customer interaction, and increase income. Arinade Farms is now active on social media platforms such as Instagram, but its online presence needs to be improved. The goal of this project is to establish a system that will enable the organization to meet its desires and examine ways that will improve its internet marketing (Sultan et al., 2024).

Online business activities are now an important ingredient to meet the needs of the consumers, as well as enhance the product's value in today's digitally centric society. Understanding the market's prospects and constraints is crucial for Arinade Farms as it works to enhance its online marketing methods for rabbits and snails. Graesch, (2024) noted several significant barriers that could prevent the farm from succeeding in the digital sphere, such as intense rivalry, a lack of funding and resources, technological constraints, and difficulties with data management. Arinade Farms needs to adopt a multifaceted strategy that prioritizes improving its online presence and developing an engaging consumer experience to overcome these obstacles.

As suggested by Kotler et al. (2022), the farm can reach relevant and specific consumers by utilizing focused marketing techniques like email campaigns and social media advertising. Developing an interesting and all-encompassing marketing plan can also benefit from the implementation of a multi-channel marketing strategy that makes use of social media, email, and a website. Saeed et al. (2003) stress the need to give priority to high-quality content that offers insightful information and useful knowledge on using snails and rabbits as protein

sources, such as blog articles, films, or infographics. According to Wolpert et al (2014), this content would not only position Arinade Farms as a thought leader in the industry but also aid in driving organic traffic to the company's website, resulting in a remarkable user experience.

Furthermore, it is imperative in internet marketing to cultivate a culture of creativity and experimentation. According to Wang et al. (2023), companies can overcome challenges and accomplish their marketing objectives by putting money into people, forming strategic alliances, and adopting a customer-centric mindset. Arinade Farms can also make use of distinctive branding and packaging that complement its principles and set its goods apart from those of rivals in the industry. Promoting client endorsements and evaluations on its website and other media platforms can aid in building credibility and trust with prospective clients (Van noort et al, 2008).

Arinade Farms may investigate specialty marketing strategies that target clientele groups. For example, highlighting the special advantages of snails and rabbits as sustainable and healthful protein sources can appeal to consumers who are concerned about their health or the environment. A powerful platform for promoting these items to a larger audience can also be obtained by collaborating with influencers such as dietitians or food bloggers (Van noort et al, 2008). Arinade Farms can create a strong brand and draw in a devoted clientele that appreciates the special advantages of these goods by tailoring its internet marketing tactics to exclusively target snails and rabbits as protein sources (Singh, 2025).

The main idea behind this initiative is that Arinade Farms wants to keep ahead of the curve by investing in its internet marketing because the Nigerian agriculture sector is expanding quickly. The country's agricultural industry is expected to increase by 4% over the next several years due to factors such as rising food demand, increasing urbanization, and the development of modern technologies, according to the World Bank's Agricultural Industry Country Diagnostic for Nigeria (Osabohien et al, 2020). For this reason, Arinade Farms needs to make sure that its marketing tactics are current and efficient to capitalize on this expansion.

Also, according to Sharma et al (2011), the agricultural industry is undergoing a significant transformation as it embraces digital technology to improve efficiency, expand consumer interaction, and raise sales. Sharma et al (2011), argue that "agricultural companies are increasingly turning to digital technologies to improve their marketing strategies". Arinade

Farms can capitalize on this trend by establishing a new or upgraded online marketing plan that will position the company for long-term success.

This study gave a helpful insight into how the agriculture business is evolving and how digital technologies are playing an important part in this transformation. The study contends that "agricultural companies need to invest in digital marketing to reach new customers, build trust, and gain a competitive advantage" (Sharma et al, 2011),). This is a crucial point for Arinade Farms to consider as it is designing a new web marketing plan. By embracing digital technologies, the company can reach new customers and grow its market share. The study also emphasizes the necessity of creating client trust through clear and honest marketing. In the age of social media, clients are more knowledgeable and discerning than ever. They expect corporations to be open and honest about their marketing activities. The article states that "Agricultural companies must create a digital strategy that is based on trust, transparency, and honesty" (Sharma et al, 2011). This is a key factor for Arinade Farms since it will need to gain its consumers' trust if it is to succeed in the digital age.

The Nigerian government launched an e-Agriculture program, which aims to increase the use of ICTs in agriculture. This initiative consists of several initiatives and services, including an e-marketplace for agricultural products, an online information portal, and the creation of a digital library of agricultural materials. The government has also introduced the Growth Enhancement Support Scheme (GESS), which offers subsidies to smallholder farmers who use e-wallets to buy farm inputs. The e-Agriculture program was launched in 2012 and is still strong today. Nonetheless, little evidence is available about the initiative's impact, notably on agricultural firms' usage of Internet marketing tactics. According to the National Bureau of Statistics (NBS) data from 2018, the Southwest, the country's most developed region and home to Arinade Farms, has the highest concentration of internet users. The Northwest and Northeast regions have the lowest internet penetration and the least developed infrastructure in the country.

However, while these measures have helped to strengthen the internet presence of certain Nigerian agricultural firms, there is still an opportunity for growth. The e-agriculture initiative has met some hurdles, including restricted online connection in suburban locations as well as farmers' lack of internet knowledge. There is also a need for more targeted support for smallholder farmers, as well as better distribution of information. In addition, more infrastructure investment, such as broadband networks, is required to boost the online presence of Nigerian agricultural firms. With these considerations in mind, the thesis seeks

to determine how Arinade Farms can improve its online presence to capture its share of online sales in the face of stiff competition from local and foreign farmers who are also utilizing various online marketing strategies to increase farm product sales.

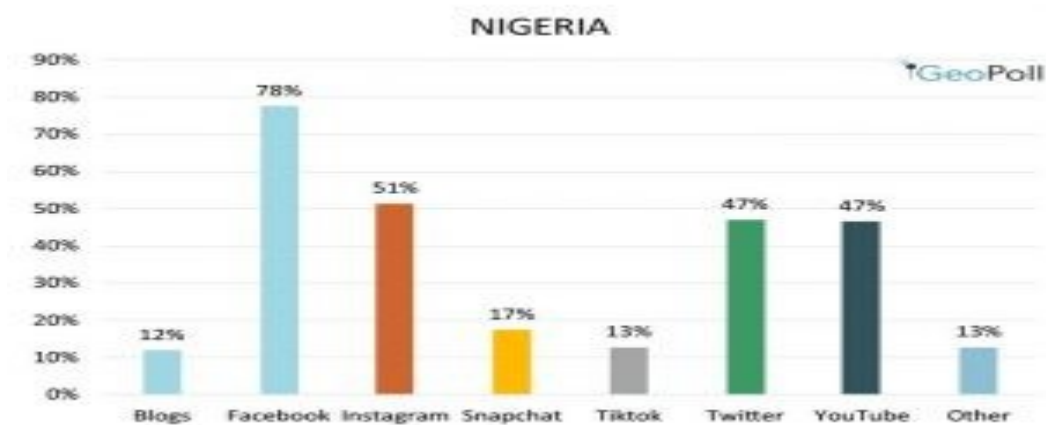


Figure 2: Nigeria's internet and Social Media users
(Source: Geopoll, Aug. 12, 2020)

When all is said and done, successfully navigating the online marketing environment necessitates a thorough understanding of the industry's opportunities and challenges, as well as a strategic approach that is targeted to known necessities, possessing traits of the products being advertised (Kotler, 2016). Arinade Farms may differentiate itself from the competition and become market leader in the snail and rabbit industry by emphasizing concentrated and specific marketing strategies, high-quality content, and exceptional customer experience. This will improve client engagement and loyalty (Viktoratos, 2021).

1.2 ONLINE MARKETING OVERVIEW

1.2.1 DEFINITATION OF ONLINE MARKETING

In this age of digitalization, a very robust internet marketing plan is critical for firms to succeed in a highly competitive environment. From information searching techniques to using online conversation platforms as well as beyond, digital marketing provides several options to interact with your target audience and promote business success (Arora et al, 2020). Online marketing tactics encompass a wide range of techniques used by businesses to promote their products and engage with clients online, Tariq et al, (2021). These strategies

encompass many exclusive works, related to information search methods, marketing of content, online conversation platform campaigns, marketing of email, and influencer collaborations (Davidaviciene et al., 2024). The main goals of these methods are to raise brand awareness, attract new customers, and stimulate conversions through various Internet platforms (Kotler et al, 2014). Businesses aspire to achieve their marketing objectives by effectively reaching and engaging their target audiences through digital platforms (Parkin, 2016).

According to Abbas et al, (2009), internet marketing strategies can use persuasive techniques such as social proof—which uses the influence of others to persuade customers to do a specific action, such as making a purchase—to influence consumers' online behavior. Online marketing tactics can harness social proof in a variety of ways, including the number of users who have "liked" or "shared" a product or service, the number of individuals who are now watching a product, and other user evaluations and ratings. Creating a sense of urgency or scarcity (FOMO, or Fear of Missing Out) by using terms like "limited time offer" "while supplies last" or "exclusive deals" are some more convincing ways that can be used in internet marketing strategies (Abdelkader,2019). A paradigm known as "AIDA" (Attention, Interest, Desire, and Action) describes the process of influencing clients through a series of acts, from capturing their attention to inspiring them to act.

In the context of Internet marketing, brand preference is another important indicator of how well marketing campaigns connect emotionally with customers. The likelihood of customers going for a brand that has an interesting relationship than the rest, even when availability and pricing are comparable (Frost, 2016). The usage of an online survey system enables customer satisfaction surveys by marketers to identify consumer brand preferences. Their marketing plan could thus be improved by using survey data (Nass, 2003).

For example, a company may learn that customers are dissatisfied with the user experience on its website, resulting in a low NPS. This discovery may trigger a redesign of the website with a focus on improving user experience. Improving customer satisfaction can help the company build brand preference and, eventually, sales.

1.2.2 BOOSTING THE ONLINE MARKETING STRATEGIES

Khan et al, (2022) write, "In this age of digitalization, marketing products online is the lifeblood of many businesses, fueling growth and driving profits." To succeed in this

environment, businesses must adopt a multifaceted approach that employs a variety of channels and methods, each suited to certain goals and consumers."

As a result, effective online marketing techniques are critical for firms seeking to succeed in today's digital landscape. Companies can broaden their reach, engage their audience, and achieve actual results by combining SEO, content marketing, social media, email campaigns, and other strategies. As technology advances and customer behaviors change, remaining current on the newest trends and best practices will be critical to preserving a competitive advantage Reichheld, (2003). In the ever-changing world of marketing, businesses are constantly experimenting with new techniques to promote brand visibility and income. One such method, influencer marketing, has grown in popularity, as indicated by Kahneman et al. (2013), who found a significant 38% boost in sales for food and beverage companies that used influencer collaborations. Businesses such as Arinade Farms can efficiently reach new audiences and establish consumer trust by leveraging social media stars' influence and reputation to endorse and legitimately advocate their products.

Another important strategy is content marketing, which is championed by Nazarudin et al, (2024) and focuses on creating and sharing valuable material to establish thought leadership and attract new clients. Arinade Farms can effectively highlight its capabilities and services through captivating films, instructional infographics, and blog posts. This technique not only establishes stronger ties with consumers but also increases brand loyalty. Furthermore, Rehman et al. (2022) explain that personalized marketing enables transacting businesses to soothe messaging categories of people, producing higher interaction as well as conversion rates. Arinade Farms can effectively engage with each customer's unique likes and interests by offering relevant and targeted information, resulting in meaningful conversations and purchases.

The likes of information search techniques, remarketing, and marketing using social media have transformed the online marketing landscape by providing organizations with new opportunities to communicate with their target audience. According to Vinerean et al, (2013), social media platforms are critical for growing one's audience and keeping clients. Chaffey et al. (2023) underlines the importance of search engine optimization (SEO) in producing organic website traffic, which improves online exposure and attracts quality leads. Kahn et al. (2022) emphasize how effective remarketing techniques are in re-engaging potential customers, increasing conversions, improving brand recognition, and speeding revenue growth.

According to Kahn et al. (2022), great customer experience management is critical to building long-term relationships with clients and driving repeat business. Arinade Farms may differentiate itself in the business and generate client advocacy and loyalty by providing excellent customer service and personalized experience. Furthermore, Schivinski et al. (2016) demonstrate that affiliate marketing campaigns offer opportunities to widen the audience and enhance revenue by building strategic relationships with affiliates. Arinade Farms may boost its market presence and brand recognition by collaborating with social media influencers and professionals in the industry to improve its image messaging and get across to unknown customer segments.

Finally, Schivinski et al. (2016) show how successful video content is at attracting viewers and promoting conversions, which makes video marketing a tempting strategy. Creating engaging films that highlight agricultural products in collaboration with recipe developers and food bloggers is a fantastic way to highlight a product's diversity and promote consumer uptake. Additionally, as suggested by Zia et al. (2022), Arinade Farms can position itself as a provider of nutritious and sustainable food options by working with influencers that support healthy living. This tactic will boost brand preference and appeal to health-conscious consumers. By adopting these varied marketing strategies, Arinade Farms can acquire the skills and information required to navigate the competitive agricultural market and foster long-term, sustainable growth in the digital age.

1.2.3 FACTORS IMPACTING ONLINE MARKETING

In the dynamic realm of online marketing, a multitude of factors interact to shape strategies and dictate outcomes. According to Parkin et al. (2016), technological advancements are at the forefront of these issues because they continuously redefine the digital world by bringing new tools, platforms, and algorithms. Because of these advancements, marketers now have unprecedented opportunities to engage with consumers over a range of channels, leveraging advanced development like knowledge engineering, assembler language, and complex data to personalize content as well as optimize campaign efficacy. Customer behavior also starts to play a significant role in determining internet marketing strategies at the same time. Frost et al. (2022) asserts that a deep understanding of the subtleties of consumer behavior, preferences, and decision-making processes is necessary for creating effective marketing strategies. Consumer purchasing decisions are heavily influenced by factors like social proof and user-generated content, so marketers must constantly modify their strategies to meet the shifting demands and tastes of their target audience.

Additionally, internet marketing initiatives are impacted by the competitive landscape and legislative framework. Nazarudin et al (2023) encourages comprehensive competitor analysis to identify market gaps and capture opportunities and highlights the importance of strategic innovation and distinctiveness in standing out in the face of tough competition. Furthermore, Chaffey et al. (2016) highlight how important it is for marketers to comprehend the intricate legal framework governing online marketing activities and to ensure compliance with the Data Compliance for Regulations in any country around the world, all the while striking a balance between tailored marketing campaigns and data-driven insights. In addition, a key role played by economic variables is the effectiveness of Internet marketing campaigns. According to Kahneman et al. (2013), changes in macroeconomic factors such as consumer spending, unemployment, and inflation can all have a significant impact on how customers feel and what they buy. As a result, in the face of economic fluctuations, marketers must be alert for shifts in client priorities and alter their messaging and product offerings accordingly.

Furthermore, the need for technical literacy is highlighted when it comes to Internet marketing initiatives. Ryan (2016) notes that marketers must ensure that desktop, mobile, and emerging technologies all work seamlessly to accommodate consumers with varying levels of technological literacy. In a market where consumers are becoming more tech-savvy, marketers may improve engagement and conversions by catering to a diverse range of user preferences and devices. The combination of these elements demonstrates how dynamic internet marketing is, and how marketers must consider a multitude of factors to win in the digital realm. Marketers can successfully navigate the complexities of the digital landscape and capitalize on new opportunities for growth and engagement by constantly adapting their strategies to reflect technological advancements, consumer behavior trends, competitive dynamics, regulatory requirements, economic fluctuations, and technological literacy levels.

1.2.4 ONLINE MARKETING STRATEGIES BUSINESS MODEL

The AIDA (Attention, Interest, Desire, and Action) framework, credited to American advertising executive E. St. Elmo Lewis (1898), is a popular model for online marketing strategies. When a consumer is exposed to a marketing message or campaign, the AIDA framework offers a conceptual framework for understanding the process by which they go from awareness to action.

The business model (AIDA) of online marketing strategies emphasizes the importance of first capturing a potential consumer's attention and then sparking interest by providing valuable information such as product features, benefits, or customer testimonials. To elicit desire, firms might stress the unique benefits of their product or service using persuasive language, social proof, or a sense of urgency. Finally, urge clients to perform an intended behavior, like completing a transaction or registering for regular mail (Abdelkader et al., 2019).

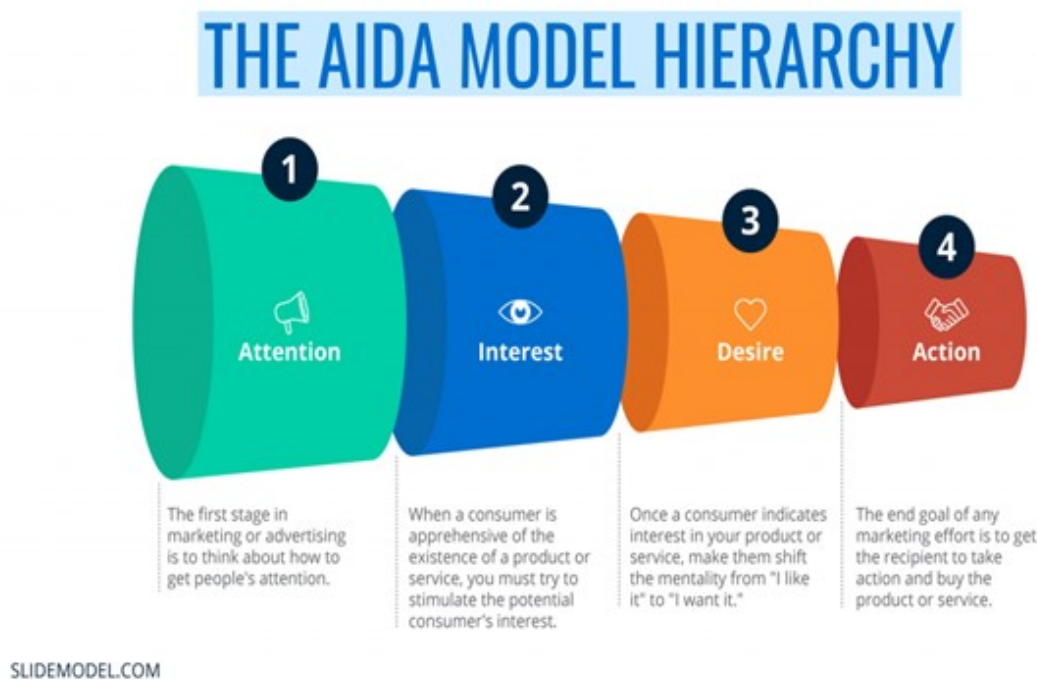


Figure 3: The AIDA model hierarchy
(Source: Slidemodel)

Since the ultimate goal of any marketing effort is to influence the buyer (recipient) to take action and purchase the good or service, the illustration in Figure 2 above depicts the first stage of marketing as capturing a consumer's attention, followed by stimulation of the potential consumer's interest and, once established, making them desire it.

1.3 EXTERNAL FACTORS IN ONLINE MARKETING

In the rapidly evolving food industry, Arinade Farms is at the forefront of innovation with its protein products, which are from snails and rabbits as replacement sources of nourishment. Arinade Farms is aware of the importance of using internet marketing strategies to increase the visibility of their unique products as consumer tastes move in favor of more ethically and sustainably derived food options. By combining a smart mix of digital initiatives, it wants to reach a bigger audience in the market, boost brand awareness, engage directly with customers, and stay adaptable in the face of changing market conditions. In light of this, it is vital to investigate the external effects of Arinade Farms' online marketing strategies on the promotion of their protein products for snails and rabbits.

1.3.1 MARKET REACH EXPANSION

To expand the market for Arinade Farms' protein products made from rabbits and snails, internet marketing strategies are crucial. Through the effective utilization of digital platforms, including social media and tailored advertising, Arinade Farms may effectively broaden its audience outside its local area. Research by Al kurdi et al. (2022) provides evidence in favor of this theory, demonstrating how businesses can use online channels to connect with niche consumers interested in alternative protein sources.

1.3.2 IMPROVED VISIBILITY AND CONSUMER AWARENESS

Search engine optimization (SEO) and targeted advertising campaigns are two internet marketing strategies that increase the visibility and awareness of Arinade Farms' protein products. This enhanced exposure ensures that the protein products from Arinade Farms, which are made from snails and rabbits, will appear prominently on search engine results pages and social media feed (Parkin, 2023) provide evidence of the impact of online presence on brand identification and customer interaction.

1.3.3 DIRECT INTERACTIONS AND PERSONAL VIEW

Arinade Farms may acquire insightful and relevant feedback by establishing direct connections and interactions with clients through online marketing. Arinade Farms will then be able to solicit feedback, recommendations, and reviews from its customers through email marketing campaigns and social media channels. Lee and Chen (2021) demonstrate how an open channel of communication fosters consumer loyalty and trust.

1.3.4 MARKETING PRICES

Arinade Farms can use online marketing to highlight the benefits of their protein products derived from snails and rabbits. Arinade Farms may use compelling content marketing strategies like web pieces, films, and diagrams to educate consumers regarding the nutritional values, sustainability aspects, and culinary versatility of their protein sources. Vinerean et al. (2013) conducted research to determine how informational content influences sales and purchases.

1.3.5 AGILITY AND RESPONSIVENESS TO MARKET TREND

Online marketing allows Arinade Farms to remain adaptive and responsive to consumer demand and market developments. Arinade Farms may then alter its marketing plans in real time to capitalize on new opportunities and address any roadblocks by monitoring social media conversations, tracking online reviews, and analyzing website visitor data. Liadeli et al, (2024) emphasize how important agility is in being competitive in the market for alternative proteins.

1.4 INTERNAL FACTORS IN ONLINE MARKETING

According to recent research, online marketing techniques have a significant internal impact on a company's performance, structure, and operations. Internal communications are one area where these tactics have a significant impact. Marketing efficacy is improved by efficient coordination and simplicity of communication channels, which ensure departmental alignment and shared objectives. Frost, et al. (2016) discovered that organizations with outstanding internal communication had a 20% boost in total marketing effectiveness, emphasizing the importance of effective internal communication.

Moreover, departmental collaboration is important to maximize the impact of Internet promotion campaigns. To enhance decision-making processes and produce more successful campaigns, marketing, sales, and customer care departments should collaborate and form cross-functional teams. Using marketing automation technologies to streamline operations, workflow automation also lowers manual labor and frees up time for strategic endeavors.

Businesses using marketing automation experienced a noticeable 30% reduction in human labor, which increased output and efficiency (Venkatesh et al., 2016).

Another department inside the organization that is impacted by online marketing techniques is data management. It is possible to manage and analyze large data sets from many sources in an effective manner to produce informative results that can improve marketing campaigns. Data-savvy companies saw a 15% improvement in return on investment for their marketing endeavors, according to Groth-marnat and Gary (2015). This highlights the importance of making decisions based on data for effective marketing. Establishing an inventive, creative, and experimental culture within the business has an impact on marketing success as well. Businesses that encouraged their marketing teams to take chances and develop new skills had a 50% higher chance of reaching their objectives, according to Hair et al, (2017).

Employee involvement also has a major impact on the internal impact of online marketing strategies. Encouraging staff involvement in marketing campaigns can increase brand loyalty and enhance customer satisfaction. Businesses with highly engaged employees had a 25% greater percentage of happy consumers, according to Denzin et al. (2023), underscoring the importance of worker involvement in fostering marketing success. Effective leadership is another crucial factor that affects how marketing activities proceed and how successful they are. Businesses with strong marketing leadership beat rivals in terms of outcomes, according to Campbell et al. (2016). It was discovered that marketing executives with a growth mentality innovated at a rate that was 40% greater than average.

Furthermore, organizational flexibility is required to respond to changing consumer preferences, market realities, and technological advancements. An agile organization responds quickly to new opportunities and challenges, ensuring long-term marketing success. Online marketing methods have a significant impact on both internal operations and brand identification. Creating a strong and identifiable brand identity across all marketing channels promotes consumer identification, loyalty, and trust. According to Singh et al. (2025), businesses with distinct brand identities had a 35% higher proportion of customer retention, underlining the importance of a cohesive brand identity in developing a loyal clientele.

2 ELEMENT OF E-MARKETING STRATEGES

The next discussion examined as far as this research is concerned is e-trading strategies. The adoption rate of e-trading methods differs according to discipline. Marketing strategy has traditionally been one of the most essential marketing models. The marketing mix is traditionally described as "a collection of marketing instruments that the business employs to work toward its target market goals.". The marketing mix originally consisted of 4 key decision-making layers: place, promotion, pricing, and product. Services marketing employs a broad marketing strategy, often consisting of seven Ps. These go alongside the usual four Ps: people, process, and concrete evidence. The "8 Ps," as service marketers sometimes refer to them, are made up of the seven Ps and performance. The four classic components are location, pricing, promotion, and product (4Ps). Businesses that provide products or services must understand not only the competitive landscape, consumer trends, and market demographics, but also the purchasing habits of their target audience.

Although the concept of marketing dates back millennia, early in the 20th century, marketing theory was developed. Marketers utilize it as a framework to guide the creation of their marketing strategies. Since its first publication in 1960, the four Ps of marketing - product, pricing, promotion, and place - have been the acknowledged foundation for marketing management decisions (Tariq, 2008). They are commonly referred to as the "4Ps of marketing". These elements are commonly believed to encompass a wide range of marketing features directly under the company's control.

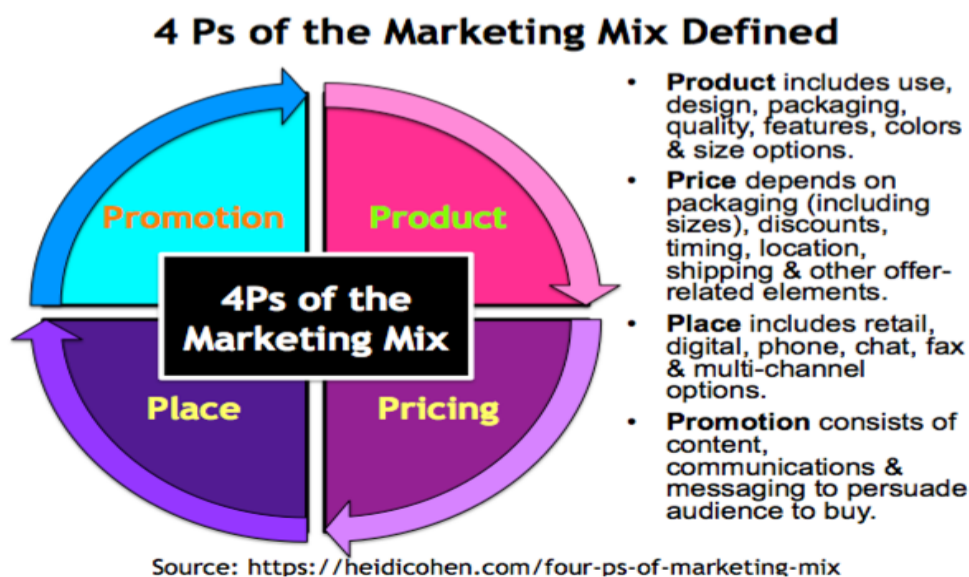


Figure 4: 4Ps of Marketing Mix Framework
(Source: Actionable Marketing Guide, Jul 15, 2021)

Figure 4 displays marketing tactics, which were previously described as a collection of corporate activities having the potential to influence online user behavior (Kotler, 1999). Marketers must select a product and its qualities, set a price, select a distribution channel, and develop an advertising strategy based on the 4Ps framework.

However, the internet has dramatically revolutionized how we market our products and services. Businesses have embraced online strategies to attract and retain customers, as consumers utilize the internet to research items and make purchases. To prepare for the Internet marketplace, the marketing mix is updated with e-marketing methods (Paul et al., 2014). As a result, the e-marketing mix, which includes the four electronic components of the marketing mix (e-product, e-pricing, e-placement, and e-promotion), has assumed the place of traditional marketing. The diagram below will help us grasp this:

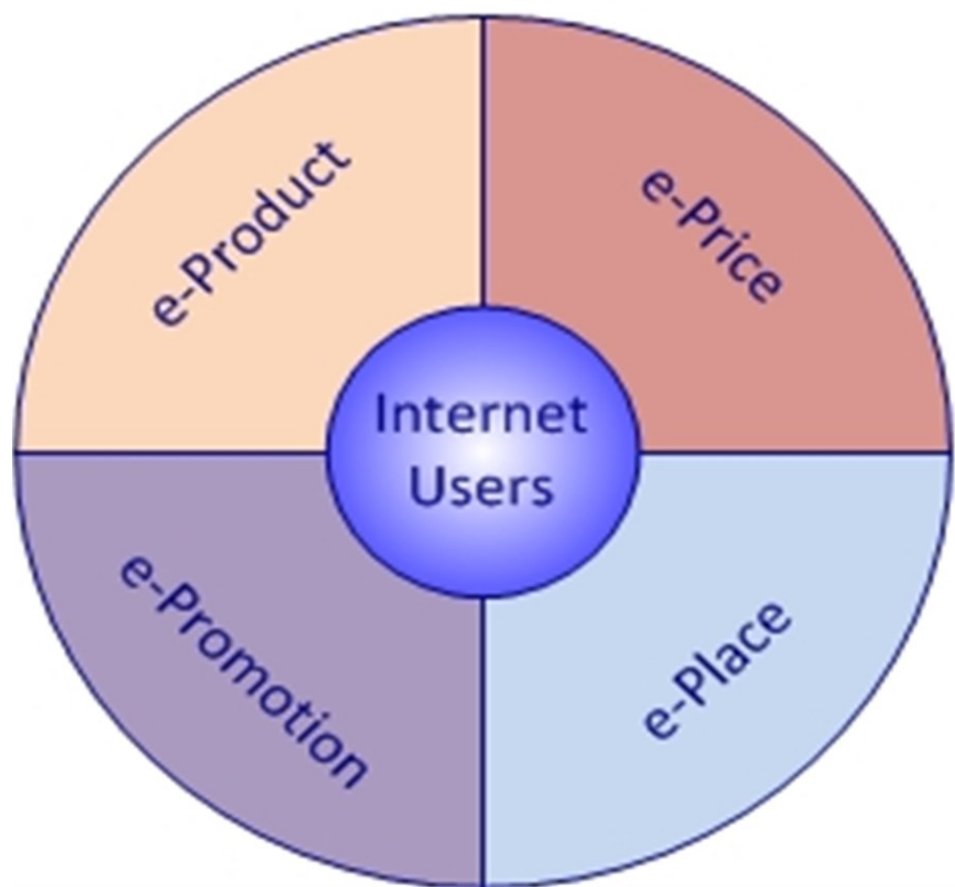


Figure 5: 4Ps of E-Marketing Mix
(Source: *Learn Marketing.net*, 2/4/2020)

2.1 e-PRODUCT

Kotler and Phillip (2014) define an e-product as any good or service sold online. This includes both actual and immaterial products, such as music or e-books. Companies sell e-products to their clients; hence they are part of the e-marketing mix. Strong e-products are necessary for an e-business to succeed since they attract clients and generate revenue. Kotler (2006) emphasizes the importance of consistently developing new products to meet changing client needs. "Happy customers make the best advertisements." Understanding that e-products might be tangible or immaterial is critical (McCarthy et al., 2023). Tangible items are products that can be physically touched, such as books or garments. Intangible products, such as software or subscription services, are not touchable. Although selling intangible items can be more difficult than selling tangible ones, with proper marketing, they can be quite profitable.

The physical properties of the product distinguish tangible objects from intangible ones. As previously said, immaterial goods cannot be managed or touched; yet physical products may. Buyers cannot see or feel intangible goods before making a purchase, so they may be harder to market. However, because they do not require additional manufacturing costs, intangible products have the potential to be more profitable. For example, an e-book can be sold indefinitely without incurring further printing or delivery costs. In contrast, tangible items cannot be resold without having to manufacture a new one each time (Lockett et al., 2018).

They went on to explain, giving the simple defense that we can physically see and handle a goods in a store before we buy it. When there is an online purchase, though, that immediate tangible feeling may not be there. It does not mean that buying things online is any less beneficial. For example, statistics from the UK show that e-commerce sales are growing rapidly since buying things online is frequently more convenient and instructive than doing so in person (McCarthy et al, 2023). When we shop online, we also have simple access to detailed product information, including features, specs, and reviews. A salesperson's description or recommendation doesn't have to be believed. This makes it easier for customers to compare products and make well-informed judgments (Kingsnorth, 2023).

2.2 e-PRICING

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2.3 e-PLACE

According to the American Marketing Association (2023), an e-place is a virtual area where an e-business sells its goods or services, as opposed to a traditional location, such as a real store, where objects are exhibited. This place could be any type of internet platform, such as

a website or an app. Because e-place is where customers interact with businesses and complete transactions, it is a sizable portion of the strategy of e-marketing. An online place must be designed with usability, navigation, and security in mind (Norman, 2013). Furthermore, since more customers shop on their phones and tablets, it must be mobile device friendly.

An e-place should be designed to create a positive customer experience, from the moment a customer visits the website to the moment they complete their purchase.

An online store functions by providing a digital marketplace where customers can browse and purchase products and services. The design and layout of the e-place will vary based on the type of business and the products or services it offers (Grant, 2016). All online retailers will, however, have a home page, product pages, and a payment process. A customer typically lands on the home page of an online store first. It should be designed to give customers a clear overview of the products and services offered, together with any exclusive deals or discounts (Gladwell, 2000).

By visiting the product pages, customers can find out more details about each of the individual products or services. Typically, this information includes the product's name, description, price, and specifications. It may also include customer reviews, comparative tables, and other helpful data to help customers make judgments. Product pages often even include interactive elements or videos to help customers see how the product fit into their lives (Kahneman, 2011).

2.4 e-PRODUCTION

E-promotion is the term for online advertising of goods or contracts. This could be accomplished via a different platform, including an online platform for communication, email marketing, and information search methods. The e-promotion aims to engage with potential customers and increase their online presence (Lidstone, 2014). To understand the differences between traditional marketing promotion and e-promotion, it is necessary to grasp the fundamental differences between the two. Traditional marketing usually uses offline media, like newspapers, television, and trading coupled with mail posting campaigns (Fox, 2012).

This also necessitates a lot of trial and error due to the impossibility of directly measuring the impact of these creativity. However, e-promotion can be assessed and tracked

successfully if analytics and other tracking methods are applied (Parkin et al., 2016). This helps businesses identify which of their campaigns are effective and make the required adjustments. Another noteworthy difference is the level of customization that is possible with e-promotion. Online advertisers can tailor their messages to each customer based on their location, browsing history, and other information (Maye et al, 2016).

Both digital and traditional advertising seek to reach potential consumers with a message. However, the methods employed for this vary significantly. Traditional means of advertising, such as print ads and television commercials, deliver one-way messages to a broad audience. In contrast, digital advertising is more participatory and targeted. According to Kotler (2016), this capability allows companies to create tailored adverts for certain audiences and track how those campaigns are dealt with.

2.5 IMPACT OF DISCRIMINATION ON ONLINE MARKETING

Discrimination refers to the tendency to believe that one's own culture is superior to another. This could have several implications for e-marketing methods. First, failing to address cultural differences may lead to organizations assuming that their marketing strategies will be effective across all cultures. Second, it may lead firms to make assumptions about what their clients need or want based on their own cultural biases. As a result, businesses may fail to adapt their marketing strategies to the regional market Mulyani et al., (2019).

According to Grant (2012), discrimination can harm the effectiveness of e-marketing strategies. They argue that discrimination can lead to cultural insensitivity, poor communication, and misconceptions. They also argue that discrimination may make it more difficult for businesses to adapt their marketing strategies to meet regional demands. Finally, they advise that corporations battle discrimination by detecting it and taking aggressive steps to eliminate it. According to Sawhney et al, (2013), discrimination can have a particularly harmful impact on e-marketing methods. This is because the internet is a global medium, and anything that does not meet local cultural standards may be offensive or ineffective. He believes that for firms to succeed with e-marketing, they must implement a specialized plan. This requires understanding local norms and tailoring the messaging and design of the website or other digital content to the area setting. He also recommends working with regional partners to help with this process (Raymond, 2016).

Abbasi et al. (2017) state that there are several ways to reduce the impact of discrimination on e-marketing strategies. They urge companies to begin by understanding the cultural differences between the target market and their home country. They encourage companies to adapt their marketing techniques to the local way of life and to include native languages and cultures in their materials. Finally, they suggest involving regional partners in these initiatives. They argue that companies should approach e-marketing from a holistic standpoint, accounting for local culture and making necessary modifications.

Furthermore, Barghouti et al. (2017) assert that prejudice and cultural orientation may have a substantial impact on the efficacy of e-marketing techniques. They found that in high-context cultures—those that strongly emphasize nonverbal cues and relationship-building—e-marketing strategies that were highly customized and individualized had a higher chance of success.

2.6 COUNTRY OF ORIGIN EFFECTS AND ONLINE MARKETING

The effect or phenomenon of country's origin (CO) possesses a significant impact on customers' attitudes and purchasing decisions. The country-of-origin effect highlights how a product's location of origin influences consumers' perceptions of its value, cost, and dependability. It was initially identified by academics such as Nellikunnel et al, (2017).

. It may also affect the marketing message's efficacy and the general customer experience. In underdeveloped countries such as Africa, where customers are more likely to base their purchasing decisions on the country of origin (COO), the country-of-origin effect can be particularly noticeable. In actuality, a study by Brand et al, (2022) found that emerging nations had a greater COO influence than developed nations. This is because customers in less developed countries tend to have less access to alternative information sources, thus they are more likely to rely on cues like the COO when making judgments.

However, the internet and globalization have had a big impact on this COO effect. For instance, research by Moon et al. (2017) found that the COO effect was gradually decreasing as a result of globalization and the increased availability of knowledge about items from other nations. They attributed this to the increase in global brand awareness, the widespread use of English as a language, and the expanding use of social media for the dissemination of product information. Additionally, consumers may now more readily find information on a product's country of origin (COO) online, which could influence their purchasing decision. Research has demonstrated that, although exact numbers may vary, the COO effect can be

significant in developing countries. For example, Vrontis et al. (2022) discovered that about 20% of the variation in consumers' buying intentions in underdeveloped countries was explained by the COO effect. Moreover, research has indicated that the COO effect can be especially apparent for specific product categories, like luxury products and high-end electronics (Moon et al., 2017).

These, however, rely on specific circumstances and demographics. Because of this, the exact numbers could not adequately capture the true nature of Internet marketing in all developing countries. In addition, it is imperative to consider other variables that may have an impact on e-marketing campaigns, such as the extent of internet penetration, the availability of payment methods, and the dependability of e-commerce platforms (Chaffey et al., 2022). The "Made in Africa" branding initiative is also noteworthy since it attempts to improve the image of African goods and increase their appeal to consumers throughout the globe.

Even while research on the project's benefits is still in its early stages, there is some evidence that it is having a good impact. For example, Brand et al. (2022) discovered that when customers saw the "made in Africa" label, they were more inclined to think positively about African-produced products. This suggests that the program may be assisting in eliminating some of the negative misconceptions about African-made products.

In developing countries such as Nigeria, the effect of the country of origin is unquestionably greater. This is because many consumers in these countries are still learning about the benefits of online shopping and may lack the knowledge or experience necessary to evaluate products and make purchasing decisions. The effect of the COO may also be increased by extra language and cultural obstacles that must be overcome. Consumers in emerging nations may initially like foreign goods more, but as they gain e-commerce expertise, this preference may change, according to research by Vrontis et al. (2022). Customers in developing countries, for example, may rely less on the COO effect as they gain more expertise in evaluating products and become more aware of the benefits of e-commerce. Online marketers can also use strategies like reviews and testimonials to assist clients in overcoming the COO effect and making better decisions. This could lead to increased sales of products from both developed and developing countries. It's an interesting phenomenon, and as e-commerce in developing countries continues to grow, it will be interesting to see how it changes.

It has been demonstrated that using online evaluations and testimonials to lessen the COO effect is a helpful tactic (Nellikunnel et al., 2017). They found that when consumers read

positive product reviews and testimonials, they are less likely to base their decision about a product's quality solely on the place of manufacture. They also found that reviews and testimonials can help build credibility and confidence, which is advantageous for buyers in emerging markets who might be hesitant to make purchases online. Some academic study supports the idea of using e-marketing to create a community around "made in Africa" products. One of these studies is titled "Social Media Marketing Impact on Country-of-origin Effect: A Country-level Assessment" and was published in 2021 by Stan et al. The study's authors found that using online social platforms for marketing purposes can have a big effect on consumers' perceptions of the country's brand image. They also found that countries with high rates of internet penetration and social media usage show the strongest evidence of this effect. This suggests that e-marketing strategies can be especially effective in countries like Nigeria, where internet penetration is high and online shopping is growing in popularity.

According to the "Africa E-commerce Report" released by Jumia, a prominent e-commerce platform in Africa, online marketing strategies and the country-of-origin effect are complicated in places like Nigeria and South Africa, where there are many other factors that can affect how effective these strategies are in addition to the COO effect. Nigeria has a high percentage of its population using the internet, and government is still trying to increase access and improve internet quality because it feels that the percentage is not enough, (Peprah et al, 2024). Furthermore, several local e-commerce websites have stopped being active. A common issue across the country is mistrust of e-commerce sites, and payment methods which can occasionally be a barrier, (David-west and Olayinka, 2016).

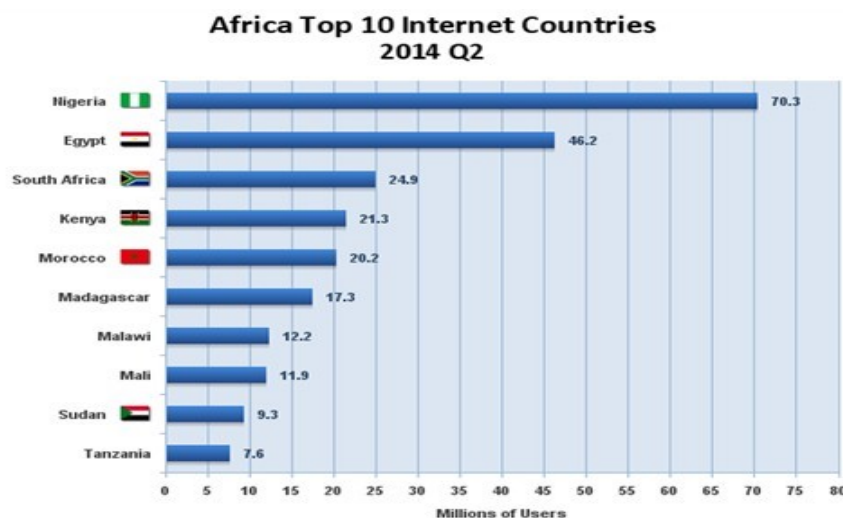


Figure 6: Africa Top 10 Internet countries
(Source: Global Partner International, September 8, 2015)

Further research by Kim et al. (2017) indicates that a product's country of origin can affect sales even in the case of successful online marketing strategies. Because of the COO effect's propensity to spread the perception that products from developing nations are of lower quality, sales of these goods may be on the decline. Additionally, consumers might find it easier to discover a product's country of origin online, which could have an even bigger impact on sales. However, emerging-market companies can employ a few tactics to overcome the COO effect and increase sales Lin et al., (2020).

There is evidence to support both positive and negative country of origin (COO) impacts, depending on the product and the country. For instance, research carried out in 2017 by Kim and others, found that the COO effect can be beneficial for several product categories, including clothing. Nevertheless, the COO effect could be antagonistic to other things, like as food or gadgets. They cite the fact that some items are more closely associated with their country of origin than others to explain this disparity. They also found that the COO impact is stronger for countries that consumers perceive unfavorably, like those with lower socioeconomic status. This study suggests that the COO effect might not always be advantageous to marketing and might even have the opposite impact. However, the COO impact can also be managed with the use of strong marketing strategies. One example from Lin et al.'s (2020) research demonstrates the COO effect's potential negative consequences on commodities originating in impoverished countries. They investigated the COO effect concerning Taiwanese and Chinese products. They discovered that there was a prejudice against items from these countries, particularly in cases where the target country and these countries had previously been at odds. They concluded that commodities from developing countries may have difficulty entering the market due to the COO effect. Furthermore, research on the COO impact of perishable items, such as those in the agricultural business, has been done. For example, Oduro and Stephen (2022) discovered that shoppers were willing to pay a premium for food goods with a perceived high-quality COO. This was especially true for clients who were very interested in food safety and knew a lot about the food industry. They did, however, uncover that the COO effect may be decreased by using effective marketing strategies such as labeling or certification schemes.

Some study suggests that the COO effect is less prominent in Internet marketing than it is in traditional marketing. For example, Kim et al discovered in 2017 that when clients saw online advertising rather than traditional ones, they were less influenced by their country of origin. This could be because product features take precedence over country of origin in

internet ads. Furthermore, the anonymity of the internet makes it more difficult for customers to rely on preconceived notions and previous impressions about a country. This demonstrates that rather than relying entirely on the COO effect, companies should focus their online marketing efforts on specific product features and benefits (Moon et al, 2017).

Even while the COO effect may not have as much of an impact on Internet marketing, businesses should be aware of it. Customers may still evaluate a product's or brand's place of origin when evaluating it after completing an online purchase, even if they are less likely to do so before purchasing. This means that organizations should continue to consider the COO effect while developing their online marketing strategy (Bertoli and Giuseppe, 2013). Nonetheless, given the unique challenges faced by African e-commerce, the COO effect may be more substantial. These challenges include a lack of internet connectivity, inadequate infrastructure, and distrust of online sources. As a result, to flourish, businesses may need to work harder to earn customers' trust and provide an excellent user experience (Fox et al, 2012).

Developing nation enterprises can increase sales and avoid the COO effect in a variety of ways. Initially, they should focus on creating credibility and trust with clients by providing excellent goods and services while emphasizing the unique benefits of their offerings. Second, they can use digital marketing technology to get across to larger people and increase visitation to their online web or social media channels. Third, they can target wealthy buyers who want goods produced in poorer countries. Finally, they can use collaborations and celebrity endorsements to increase awareness and interest in their products (Parkin et al., 2016).

2.7 SALES MANAGEMENT IN ONLINE MARKETING

2.7.1 SELLING IN ONLINE MARKETING

Selling in Internet marketing sometimes refers to the process of communicating with customers online and persuading them to make a purchase. This might include a variety of duties like as content production and promotion, customer relationship management, and data-driven targeting and personalization of marketing communications. In Internet marketing, the primary goal of selling is to win the confidence and trust of potential customers to convert them into paying customers.

Almase et al, (2022) categorizes the key ideas and issues surrounding selling in online marketing into three categories: the selling process, the internet's function, and the importance of relationships. Scroggs outlines the processes in the selling process, which include prospecting, qualifying, presenting, and closing. He also discusses how the internet can be used to help with selling and the importance of customizing and personalizing things during the sales process. Almase et al also discusses the purpose of the Internet and emphasizes using digital marketing tools like email, online social platforms, and the web to reach and communicate with clients. Furthermore, he discusses the significance of information-searching methods (i.e.SEO) and content marketing in drawing in visitors and generating leads.

Furthermore, Dai et al, (2022) state that the Internet has two functions in online sales. Companies may now reach a wider audience than they could before thanks to it. Through the Internet, businesses can connect with customers no matter where they are in the world. Second, instantaneous contact made available by the internet allows businesses to respond to client questions and issues instantly. Building and maintaining relationships with clients depends on your ability to be sensitive to this extent.

Almase et al, (2022) went one step further in highlighting the importance of customization and personalization by highlighting how modern consumers want products and services that are tailored to their own needs and preferences. He argues that to successfully sell to customers, businesses must understand their wants and offer solutions that meet those needs. This necessitates a consultative approach when businesses speak with customers to understand their needs and goals before modifying their product offerings.

Almase et al, (2022) presents the same reasoning as before to build and maintain connections with clients: reputation, credibility, and trust. According to him, consumers tend to purchase from brands they are familiar with as well as having a reputation for providing high-quality products and services. To earn their trust, businesses must be transparent and honest with their customers. They must also keep their end of the bargain. Having expertise, experience, and referrals from others might assist you in becoming more credible. Over time, credibility is also built by consistently providing high-quality products and services. Scroggs also discusses the role that CRM systems and relationship marketing play in maintaining these relationships over time.

Almase et al, (2022) emphasizes the importance of relationship marketing in particular, which includes cultivating ongoing client relationships and communication. CRM systems,

on the other hand, enable businesses to keep track of and manage customer interactions and data, enabling them to customize their messaging based on this data. Companies can establish and maintain long-lasting connections with their customers by combining these two approaches. Almase et al, (2022) concludes by highlighting the need to build communalism along with customers, together with reputation, belief, and credibility values in online selling.

2.7.2 THE FUNCTION OF SALES MANAGEMENT

In the context of Internet marketing, Ingram et al, (2019) describe sales management as the process of overseeing and optimizing a company's sales of its products or services. This involves setting goals for sales, reviewing sales data, and creating strategies to increase sales. It also comprises supervising customer relations and motivating and educating sales staff. Some authors have argued that sales management in online marketing is even more important than in traditional marketing because of the increased competition and the need for more sophisticated selling techniques (Ingram et al, 2019). Further research suggests that sales management is just as important, if not more so, in Internet marketing than it is in traditional marketing. Because there is a wider variety of companies and goods available on the internet, it is essential to have a well-defined sales plan and the capacity to monitor and analyze its performance. Since online sales procedures are sometimes more complex than traditional sales, a higher level of customer care and support is also required. According to Tobias et al. (2018), sales management is therefore crucial for online businesses to ensure a fruitful and effective sales process.

A key tactic for fusing sales management and online marketing is the use of CRM (customer relationship management) software. With the use of this type of software, businesses can keep an eye on and manage customer interactions, including sales data, advertising campaigns, and customer care conversations. By using CRM software, businesses may more successfully monitor, optimize, and identify areas for progress in the sales process. Other tactics include establishing clear goals for sales, monitoring crucial information like cost per transaction and conversion rates, and providing ongoing support and training to salespeople (Dai et al, 2022).

Initially, businesses may use CRM software to monitor and do the analysis for the sales data to find out those areas that need to be worked on thereby increasing the selling process.

Additionally, companies can set clear, measurable goals for their sales, such as increasing conversion rates by $X\%$ or decreasing cost per transaction by $Y\%$. Companies that establish these goals can track their advancement and make the necessary adjustments. Finally, sales staff must receive ongoing training and support to guarantee that all workers are following the same protocols and have the skills necessary for success (Dai et al, 2022).

II PRACTICAL PART

3 INTRODUCTION

3.1 ARINADE FARMS PROFILE

This chapter of the project delves into the analysis arising due to Arinade Farms' endeavors to augment its online presence. To improve the farm's online presence, this study investigates the attitudes and expectations of both its online customers and the farm. Also, the chapter discusses the significance of these findings and presents the results of online marketing techniques and the best strategies to employ to increase sales in the company's offline and online undertakings.

Arinade Farms was founded in 2021 as an animal farm that raised rabbits and snails. It is in Oyo State's capital, Ibadan, in the southwest of Nigeria. Arinade Farms was founded with a small initial stock of 20 rabbits and 50 snails to serve the neighbourhood market and offer a distinctive and sustainable source of protein. However, as the market for farm products developed, the management realized they needed to reach a wider audience by breaking into the Internet industry. Arinade Farms wants to appeal to a wide spectrum of clients, but it wants to attract health-conscious consumers and foodies who value unusual and organic ingredients. They are interested in expanding their online presence and believe that using well-known social media sites like Facebook, Instagram, and YouTube will allow them to show off their products, provide recipe ideas, and engage with customers.

The market for organic and sustainable products is expanding despite the competition, and Arinade Farms' specialized line of snails and rabbits offers a chance to capitalize on this trend. Although there might be some doubts regarding these unconventional sources of protein, the farm's emphasis on customer involvement and education has the power to change consumer perceptions and draw in new clients. Although Arinade Farms has only lately started to concentrate on its social media presence, preliminary findings imply that interacting with customers on these channels has improved sales. Through active customer service, recipe sharing, and health benefits education, the farm has developed a devoted following of people who can't wait to sample their unusual products.

Arinade Farms' choice to engage in enhancing their internet marketing methods has been bolstered by the favourable comments and increased sales resulting from their social media activities. The management of these platforms is dedicated to creating a comprehensive online marketing plan that takes advantage of the strengths of different social media

platforms and investigates new channels and partnerships to further boost their visibility, having realized the potential of these platforms to reach a larger audience.



Figure 7: Display of snails and Rabbits of Arinade Farms
(Source: Own elaboration)

Since its modest beginnings in 2021, Arinade Farms have grown, and it now boasts 600 bunnies and over 2,000 snails. These astounding figures demonstrate the farm's commitment to organic and sustainable farming methods. First, the local market puts the main emphasis on Arinade Farms' sales. They marketed their goods directly to customers and through farmers' markets in the area. The farm has broadened its market reach now and sells its goods via both offline and online platforms.

The farm's crew has expanded from a small group of workers to a committed and knowledgeable group of twenty. The management works with several key departments to keep the business operating profitably and efficiently. The Animal Care staff oversees ensuring the health and happiness of snails and bunnies. While Sales and Marketing oversee the farm's online presence, marketing strategies, and sales initiatives, Farm Operations oversees overseeing the daily production, processing, and delivery of farm products. Customer care answers queries and comments to ensure customer satisfaction. Finance ensures compliance with legal requirements and supervises financial documents.

3.2 MARKET ANALYSIS OF ARINADE FARMS

Conducting a thorough SWOT analysis of Arinade Farms is imperative to obtain a complete picture, and to know the market position of the farm. The SWOT analysis shows the components that lead to the success of the business as well as potential problems and areas for development. On the other hand, PESTLE analysis investigates the political, economic, social, technological, legal, and environmental parts that could possess an effect on the business's performance and operations and can then be used to supplement this analysis. Being a unique company that sells sustainable protein products, Arinade Farms has advantages and disadvantages that should be considered in the market analysis as well as possibilities and threats that should not be disregarded.

Strengths: Internal elements, such as skills, resources, or advantages that a company possesses and can exploit to gain an edge over its competitors.

Weaknesses: Internal elements, such as skills or resources that a company lacks, which may hinder its performance or competitiveness

Opportunities: External elements, such as positive economic, political, social, or technological changes, which a firm could leverage as benefits.

Threats: External elements, such as negative economic, political, social, or technological changes, which may challenge a company's operations or competitiveness.

The degree to which Arinade Farms' external environment—which consists of opportunities and threats—and internal environment—which consists of its strengths and weaknesses—fit strategically determines how well the company performs. After learning about these problems via the SWOT analysis, the management must determine if the company's objectives are still feasible in the context of these problems. If the initial goals turn out to be unreachable, it is imperative to reevaluate the aims and continue with the analysis process with revised goals in mind. This ensures that Arinade Farms' strategies consider the advantages, difficulties, shortcomings, and strengths of their environment.

3.2.1 SWOT ANALYSIS

Conducting a SWOT analysis of Arinade Farms is necessary to facilitate a reorganization of the company's marketing and rebranding strategies. Comprehensive assessment, which provides relevant information about the company's current market position, aids decision-making and strategy building. Refer to Table 1.

Table 1: Strength and Weakness of Arinade Farms

Strengths	Weaknesses
1. Strong commitment to animal welfare.	1. Limited brand awareness and market presence.
2. Tendency to improve its online presence	2. Reliance on seasonal or part-time workers may lead to inconsistency in operations.
3. Efficient farm operations management.	3. Potential financial constraints hindering expansion or innovation.
4. Dedicated customer service team.	4. Limited product diversity, potentially limiting market reach.
5. Unique product offerings	5. Low brand awareness
6. Skilled and knowledgeable workforce dedicated to organic farming practices, increasing the quality of the products.	6. Restricted distribution channels due to the specialized nature of the products, hindering widespread availability.

(Source: Own elaboration)

Opportunities and threats can present themselves to a company in various forms, including preferences of the consumer, improvement in technology, and dynamics from the competitors.

As for Arinade Farms, the following opportunities and threats were identified below in Table 2:

Table 2: Opportunities and Threats of Arinade Farms

Opportunities	Threats
1. Growing trend for sustainable foods, providing a potential market for Arinade Farms' unique protein products.	1. Competition from established players in the food industry with greater resources and brand recognition.
2. Emerging online sales channels, offering new avenues for reaching consumers.	2. Changes in government regulations or policies regarding organic farming, food safety, or sustainability could negatively impact Arinade Farms' operations.
3. International expansion could provide access to new markets with an untapped demand for unique and niche protein products.	3. Fluctuations in consumer demand for rabbit and snail protein, especially if alternative protein sources become more popular or more affordable.
4. Developing partnerships with other organic and sustainable food producers, retailers, or online platforms can extend the reach of Arinade Farms' products.	4. Disruptions to supply chains, such as natural disasters or economic instability, which could affect the availability of raw materials or increase costs.
5. Innovating new products or product lines, such as a ready-to-eat range or pet food, can provide new revenue streams.	5. The rise of fake or imitated products that could damage the reputation and credibility of Arinade Farms' brand.

(Source: Own elaboration)

3.2.2 PESTLE ANALYSIS

The macro-environmental influences and micro-environmental players that impact Arinade Farms' profitability must be considered when creating a successful brand strategy. Examining PESTLE (that is, Political, Economic, Social, Technological, Legal, and Environmental) variables will assist in determining the elements influencing Arinade Farms' competitive performance.

- *Political*

Under the 1999 Federal Republic of Nigeria Constitution, Nigeria is a federal republic with a democratic government. The concepts of democracy, federalism, and powers division are included in this Constitution. The three tiers of government, the executive, the legislative, and the judicial are headquartered in Abuja, which also serves as the seat of government. The President and the other members of the executive branch oversee carrying out laws and policies. Making legislation is the job of the legislative branch, which is made up of two houses, the upper and lower house respectively, otherwise known as the National Assembly. However, courts make up the judiciary, which is autonomous and has judicial authority. To avoid the kind of coups, dictatorships, and one-party regimes that Nigeria has previously encountered, the 1999 Constitution also places a strong emphasis on the concept of power-sharing. Political stability is supported by this power-sharing arrangement, which permits political diversity and the representation of many interests.

The Nigerian government has made it clear in previous budgets that it is committed to luring in foreign capital and improving the economic climate. Businesses like Arinade Farms can take advantage of these chances to grow their businesses and enter new markets. The presence of numerous political parties is another feature of Nigeria's political landscape that can present both opportunities and difficulties. Even if this political diversity lessens the possibility of one-party dominance and advances democracy, it can also result in political instability and deadlock, particularly during election seasons. Furthermore, elements like regionalism, religion, and ethnicity have an impact on Nigeria's political climate. These elements have influenced political discourse and decision-making, and they could affect the performance of businesses operating in Nigeria's heterogeneous sociopolitical landscape, such as Arinade Farms.

The key player in Nigerian food and drug regulation is NAFDAC, that is, National Agency for Food and Drug Administration and Control. It was established by Decree No.15 of the Military Government of General Badamosi Babangida in 1993 and later replaced by the NAFDAC Act Cap N1 Laws of the Federal Republic of Nigeria, 2004. NAFDAC's main goal is to protect public health by making sure that only safe and regulated goods—such as food and medications—are produced, imported, distributed, and sold in Nigeria. To get the appropriate permits and guarantee that its food products fulfill the relevant quality and safety

standards, Arinade Farms, as a food producer, must abide by NAFDAC laws. This also entails adhering to NAFDAC's routine testing and inspection procedures. Arinade Farms' operations depend on NAFDAC's inspection since it fosters consumer confidence and ensures that the farm produces high-quality, safe products, safeguarding the brand's credibility and reputation.

- *Economic*

Nigeria's economy, which depends heavily on oil, is vulnerable to regular changes in the price of oil globally, which may affect the stability and growth of the national economy. Because of the market uncertainties caused by this volatility, consumer spending habits and, consequently, the demand for Arinade Farms' products are impacted. As a result, the farm must keep a careful eye on these economic trends and develop plans to reduce any hazards. With a predicted GDP growth rate of 2.9% for 2023, Nigeria's economy is expected to grow at the fastest rate in Africa south of the Sahara, according to the report by the World Bank's Global Economic Prospects, which was published in January 2023. Better business conditions, better budgetary management, and higher oil prices—which have increased government income and bolstered investor confidence—are all credited with this economic revival. Even with a bright future, there are still issues like infrastructure limitations and insecurity that could prevent the nation's full economic potential from being realized.

Notwithstanding its many obstacles, Nigeria's predicted economic growth has stoked optimism about the nation's capacity to lower poverty and boost living standards for its people. To stimulate economic growth and draw in foreign investment, the government has put in place several programs. One such initiative is “Plan Towards Recovery of the Economy and Development” which emphasizes infrastructure improvements, entrepreneurship promotion, and diversification of the economy away from oil. Nigeria was rated 124th out of 180 nations in the world by "Reporters without Borders" Press Freedom Index for (year), up from 131st place the year before. Although at a gradual pace, this ranking shows that press freedom circumstances have improved in the nation. Nigeria, on the other hand, retained its position as the eighth-ranked nation among the 54 African nations in the Mo Ibrahim Index (year), coming in at number 27 with a score of 66.6 (out of one hundred), up 1.5% from the previous year. With a score of 47.1 (out of one hundred), Nigeria retained

its position as the 35th-ranked African nation in the Mo Ibrahim Index for 2023, up 0.4% from the previous year. There has been development in Nigeria's democratic governance and public institutions, as seen by the country's improved ranks in the Reporters without Borders Press Freedom Index and Mo Ibrahim Index. Nigeria has achieved progress in its economic growth and development, but to build a more inclusive and sustainable society, problems including poverty, inequality, security risks, and corruption must be addressed.

- *Social – Cultural*

Nigeria's population is expected to reach 270 million by 2030, according to the National Bureau of Statistics, as it continues to grow at an astonishing rate. Nigeria has a young population, with more than 60% of the population under twenty-five, which presents opportunities for future growth in several areas. To support the expanding population, there is a critical need for enough jobs, education, and healthcare services, nevertheless. The country is a vibrant melting pot of cultures, home to more than 250 distinct ethnic groups and many different religions. Although diversity is an asset, peace and national unity are hampered by it. One of the societal issues facing Nigeria is the gender gap. The country has made strides toward educating and empowering women, but there are still significant disparities in access to healthcare, political representation, and the workforce. This is detrimental to women's well-being as well as the country's social and economic progress.

With more than 40% of the population living below the poverty line, Nigeria is another country struggling with a high rate of poverty. The cycle of poverty is furthered by the fact that people who live in poverty frequently have restricted access to necessities like clean water, healthcare, and education. The prevalence of child labor and trafficking in Nigeria is a serious social and cultural problem that is exacerbated by the country's extreme poverty, limited educational opportunities, and lax law enforcement. This furthers the cycle of poverty and inequality by robbing many children of their youth and exposing them to hazardous working conditions and exploitation. The social and cultural environment of Nigeria, which includes gender inequality, child labor and trafficking, and intercommunal disputes, must be considered by Arinade Farms' online marketing methods. These difficulties may have an impact on how well Arinade Farms' messaging is received in Nigeria as well as how consumers see the company's goods. For instance, marketing that

appeals to distinct demographic groups may be determined by gender inequality. Arinade Farms has to think about modifying its marketing messaging to suit the distinct requirements and inclinations of both men and women in the Nigerian market. Arinade Farms may tackle the problem of child labor and trafficking in Nigeria by integrating a social responsibility element into their digital marketing tactics. For instance, the business could collaborate with groups that aim to eradicate child labor or support initiatives that give at-risk youth access to jobs and education. This will show the company's dedication to social responsibility and improve its standing with customers who respect moral business conduct. Arinade Farms should also refrain from sending out messages that can inflame emotions and be mindful of the intercommoned disputes in Nigeria. The business ought to give top priority to inclusive marketing techniques that encourage harmony and unity among all Nigerians.

Finally, social tensions and intercommoned conflicts have been exacerbated in Nigeria, especially in the northern regions, by the country's diverse population and history of governmental instability. The afflicted populations have suffered greatly as a result of these conflicts, which have hampered the social and economic advancement of these areas.

- *Technological*

Nigeria has also experienced notable technological improvements, as evidenced by rising internet adoption and investments in digital infrastructure. Nigeria is one of the largest digital markets in Africa, with over 140 million internet users as of 2022, or almost 60% of the total population, according to Internet World Stats. The Nigerian government has prioritized technology, launching programs like the e-Nigeria program and the National Broadband Plan to encourage innovation and digital inclusion. Nigeria's National Broadband Plan aims to achieve 30% broadband penetration by 2021 and 70% penetration by 2025. The country's infrastructure is improving as a result. Significant investments, including those from foreign investors, have also been made in the nation's IT sector. Over \$1 billion was raised by Nigerian entrepreneurs in 2020, while big businesses like Google, Visa, and MasterCard made investments in regional businesses.

Nigeria's IT industry is still innovating, and new sectors with great growth potential include e-commerce, health tech, and aggrotech. For example, it is anticipated that the nation's e-

commerce market will reach \$45 billion by 2025, propelled by rising internet penetration and the growing acceptance of mobile shopping. With companies like 54gene and Helium Health filling gaps in healthcare delivery and leading medical research in Africa, the healthcare industry is also expected to flourish. All things considered, Nigeria's population growth and technical improvements make it a significant player in Africa's digital transformation and a promising market for tech-driven companies like Arinade Farms.

- ***Legal***

Nigeria's legal framework is derived from English common law and is augmented by regional statutes and customary law. The legal system of the nation offers a variety of registration alternatives for enterprises, such as guarantee companies, private unlimited companies, as well as corporations. Companies like Arinade Farms find it simpler to establish and run operations in Nigeria because of the Nigerian Investment Promotion Commission (NIPC) Act, which offers incentives and protection for international investors in the nation. To guarantee that businesses abide by regional rules and regulations, the NIPC also controls the processes involved in establishing a business in the nation. Nigeria has a progressive corporation tax rate, with the lowest rate for businesses with annual revenue under ₦25 million. For businesses with annual revenue greater than ₦25 million, the rate rises to 30%. Additionally, Nigeria has laws governing intellectual property rights, such as copyrights, trademarks, and patents, which can shield Arinade Farms' goods and reputation in the country's marketplace. Arinade Farms should be mindful of the difficulties Nigeria's legal system may provide, including corruption and hold-ups in the court system.

- ***Ecological/Environment***

Nigeria has a primarily tropical climate with a variety of ecosystems, such as coastal regions, savannahs, and rainforests. There are lots of farming prospects in this diversified ecosystem. Arinade Farms may obtain a variety of organic foods for its animals by taking advantage of the nation's abundant biodiversity. The impact of the rainy season in the climate of Nigeria, which is between March and October, and the dry season which lies between November and February is especially important. While the dry season permits harvesting and storage, the rainy season supplies crops with an abundance of moisture. It is crucial to remember that Nigeria has several environmental difficulties. Water pollution, air pollution, and deforestation are a few of the problems harming the ecosystem of the nation.

The Nigerian government launched several programs and policies, including the Nigerian National Policy on Climate Change, Strategy for National Biodiversity and Grand Scheme as well as Environmental National Policy, to address these problems. Given that Arinade Farms is a farming company, it is important to take environmental impact into account and strive for sustainable practices that protect the nation's natural resources and lessen ecological issues. To keep ahead of the continually evolving business environment, businesses can adapt and modify their strategies with the help of the many PESTLE elements, which offer insights into the opportunities and risks that they face. Consequently, PESTLE analysis is an essential part of strategic management that helps businesses create winning strategies and make well-informed decisions. The PESTLE Analysis chart is shown in the following example:



Figure 8: Pestle Analysis Chart

(Source: <https://mungfali.com/explore.php?q=Analyse%20Pestel%20Exemple>)

Owing to the varied ecosystem and climate of Nigeria, farms such as Arinade Farms need to be aware of how environmental issues affect their business. There is fierce competition among suppliers due to the increasing demand for products containing animal protein. Therefore, Arinade Farms should think about creating sustainable farming methods that

reduce environmental effects and guarantee product quality to maintain its competitiveness and market appeal.

3.3 COMPETITORS OF ARINADE FARMS

Arinade Farms is a rapidly expanding small farm in Nigeria that produces consumable rabbit and snail protein products. Arinade Farms, which is based in Ibadan, Nigeria, is up against rivals in the domestic and global animal protein markets. The upcoming chapter will examine Arinade Farms' competitors in the animal protein marketing space, emphasizing their approaches and market share.



Figure 9: Displayed farm products of Arinade Farms
(Source: Own elaboration)

3.4 MAJOR COMPETITORS OF ARINADE FARMS

3.4.1 ADEWALE RABBIT FARMS

Adewale Rabbit Farms, founded in 2014 in Lagos, Nigeria, is a leading rabbit farming company. The enterprise, located at the heart of Nigeria's business metropolis, specializes in the breeding, rearing, and processing of high-quality rabbit meat and related goods. Adewale Rabbit Farms primarily focuses on rabbits, although they also raise goats and poultry on a modest scale. The rabbits are sold via a variety of methods, including direct sales to individuals and distribution to supermarkets, restaurants, and other merchants. Adewale Rabbit Farms has contemporary and well-maintained facilities that ensure the bunnies' health and well-being. The company has a team of professional and devoted employees in several divisions, including production, sales, and marketing, as well as administrative support. The production department is in charge of the rabbits' breeding, feeding, and general care, while the sales and marketing departments try to create client relationships and promote the company's products.

Adewale Rabbit Farms has a large following among both individual consumers and business clients, because of its reputation for quality, dependability, and customer service. While the exact number of employees at Adewale Rabbit Farms may change over time due to the company's growth and expansion, it is estimated to be between 100 and 150 people across its numerous divisions and locations. The number and structure of Adewale Rabbit Farms' staff reflect the company's dedication to efficiency and production, with each employee playing a vital role in the operation. To satisfy rising demand, Adewale Rabbit Farms has extended its operations in recent years, adding new farms and processing facilities throughout the country. The company also invests in R&D, looking into new breeding methods and feed formulas to increase rabbit productivity and nutritional quality. The company's commitment to quality has garnered them numerous medals and distinctions, including the "Best Rabbit Farm in Nigeria" title from the Nigerian Agricultural Medals in 2017. Adewale Rabbit Farms serves as a model for Nigerian sustainable, responsible animal farming, highlighting the country's potential for successful and ethical agriculture.

3.4.2 L'SNAILS GARDEN

L'Snails Garden, founded in 2015 in Lagos, Nigeria, is a prominent snail farming firm that produces high-quality snail meat, often known as "periwinkle." L'Snails Garden began as a modest farm and has rapidly extended its activities to become the country's largest supplier of snail meat. L'Snails Garden's agricultural philosophy is built on sustainability and innovation, with the company implementing eco-friendly measures to reduce the environmental impact of its operations. Snails are fed a variety of nutrient-rich foods, including vegetables and fruits, to ensure their health and flavor. According to Adeoye (2018), "snail farming in Nigeria has the potential to improve food security, generate income, and support rural development." With this in mind, L'Snails Garden is leading the way in promoting the sector and providing a valuable source of protein to Nigerians. The company's dedication to quality and sustainability has garnered praise from industry leaders and customers alike. According to Ebo (2019), "L'Snails Garden is a shining example of how responsible farming practices can lead to both economic and environmental benefits."

However, to fulfill the growing demand for snail meat in Nigeria, L'Snails Garden employs a network of distributors and wholesalers to ensure that their products reach clients throughout the country. The company sells both fresh and processed snails, with the meat utilized in a variety of local cuisines including soups, stews, and sauces. In addition to its farming activities, L'Snails Garden provides instructional workshops to farmers and local communities on the benefits of snail farming and the importance of sustainable agricultural practices.

3.4.3 LAGOS SNAIL

Lagos Snail Farms was founded in Lagos, Nigeria in 2010, and has swiftly become a market leader in the snail farming sector. The company specializes in breeding, growing, and processing high-quality snail meat, often known as "periwinkles." While snails are the company's primary emphasis, they have recently expanded into goat and chicken production. Lagos Snail Farms sells snails via a variety of channels, including direct sales to local markets, online sales, and exports to international markets. Lagos Snail Farms has cutting-edge facilities that use contemporary agricultural techniques to keep the snails healthy and fed. The company has a devoted team of professionals across multiple sectors, including production, sales, marketing, and administration, totaling approximately 120 people.

Lagos Snail Farms caters to its clients' different needs by offering both fresh and canned snail meat, which is offered in supermarkets, restaurants, and traditional markets across the country. The company's devotion to quality has resulted in a devoted client base and a reputation for excellence. According to Akande and Adeoye (2021), "the increasing demand for alternative protein sources in Nigeria has created a significant opportunity for snail farming." With this in mind, Lagos Snail Farms is well-positioned to help the country's food security and economic development.

3.5 FURTHER RESEARCH NEEDED IN ONLINE MARKETING

The world of online marketing methods is dynamic and continuously expanding, and Arinade Farms' efforts may be hampered by several challenges. Because Arinade Farms wants to attract the attention of a certain group of online consumers who are interested in protein products generated from snails and rabbits, the company must overcome several potential roadblocks to its success in the online market. These barriers include the following:

Narrow audience: While this particular set of consumers may have a high taste for snail and rabbit items, they may represent a small portion of the broader market, making it difficult to contact and engage with them successfully. Another reason is that, while the market for snail and rabbit products is expanding in popularity, it remains a small portion of the overall protein market. This means that Arinade Farms will need to concentrate its efforts on a narrow fraction of consumers who are interested in these items, rather than seeking to appeal to a larger market.

Brand differentiation: Standing out in a crowded online market can be difficult, and Arinade Farms may need to create a strong and distinct brand identity that effectively distinguishes its products from those of its competitors. Because, in today's crowded and competitive internet industry, Arinade Farms needs a strong and distinct brand identity to differentiate itself from its competition. This entails developing a distinct and identifiable visual identity, including a logo, color scheme, and messaging, that conveys the essence of the firm and its products. Additionally, Arinade Farms can distinguish itself from its competition by emphasizing its commitment to sustainable agricultural practices, as well as the quality and freshness of its goods.

Pricing and positioning: Arinade Farms' pricing and positioning will be crucial in acquiring and retaining customers, particularly in a market where competitors may offer similar items at different price points. The price and positioning of Arinade Farms' products will be key to the company's success in the online marketplace. As the company competes with other market participants, it must strike a balance between offerings competitive pricing and promoting its products as high-quality and differentiated. Pricing must be carefully studied, taking into account production costs, market demand, and the pricing of comparable products. Additionally, the positioning of Arinade Farms' products will be key in attracting customers and building brand loyalty. The management may consider positioning its products as premium or luxury items as an attraction to consumers who are ready to remit more for a higher-quality product.

4 ANALYSIS OF ONLINE CONSUMER

This chapter presents the aim as broad coverage of the technique as well as a plan utilized to examine how consumers perceive Arinade Farms' online marketing and sales tactics for their animal-based protein products, as well as to determine their expectations of the brand. The technique will focus on the following major topics, which may include surveys, focus groups, or interviews with present and future customers:

- I. DATA COLLECTION METHOD
- II. POPULATION
- III. POPULATION
- IV. DEPENDABILITY AND CREDIBILITY.

4.1 METHOD OF DATA COLLECTION

The research would take a mixed-methods approach to data gathering, using both primary and secondary sources to gain thorough insights into customers' opinions and attitudes toward purchasing animal-based protein products from Arinade Farms' online platform. To acquire a better knowledge of Arinade Farms' internet marketing strategy and procedures, in-depth interviews with key stakeholders will be conducted. This data collection strategy provides a comprehensive and tailored source of information that is not easily accessible through other ways (Yin, 2009). Concurrently, questionnaires were given to Arinade Farms consumers in Nigeria, with a specific focus on their internet user base. Questionnaires are an economical and dependable method for collecting vast amounts of data (Hair JR, 2019). By evaluating the replies from this sample population, the researchers will be able to uncover patterns and trends in customer preferences, attitudes, and behaviors while purchasing rabbit and snail protein products online.

It is worth noting that the digital character of this research, with surveys distributed online through social media platforms, is consistent with Arinade Farms' web-centric business model. By interacting with customers in their favorite online spaces, researchers can obtain a more realistic portrayal of the customer experience. Based on a similar argument, an email with a survey link was sent to individual respondents. The collection period for the data happened between February and April 2024.

The questionnaire for this study had two parts, a mix of objective questions and an open-ended one designed specifically to appeal to Internet users. The questionnaire begins with questions aimed at assessing respondents' demographic information, such as sex, age, level of academic career, and status of occupation. Moving on, the questionnaire focused on determining consumer preferences for protein products generated from snails and rabbits, as well as the frequency of online transactions.

APPENDIX A has the survey questionnaire attached.

4.2 POPULATION

Universal set samples, according to Yin (2009), should be representative of the study's target audience. Because both online and prospective customers have an interest in purchasing animal-based protein products at some point, they are included in the population sample for this study. By including both client groups, the study gains a more comprehensive insight into consumer preferences, attitudes, and behaviors when purchasing commodities containing snail and rabbit protein online.

4.3 SAMPLING AND SAMPLE SIZE

Sampling and sample size are critical in assuring the reliability and validity of study findings. For Arinade Farms, the researcher used both probability and non-probability sampling methodologies to acquire a thorough insight into customer behavior and demographics, as well as the company's internet marketing strategies. The probability sampling strategy involved selecting 141 online clients from a population of around 1,000 using a simple random sample procedure. Each consumer had the same probability of selection, making sure that the selection represented the population.

In contrast, the data collection method that entails convenience sampling whereby the participants were selected based on their convenience and availability was used for Arinade Farms' management, including information regarding the company's offline marketing strategy and marketing mix. This technique enabled the author to select certain persons within the organization who could provide insightful and useful information regarding Arinade Farms' inner workings. By combining these two sample methodologies, the researcher was able to obtain data that was both extensive and diverse, allowing for a better

understanding of the customer experience and the elements that influence their behavior when purchasing protein products from rabbits and snails online.

4.4 DEPENDABILITY AND CREDIBILITY

Validity and reliability are critical components of any research project because they make sure that there is accuracy, reliability, and relevancy in the collected data and the study questions. The decision to conduct interviews with both Arinade Farms' management and consumers by this study was crucial in gaining a complete insight into the customers' purchasing patterns and preferences, as well as the e-marketing strategies used by the company (Norman et al, 2006). Arinade Farms' marketing staff methodically organized the interviews to ensure dependability. They employed well-crafted questions designed to elicit specific information about the consumers' purchasing behavior and the company's internet marketing operations. In terms of validity, Arinade Farms' in-depth discussion with the management serves as a source of information to supplement the conclusions from the interviews. This allowed the researcher to check the interview results with verifiable data, ensuring that the research's conclusions were based on reliable evidence. The data collected was ensured to be directly relevant to the study's purpose by confirming the interview themes and questions through a thorough review of the research questions. This allowed researchers to ensure that their findings were true and relevant to the study's objectives (Campbell et al, 1959). The author conducted a detailed and reliable evaluation of Arinade Farms' internet marketing strategies and client views toward animal-based protein products, focusing on both validity and reliability. The management may strengthen its online marketing activities and better serve its customers by leveraging the thorough understanding of the factors influencing customer preferences and purchasing patterns that this strategy has enabled.

5 DATA ANALYSIS AND RESULT

5.1 INTRODUCTION

The researcher conducted a study to find out how online customers perceive animal protein food from Arinade Farms in Nigeria, with a focus on snails and rabbits. An online questionnaire was used to collect information on consumer perspectives and preferences. The goal is to identify the relationship(s) between online consumer feelings about protein items and Arinade Farms' efforts to strengthen its online marketing techniques. This study included both descriptive and inferential techniques, including the χ^2 square test, which analyzes if a significant difference is present amidst anticipated and observed frequencies in specific categories. Random variables, which serve as the foundation of statistical analysis, are broadly classified into two types: numerical variables, which produce data in numerical form (e.g., height, age), and categorical variables, which are used to classify observations into distinct groups (e.g., yes/no, male/female, chicken or beef). Data obtained from categorical variables is limited to a finite number of categories, whereas numerical variables can be further classified as discrete or continuous.

The (χ^2) Chi-Square test, is a useful tool to analyze qualitative data and determine if observed frequencies differ significantly from expected frequencies. The (χ^2) Chi-Square test allows researchers to find out if the data distribution in one category (such as a favorite meal) differs significantly from another. The chi-square statistic, when combined with the significance value (P-value), indicates whether the observed frequencies in each category are random or connected.

The software application (SPSS) was used by the author as a determinant of the chi-square test for the variables. This tool facilitates the statistical analysis of huge datasets. The P-value was used to assess whether the null hypothesis, which in this instance stated that there was no association between the variables (such as consumer preferences and animal protein sources), could be rejected. The χ^2 test determines the significant difference between the null and alternative hypothesis, with a P-value smaller than the test statistic, which is usually fixed at 0.05. This suggests that the variables were connected.

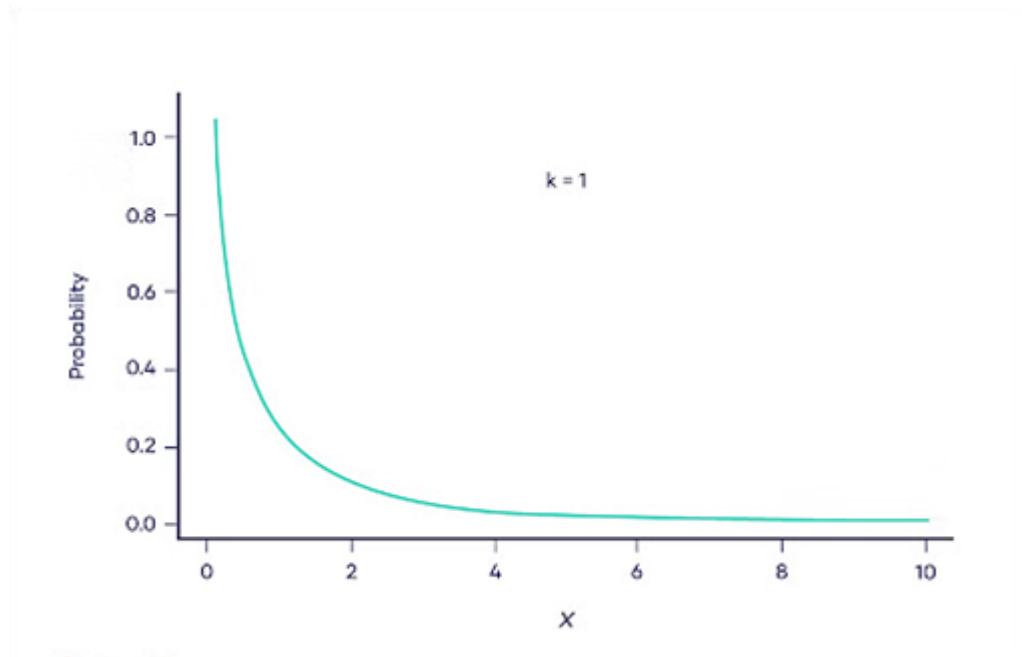


Figure 10: Chi-Square Test Distribution

(Source: <https://www.simplilearn.com/tutorials/statistics-tutorial/chi-square-test>)

At the same time, should the P-value be greater than the statistic test in question, this meant that observed and expected frequencies were not significantly different, and the null hypothesis of no correlation between the variables could not be rejected. This suggested that there was an important relationship between the variables being studied.

The aforementioned two variable types can better be explained using the table below:

Table 3: Variations in two variables (numerical and categorical values)

Types of Data	Types of Questions	Responses
Numerical	Discrete - Do you have a house?	Yes/No
Numerical	Continuous – What is the length of your trousers?	40.7m
Categorical	Which football team is your favorite?	Man United

(Source: own elaboration)

$$\chi^2_c = \frac{\sum (O_i - E_i)^2}{E_i}$$

Figure 11: Chi - Square Test Formula

(Source: <https://www.simplilearn.com/tutorials/statistics-tutorial/chi-square-test>)

Where, C = Freedom degree

O = Null Hypothesis

E = Alternative Hypothesis

Based on the aforementioned equation, the researcher created the following hypotheses to establish the linkages and interdependencies between online marketing strategies and online consumers.

H1: The utilization of online marketing tactics is associated with age, gender, occupation, and educational level.

H2: The availability of snail and rabbit protein products is strongly influenced by the gender and age of the online consumer.

H3: The most convincing argument is to ingest snail and rabbit protein products as opposed to other protein sources.

H4: The pricing and availability of snail and rabbit protein products influence online shoppers' decisions.

H5: The concept of country of origin affects how online shoppers select snail and rabbit protein food.

5.2 PROTEIN PRODUCT CHOICES: AN ONLINE MARKETING ANALYSIS

According to Oduro and Stephen (2022), consumers' perceptions toward products are an important concern for marketers since they influence their purchasing decisions. As a result, the impact of internet marketing methods on consumer purchasing decisions for Arinade Farms' animal protein products (snails and rabbits) was examined. According to Kim et al (2017), consumers with high levels of ethnocentrism prefer products created in their nation, which may influence their purchasing preferences for Arinade Farms' products. According

to Brand et al (2022), customers with low levels of discrimination are less concerned with a product's place of origin and are more inclined to base their purchasing decisions on objective variables. This shows that internet marketing methods focusing on the objective aspects of Arinade Farms' protein products (e.g., taste, health benefits) may be more effective in influencing these consumers' decisions. The statistical analysis undertaken in this study sought to examine how internet marketing methods change consumers' opinions toward animal protein foods, as well as how these sentiments influence their purchasing decisions for Arinade Farms' offerings.

Table 4: Sampled Survey Data

		Statistics							
		Gender	Age	Educational Level	Occupational Status	Preference for protein products from rabbit and snail protein	If yes, please specify the reasons for your preference	If No, why?	How frequently do you purchase protein products online?
N	Valid	141	141	141	141	141	141	141	141
	Missing	0	0	0	0	0	0	0	0

(Source: own elaboration)

The above table presents the respondent figures under study.

5.2.1 ARINADE FARMS ONLINE CONSUMERS: FREQUENCY TABLE

Frequency distribution of responses for each question to understand the distribution of preferences, concerns, and purchasing behavior.

Table 5: Sample distribution table of online customers of Arinade Farms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	.7	.7	.7
	Female	85	60.3	60.3	61.0
	Male	52	36.9	36.9	97.9
	Prefer not to s	3	2.1	2.1	100.0
	Total	141	100.0	100.0	

(Source: own elaboration)

The above table demonstrates the entire size of the sample of Arinade Farms consumers, 60.7 percent of the replies were from females, compared to 37.1 percent from males. However, during the data-gathering process, just three individuals chose not to disclose their gender. Evidence that, in comparison to males, women prefer to consume food high in protein from snails and rabbits.

Table 6: Age distribution of online customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.7	.7	.7
20 years and below	11	7.8	7.8	8.5
51 years and above	33	23.4	23.4	31.9
Between 21 to 30	10	7.1	7.1	39.0
Between 31 to 40	40	28.4	28.4	67.4
Between 41 to 50	46	32.6	32.6	100.0
Total	141	100.0	100.0	

According to the data analysis, 7.8% of respondents are between the ages of 20 and under, 7.1 percent are in the 21 and 30 age range, 28.6 are in the 31 and 40 age range, 32.6 are in the 41 and 50 age range, and 23.4 are of 51 and above. This result demonstrates that adults make up the majority of animal protein product buyers online. Additionally, it indicates that older consumers—who account for the largest percentage of 32.6%—are more likely to favor protein products made from snail and rabbit sources due to their perceived health benefits.

Table 7: Educational Level of the online customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.7	.7	.7
High School	44	31.2	31.2	31.9
Higher National Dipl	1	.7	.7	32.6
None	10	7.1	7.1	39.7
Postgraduate	39	27.7	27.7	67.4
Undergraduate	46	32.6	32.6	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

The educational level of the respondents shows that undergraduate is the majority with 32.6 percent of consumers that prefer shopping online, snails and rabbits' protein products not excluded.

Table 8: Occupational Status of the online customers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2.8	2.8	2.8
Formal Sector	47	33.3	33.3	36.2
Informal Sector	74	52.5	52.5	88.7
NGO	1	.7	.7	89.4
Student	15	10.6	10.6	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

Here, it was observed that the informal sector's frequency of customers outnumbered all others, with a maximum proportion of 52.5 percent. Of the sampled respondents, 33.3 percent work in the official sector, 10.6 percent are students, and 2.8 percent give no indication.

This indicates that when purchasing protein products made from snails and rabbits, customers in the informal sector prefer to shop online more compared to the remaining population.

Table 9: Arinade Farms online customers preference for protein products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2.1	2.1	2.1
Maybe	20	14.2	14.2	16.3
No	10	7.1	7.1	23.4
Yes	108	76.6	76.6	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

Here, 76.6 percent of respondents indicated their preference for protein products derived from rabbits and snails, while 14.2 percent are not sure, 7.1 percent indicated they do not

prefer it, and 2.1 percent remained neutral. This shows that the majority of the respondents preferred to buy protein products from rabbits and snails online.

Table 10: Arinade Farms online customers reasons for preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	4.3	4.3	4.3
	Freshness	31	22.0	22.0	26.2
	Option 2	4	2.8	2.8	29.1
	Organic nature	100	70.9	70.9	100.0
	Total	141	100.0	100.0	

(Source: own elaboration)

As we can see, 70.9 percent of customers cited the organic nature of snail and rabbit products as the reason behind their preference for these animal protein products. 22 percent of customers—cite freshness as the basis for their choice. Subsequently, 4.3% of consumers have no specification at all, and 2.8% of consumers choose to say "no." This is an indication that the majority of the respondents recognize the health benefits of organic food such as snails and rabbits, therefore this explains their preference.

Table 11: Arinade Farms online customer preference reasons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		112	79.4	79.4	79.4
	Concerns about safet	11	7.8	7.8	87.2
	I chooses Maybe.	1	.7	.7	87.9
	Lack of knowledge	9	6.4	6.4	94.3
	Not interested	8	5.7	5.7	100.0
	Total	141	100.0	100.0	

(Source: own elaboration)

A significant portion of respondents—79.4 percent—simply stated that they preferred rabbit and snail protein products for undisclosed reasons, whereas 7.8 percent cited safety concerns as a motivator, 0.7 percent indicated indecision, 6.4 percent cited lack of knowledge, and 5.7

percent indicated lack of interest. This shows that the majority of the respondents preferred snail and rabbit protein for a latent (hidden) reason.

Table 12: Arinade Farms online customers purchasing frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	1.4	1.4	1.4
	Occasionally	69	48.9	48.9	50.4
	Rarely	47	33.3	33.3	83.7
	Regularly	23	16.3	16.3	100.0
	Total	141	100.0	100.0	

(Source: own elaboration)

Of those surveyed, 48.9 percent said they occasionally buy protein products online, 33.3 percent agreed that they rarely buy protein products made from snails and rabbits online and 16.3 percent said they buy protein products online regularly. This shows that Arinade Farms' internet marketing efforts so far are effective, but the management must continue to improve their efforts with more intelligent plans.

Table 13: Arinade Farms protein products customer preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	1.4	1.4	1.4
	Processed products	10	7.1	7.1	8.5
	Raw products	86	61.0	61.0	69.5
	Ready-to-eat product	43	30.5	30.5	100.0
	Total	141	100.0	100.0	

(Source: own elaboration)

In this instance, the author is attempting to ascertain in which form, the consumers would prefer to buy protein items from Rabbit and Snail online. Thus, 61.0% of the respondents stated that they preferred the products unprocessed (in raw form). Before they could buy the products online, 30.5 percent of respondents indicated that they would prefer it in ready-to-

eat form, and 7.1 percent said they would rather prefer it processed. This result indicates that Arinade Farms ought to focus more on producing snail and rabbit products in raw form.

Table 14: Arinade Farms customers preferred price range

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1.4	1.4	1.4
Affordable	20	14.2	14.2	15.6
Expensive	46	32.6	32.6	48.2
Moderate	60	42.6	42.6	90.8
Very affordable	12	8.5	8.5	99.3
Very Expensive	1	.7	.7	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

Here, the author is looking for an appropriate pricing range for the protein goods from snails and rabbits that are available online. This is an effort to determine how reasonably priced protein products are for the general public. Of those surveyed, 42.6 percent thought the price range was reasonable, 32.6 percent thought it was pricey, and 14.2 percent thought it was economical. Just one individual, or 0.7 percent, stated the pricing is very expensive, whereas 8.5 percent of respondents acknowledged that it is quite reasonable. Two people, or 1.4 percent, are unsure. This indicates that Arinade Farms' product prices are reasonable given the state of the market.

Table 15: Arinade farms protein products online availability assessment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1.4	1.4	1.4
Always accessible	14	9.9	9.9	11.3
Never accessible	6	4.3	4.3	15.6
Rarely accessible	93	66.0	66.0	81.6
Sometimes accessible	26	18.4	18.4	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

This is to determine the availability of protein products derived from rabbits and snails for consumers online. If consumers can easily acquire these protein items online, Arinade Farms' sales will expand through its online stores. Rarely accessible has a 66.0 percent sentiment score, making it the most popular option in this circumstance. Following that, 18.4 percent of respondents felt that it was sometimes accessible. As a result, 9.9 percent of respondents agreed that it should be accessible always, implying that Arinade Farms needs to improve its online feasibility.

Table 16: Customers reasons for choosing online protein products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2.1	2.1	2.1
Freshness	12	8.5	8.5	10.6
Quality	50	35.5	35.5	46.1
Supporting local far	76	53.9	53.9	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

The author's goal is to determine why consumers choose rabbit and snail protein products online. 53.9 percent chose to support local farmers as their primary motivation for purchasing rabbit and snail protein products online. 35.5 percent of respondents chose quality over freshness, with 8.5 percent citing it as the primary reason for purchasing rabbit and snail protein products online. This outcome encourages Arinade Farms to remain in the market.

Table 17: Online Customers bias toward protein products altogether

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	112	79.4	79.4	79.4
Concerns about safet	11	7.8	7.8	87.2
I chooses Maybe.	1	.7	.7	87.9
Lack of knowledge	9	6.4	6.4	94.3
Not interested	8	5.7	5.7	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

From a different angle, the author thought it appropriate to investigate the reasons why some respondents had no intention of buying protein goods made from rabbits and snails online. The researcher found that 79.4% are unsure about whether to purchase their specialty protein products online. 7.8% of respondents expressed safety concerns, 6.4 percent lacked expertise about how to choose rabbits and snails for online purchases, and 5.7 percent expressed no interest in using rabbits and snails as protein sources at all. There are 0.7% under probabilities. Given this result, Arinade Farms needs to step up its internet marketing efforts.

Table 18: Table showing customers bias as regards products certification before making a purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1.4	1.4	1.4
Maybe	18	12.8	12.8	14.2
No	33	23.4	23.4	37.6
Yes	88	62.4	62.4	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

This is done to understand how respondents or customers behave when it comes to official certification or registration of online protein items before making a purchase. The researcher is interested in the decisions made by the respondents in light of this. Before making a purchase, 62.4 percent of respondents stated that they take registration or certification of online protein products into consideration. 23.4 percent disagreed, 12.8 percent were unsure, and 1.4 were undecided. Thus, to increase consumer confidence, Arinade Farms needs to ensure that all of its goods are certified and registered.

Table 19: Table showing customers reasons for going for products with certification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	36	25.5	25.5	25.5
Assurance of safety	61	43.3	43.3	68.8
Reliability	23	16.3	16.3	85.1
supporting sustainab	21	14.9	14.9	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

The researcher also sought to understand the respondents' rationale for considering certification and registration while making a purchase. 43.3 percent felt that it guarantees their health safety, 25.5 percent are still undecided, 16.3 percent think that the protein products are dependable now that this is in place, and 14.9% thought that the protein products' certification and registration support sustainable practices. Keeping these things in mind, Arinade Farms needs to make sure it complies with all official and legal requirements to run its farms efficiently.

Table 20: Online customers bias toward country of origin effect

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.7	.7	.7
Maybe	7	5.0	5.0	5.7
No	47	33.3	33.3	39.0
Yes	86	61.0	61.0	100.0
Total	141	100.0	100.0	

(Source: own elaboration)

This is an attempt to determine whether respondents' decisions to buy online protein products alter noticeably based on the country of origin of those products before making such purchases. The country of origin has an impact on consumers' decisions before they buy protein products made from rabbits and snails online, according to 61.0 percent of the respondents. Merely 33.3% of participants indicated that they do not take into account the country of origin before buying protein products from rabbits and snails on the internet,

while 5.0% remained undecided and 0.7% did not provide an answer. Before consumers purchase protein products made from rabbits and snails online, Arinade Farms needs to be aware of this outcome as one of their points.

5.2.2 CROSSTABULATION OF VARIABLES

The cross-tabulations are to explore relationships between demographic variables (gender, age, education, occupation) and preferences for rabbit and snail protein products.

5.2.3 RELATIONSHIP BETWEEN GENDER AND PREFERENCE FOR PROTEIN PRODUCTS FROM SNAIL AND RABBIT PROTEIN

Table 21: SPSS Summary Case Processing

Case Processing Summary						
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Preference for protein products from rabbit and snail protein	141	100.0%	0	0.0%	141	100.0%

(Source: own elaboration)

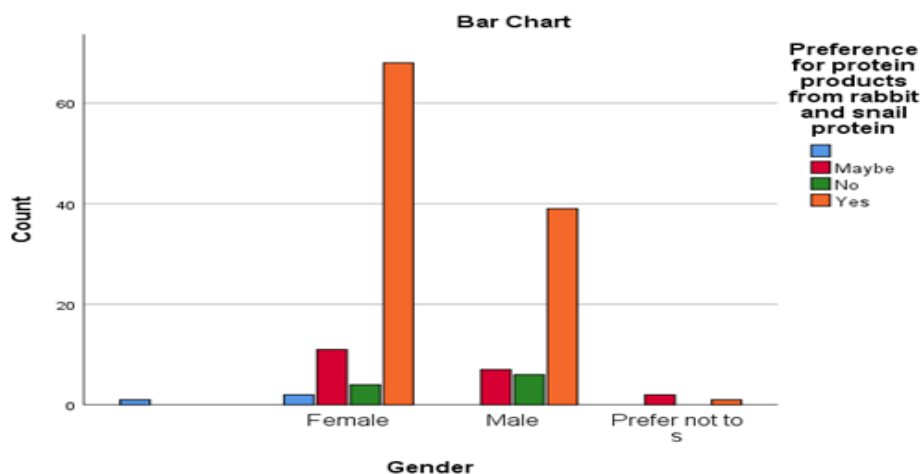


Figure 12: Relationship between gender and protein products preference
(Source: own elaboration)

The above bar chart shows that female respondents prefer protein products from rabbits and snails compared to male counterparts.

5.2.4 RELATIONSHIP BETWEEN AGE AND FREQUENCY OF PURCHASING PROTEIN PRODUCTS ONLINE

Table 22: Relationship between age and frequency of purchasing protein products online

		Crosstab				
		How frequently do you purchase protein products online?				
			Occasionally	Rarely	Regularly	Total
Age	Count	1	0	0	0	1
	% within How frequently do you purchase protein products online?	50.0%	0.0%	0.0%	0.0%	0.7%
20 years and below	Count	0	1	5	5	11
	% within How frequently do you purchase protein products online?	0.0%	1.4%	10.6%	21.7%	7.8%
51 years and above	Count	0	18	9	6	33
	% within How frequently do you purchase protein products online?	0.0%	26.1%	19.1%	26.1%	23.4%
Between 21 to 30	Count	0	3	7	0	10
	% within How frequently do you purchase protein products online?	0.0%	4.3%	14.9%	0.0%	7.1%
Between 31 to 40	Count	0	23	9	8	40
	% within How frequently do you purchase protein products online?	0.0%	33.3%	19.1%	34.8%	28.4%
Between 41 to 50	Count	1	24	17	4	46
	% within How frequently do you purchase protein products online?	50.0%	34.8%	36.2%	17.4%	32.6%
Total	Count	2	69	47	23	141
	% within How frequently do you purchase protein products online?	100.0%	100.0%	100.0%	100.0%	100.0%

(Source: own elaboration)

The age range of 41 and 50 years has the highest total percentage of respondents who occasionally and frequently purchase protein products online (32.6%). The next age range is between 31 to 40 years with a total of 28.4% followed by the age range between 51 and above with a total percentage of 23.4%. An indication that shows the awareness of the health benefits of rabbit and snail protein products among these age groups.

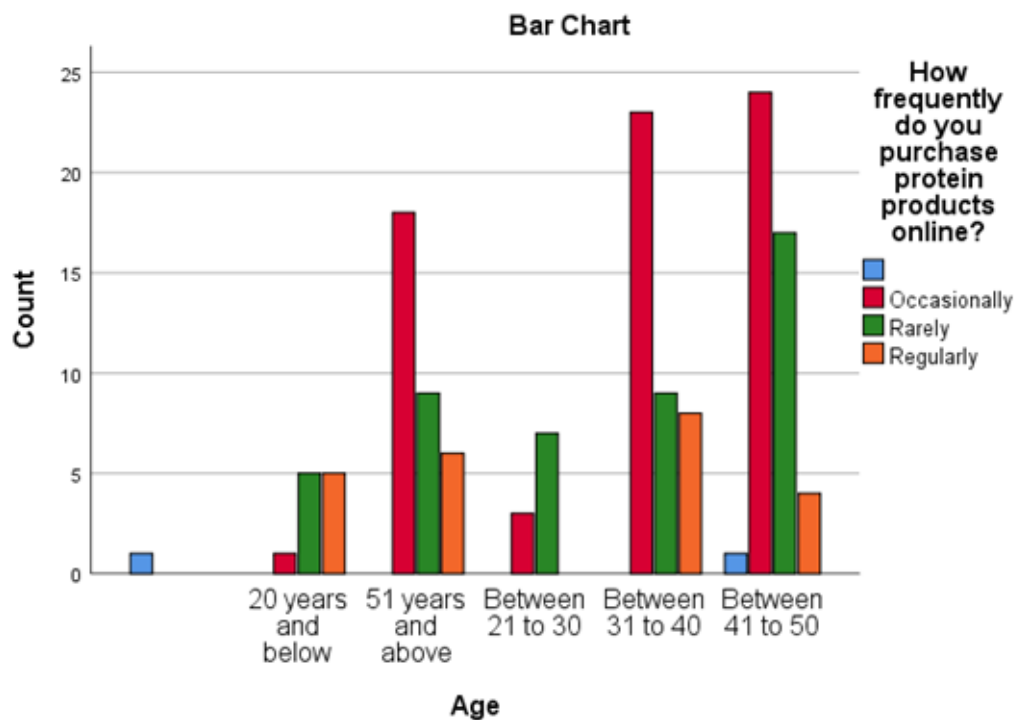


Figure 13: Relationship between age and frequency of purchasing protein products online
(Source: own elaboration)

The bar chart above is the outcome of the distribution of age range versus the frequency of purchasing protein products online by the respondents. It shows that the age range between 41 and 50 prefers purchasing protein products online compared to the rest age group. Among them, the number of consumers who purchase protein products online occasionally is more compared to those who regularly and rarely purchase online.

5.3 DESCRIPTIVE STATISTICS

5.3.1 CHI-SQUARE TEST AND BAR CHART

The χ^2 chi-square was utilized in this study to investigate whether there are important associations between demographic data and preferences for rabbit and snail protein products.

5.3.2 GENDER AGAINST HOW FREQUENTLY CONSUMERS PURCHASE PROTEIN PRODUCTS ONLINE

This is to test whether or not there is an association between gender and the frequency of consumers purchasing protein products online.

Table 23: Chi-Square test between gender and frequency of purchasing protein products online.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	77.524 ^a	9	.000
Likelihood Ratio	17.815	9	.037
N of Valid Cases	141		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

The observed frequency, which states that the relationship is not significant amidst gender and the frequency with which consumers purchase protein items online, can be rejected based on the Pearson Chi-Square value of 77.524 and the likelihood ratio of 17.815. This indicates that these two variables have a statistically significant relationship. That is, an individual's gender influences how frequently they buy protein products online.

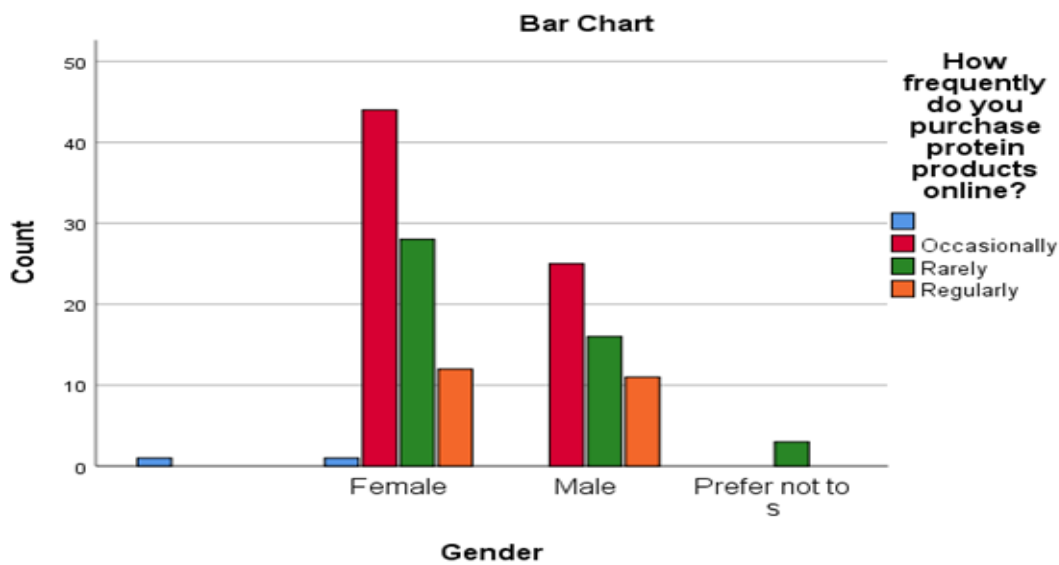


Figure: 14. Bar Chart showing the relationship between gender and purchasing frequency
(Source: own elaboration)

This bar chart shows that among the female gender, those who occasionally purchase protein products online are more than those who rarely and regularly purchase it respectively. However, in total, the female gender is more in number compared with male counterparts among those that prefer to purchase online. While a negligible number of respondents prefer not to say their gender and rarely purchase protein products online.

5.3.3 RELATIONSHIP BETWEEN GENDER AND PREFERRED PROTEIN PRODUCTS FROM RABBIT AND SNAIL

This is to test whether or not there is an association between the gender of the consumer and the form (raw, processed, ready-to-eat form) of protein products from rabbit and snail consumers preferred by consumers to purchase online.

Table 24: Chi-Square test between gender and form of protein products from rabbit and snail preferred by individual

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	71.368^a	9	.000
Likelihood Ratio	11.831	9	.223
N of Valid Cases	141		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

The observed frequency, which states no significant difference between gender and protein product types that consumers choose to buy online from rabbit and snail, may be rejected based on the Pearson Chi-Square value of 71.368 and the likelihood ratio of 11.831. This suggests that these variables have a statistically significant relationship. An indication that the type of protein product—raw, processed, or ready to eat—that customers prefer to buy online from rabbit and snail depends on their gender.

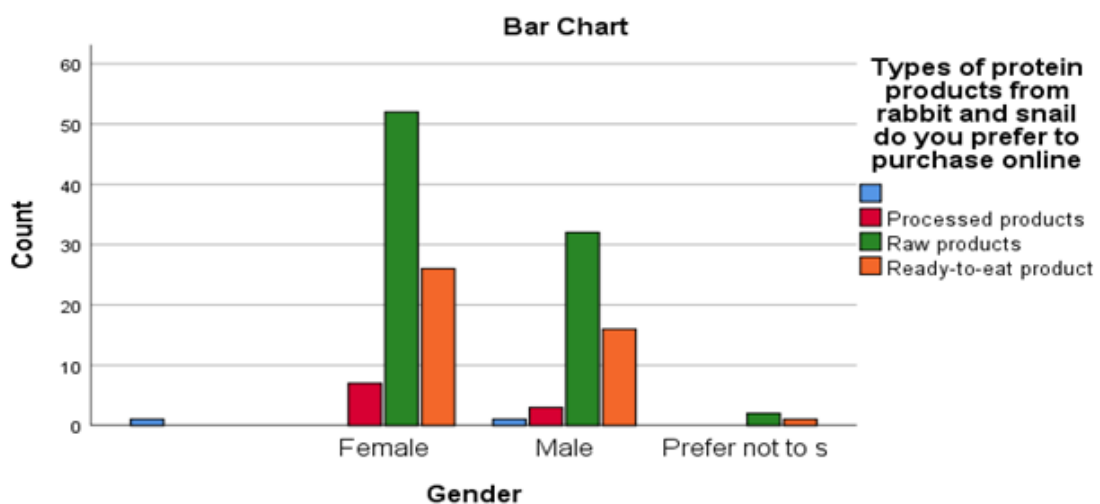


Figure 15: Bar Chart showing the form of Arinade farms products preferred by customers
(Source: own elaboration)

5.3.4 RELATIONSHIP BETWEEN AGE AND HOW FREQUENTLY CONSUMER PURCHASE PROTEIN PRODUCTS ONLINE

This study is to test whether or not there is an association between the age of the consumers and their frequency of purchasing protein products online.

Table 25: Chi-Square test between age and frequency of purchasing protein products online

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	92.100 ^a	15	.000
Likelihood Ratio	33.552	15	.004
N of Valid Cases	141		

a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

Given the likelihood ratio (33.552) and Pearson Chi-Square value (92.100), it is possible to reject the observed frequency, which states that, no significant difference between age and the frequency with which customers buy protein products online. This suggests that these variables have a statistically significant relationship. It means that there is a substantial correlation between age and the frequency of online protein product purchases. According to this study, consumers in the older age group prefer to purchase online more frequently than those in the younger age range. This could be because of the health benefits of these particular protein products.

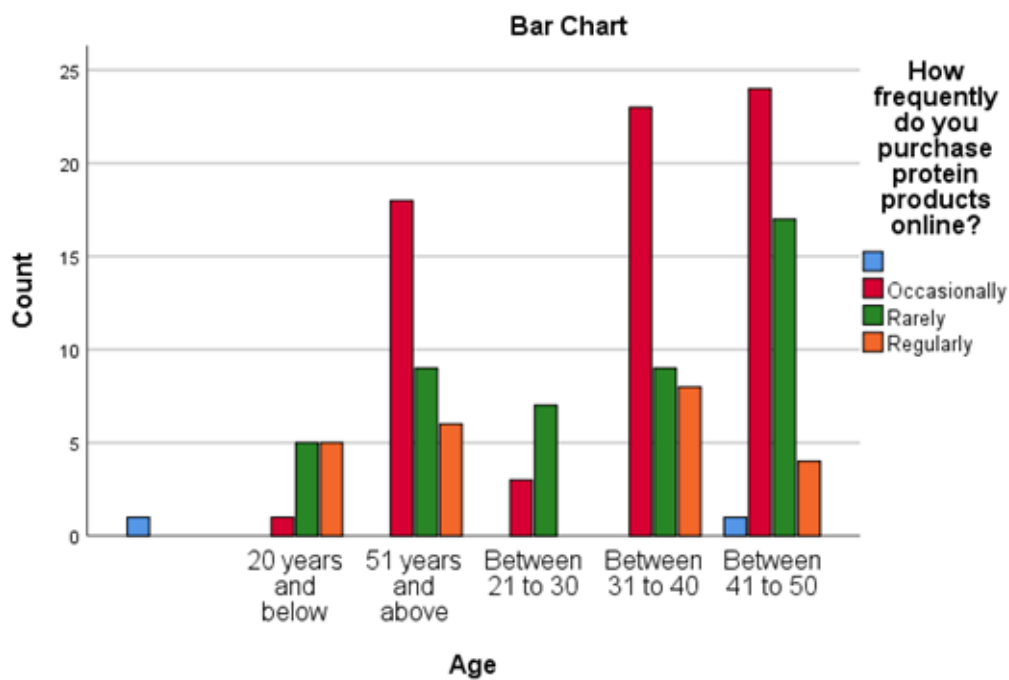


Figure 16: Bar chart showing age group and frequency of purchasing Arinade farms products

(Source: own elaboration)

In this case, the age range between 41 to 50 years has the highest number of consumers who purchase products online occasionally, followed by the age range 31 to 40 years and the age range 51 years and above respectively. This is an indication that these groups of age occasionally purchase protein products online because of their knowledge of the health benefits of snail and rabbit meat.

5.3.5 RELATIONSHIP BETWEEN AND THE TYPE OF PROTEIN PRODUCTS FROM SNAIL AND RABBIT CONSUMERS PREFER TO PURCHASE ONLINE

This study is to test whether or not there is an association between the age of the consumers and the preferred form (raw, processed, or ready-to-eat) the consumers would purchase protein products of rabbits and snails online.

Table 26: Chi-Square test between age and the form of protein products preferred by consumers

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	96.149^a	15	.000
Likelihood Ratio	32.961	15	.005
N of Valid Cases	141		

a. 16 cells (66.7%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

The observed frequency that states no association between the age and the kind of protein products that are preferred for online purchase from rabbits and snails can be rejected based on the Pearson Chi-Square value of 96.149 and the likelihood ratio of 32.961. This suggests that these variables have a statistically significant relationship. Because age and preferred protein product types are strongly correlated, this study found that those between the ages of 41 and 50 prefer to buy products online and in raw form, while those under the age of 20 and those between the ages of 21 and 30 prefer processed or ready-to-eat products.

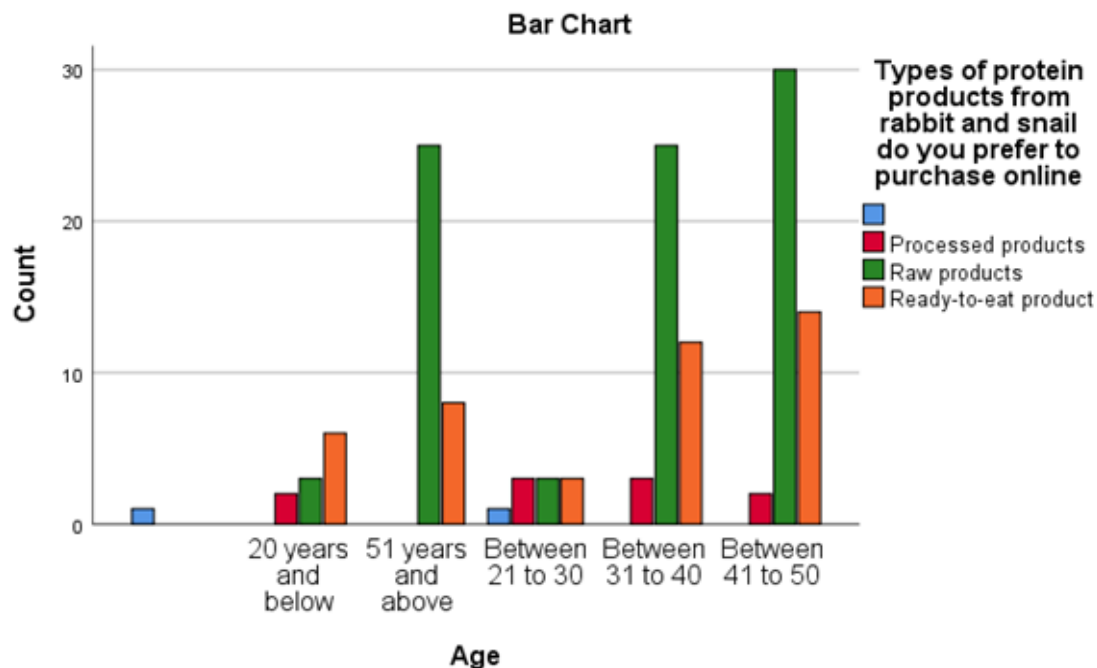


Figure 17: Bar Chart showing the age range and the form of protein products preferred by online consumers

(Source: own elaboration)

The highest number of consumers who fall into the age range of 40 – 50 have preference for rabbit or snail in raw form. Followed by the age range of 31 to 40 years and 51 years and above. This means that these age ranges preference acknowledged the health benefits of rabbit and snail meat as a source of protein.

5.3.6 RELATIONSHIP BETWEEN AGE AND PREFERRED PRICE RANGE

This study is to test whether or not there is an association between the age of the consumer and the price preference for online protein products from rabbit and snail protein.

Table 27: Chi-Square tests between age range and consumer preferred price range

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	103.551 ^a	25	.000
Likelihood Ratio	37.044	25	.057
N of Valid Cases	141		

a. 28 cells (77.8%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

Given the likelihood ratio (37.044) and Pearson Chi-Square value (103.551) for online protein products, the null hypothesis about the independence of age and preferred price range can be rejected. This suggests that these two variables have a statistically significant relationship, indicating that there is a correlation between the protein products' price range and age range. This suggests that different age groups have varied preferences for different price ranges when buying snail and rabbit protein online. According to this study, younger customers view the price range as pricey, whereas older consumers favor a moderate price range. This is because protein products made from snails or rabbits are a unique source of protein for the elderly.

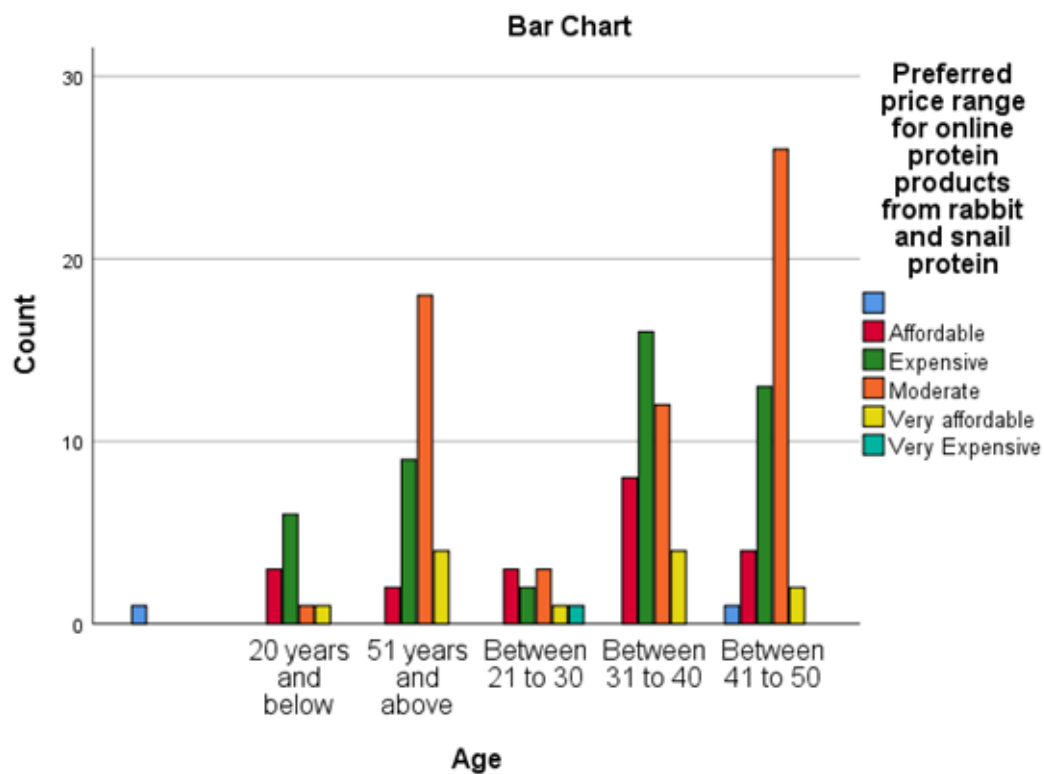


Figure 18: The bar chart showing the age and corresponding price preference
(Source: own elaboration)

The above figure shows that, the majority of the people in the age group 41 – 50 and 51 – above respectively considered the price moderate compare to the rest price options while few people in the lower age group don't see price as issue.

5.3.7 RELATIONSHIP BETWEEN EDUCATIONAL LEVEL AND FREQUENCY OF PURCHASING PROTEIN PRODUCTS ONLINE

This is to test whether or not there is an association between the educational level of consumers and how they frequently purchase protein products online.

Table 28: Chi-Square test between educational level and consumer purchasing frequency

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	87.020 ^a	15	.000
Likelihood Ratio	26.255	15	.035
N of Valid Cases	141		

a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

The null hypothesis positing independence between the frequency of online protein product purchases by consumers and their educational level can be rejected, as indicated by the Pearson Chi-Square value of 87.020 and the likelihood ratio of 26.255. According to the results, there is a significant relationship between the frequency of online purchases and educational attainment, suggesting that consumers with different educational backgrounds have different preferences when it comes to how frequently they buy protein products online. Lower-educated consumers prefer to make purchases less frequently, while higher-educated consumers (undergraduate, post-graduate, and high school) prefer to make purchases more regularly online.

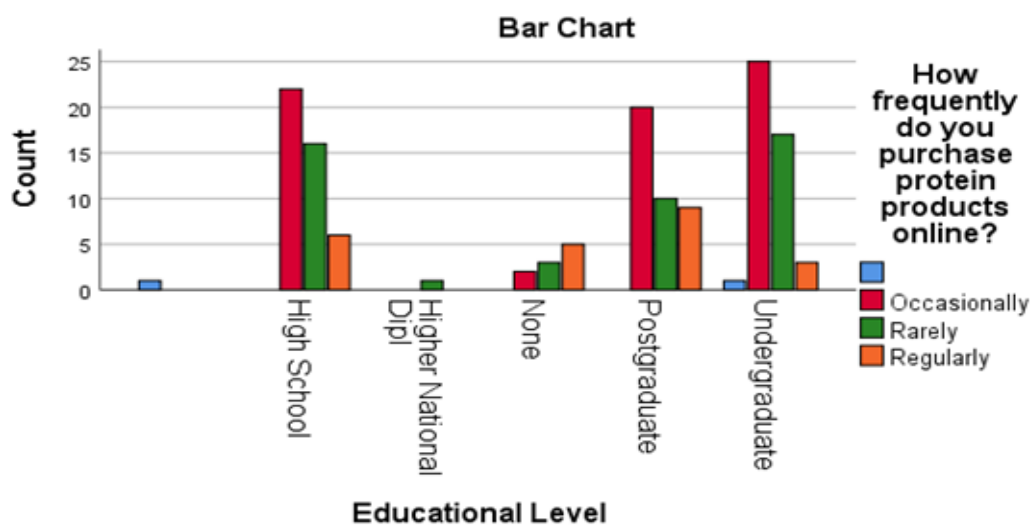


Figure 19: Bar Chart showing the educational level and the frequency of purchasing protein products online

(Source: own elaboration)

The above figure shows that consumers with moderate level of education frequently purchase protein product online occasionally.

5.3.8 EDUCATIONAL LEVEL AGAINST PREFERRED PRICE RANGE FOR ONLINE PROTEIN PRODUCTS FROM RABBITS AND SNAILS

This is to test the association between educational level and preferred price range for online protein products from rabbits and snails.

Table 29: Chi-Square test to find out the relationship between educational level and preferred price range of protein products

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	112.790 ^a	25	.000
Likelihood Ratio	46.356	25	.006
N of Valid Cases	141		

a. 27 cells (75.0%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

The null hypothesis that there is no correlation between the preferred price range for online protein products and educational level can be rejected based on the likelihood ratio (46.356) and Pearson Chi-Square value (112.790). This suggests that these two variables have a statistically significant relationship. The results show that consumers with different educational backgrounds have different preferences for price ranges when they purchase protein products from Rabbit and Snail online, as seen by the significant relationship found between preferred price range and educational level. According to this study, customers with greater levels of education favor moderate price ranges, whereas those with lower levels of education favor lower price ranges.

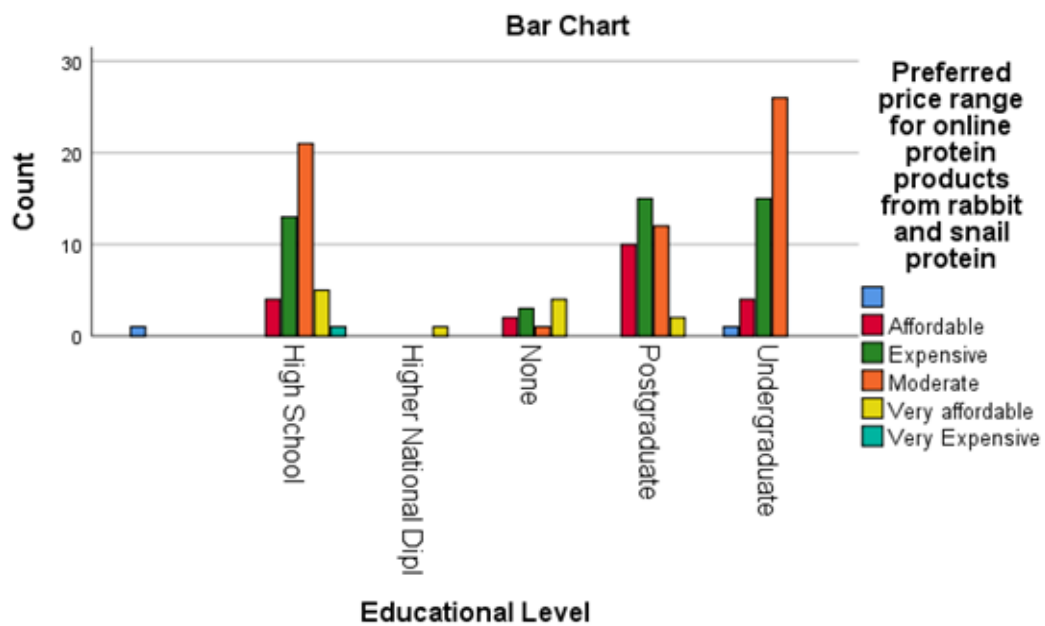


Figure 20: The bar chart showing undergraduate bias toward the price range preferred
(Source: Own elaboration)

5.3.9 RELATIONSHIP BETWEEN OCCUPATIONAL STATUS AND HOW FREQUENTLY CONSUMERS PURCHASE PROTEIN PRODUCTS ONLINE

This is to test whether or not there is an association between occupational status and how frequently consumers purchase protein products online.

Table 30: Chi-Square test between occupational status and frequency of consumers purchasing protein product online

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.241 ^a	12	.000
Likelihood Ratio	24.561	12	.017
N of Valid Cases	141		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .01.

(Source: own elaboration)

The observed frequency, which says no association between consumers' frequency of online protein product purchases and their occupational status, can be rejected based on the Pearson Chi-Square value of 38.241 and the likelihood ratio of 24.561. This suggests that these two variables have a statistically significant relationship. The results show a strong relationship

between the frequency of online purchases and employment status, suggesting that consumers with different employment conditions have different preferences when it comes to the frequency of their online purchases of protein products. According to this study, fewer consumers in the formal sector would rather make fewer purchases online, while the informal sector prefers to do it more occasionally.

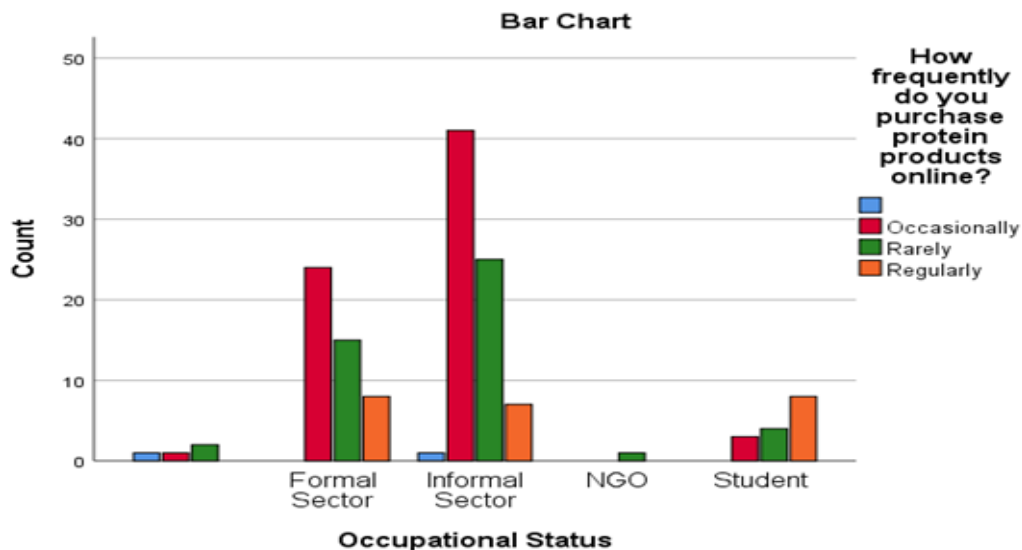


Figure 21: Bar chart showing the occupational status and frequency of purchasing protein products online.
(Source: own elaboration)

5.3.10 OCCUPATIONAL STATUS AGAINST PREFERRED PRICE RANGE FOR ONLINE PROTEIN PRODUCTS FROM RABBIT AND SNAIL PROTEIN

This is to test whether or not there is an association between occupational status and the preferred price range for online protein from rabbits and snails.

Table 31: Chi-Square test between occupational status and preferred price range for online protein products

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44.709 ^a	20	.001
Likelihood Ratio	28.635	20	.095
N of Valid Cases	141		

a. 22 cells (73.3%) have expected count less than 5. The minimum expected count is .01.

(Source: Own elaboration)

According to the Pearson Chi-Square value (44.709) and likelihood ratio (28.635), the null hypothesis of independence between occupational status and desired price range for online protein goods is rejected. This demonstrates a statistically significant relationship between these two variables. Customers from various occupational backgrounds may have varying pricing preferences when purchasing protein foods from Rabbit and Snail online, based on the considerable link established between occupational position and preferred price range. In this study, due to differences in income, budget, or purchasing patterns, customers in the informal sector prefer the price ranges of moderate more compared to the formal sector and students.

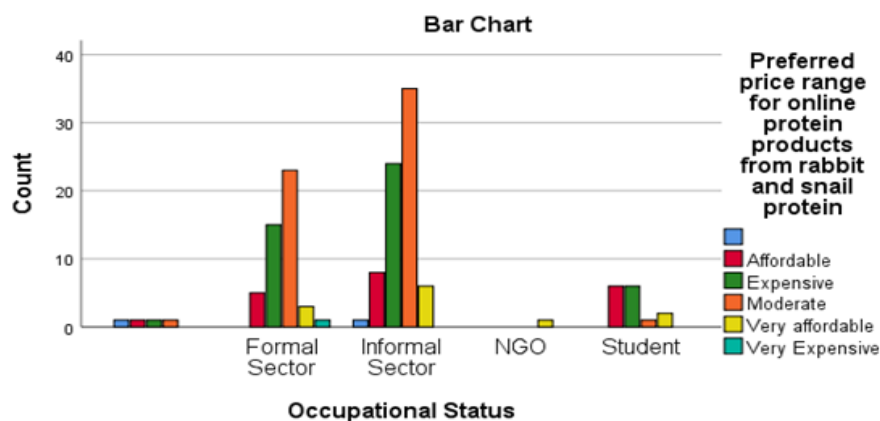


Figure 22: Bar Chart displaying the occupational status and preferred price range
(Source: Own elaboration)

5.3.11 COUNTRY OF ORIGIN EFFECT AND PREFERENCE FOR PROTEIN PRODUCTS FROM RABBIT AND SNAIL

This is to test whether or not there is an association or relationship between the country-of-origin effect against preference for protein products from rabbit and snail protein.

Table 32: Case Processing Summary from SPSS

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Country of Origin Effect * Preference for protein products from rabbit and snail protein	141	100.0%	0	0.0%	141	100.0%

(Source: Own elaboration)

Table 33: Chi-Square test between Country – of – origin effect and preference for protein products

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	58.758 ^a	9	.000
Likelihood Ratio	20.475	9	.015
N of Valid Cases	141		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .02.

(Source: Own elaboration)

The null hypothesis that there is no correlation between the preference for protein products made from rabbit and snail protein and the country-of-origin effect can be rejected based on the Pearson Chi-Square value of 58.758 and the likelihood ratio of 20.475. This suggests that there is a significant relationship among the variables. The strong relationship shown between the desire for protein products and the country-of-origin effect suggests that consumers' preferences for protein products including rabbit and snail protein are influenced by the country of origin.

It is clear from this that most consumers prefer protein products from specific countries, either due to cultural factors, perceived safety, or superior quality. The management of Arinade Farms must bear this in mind when creating a website for example.

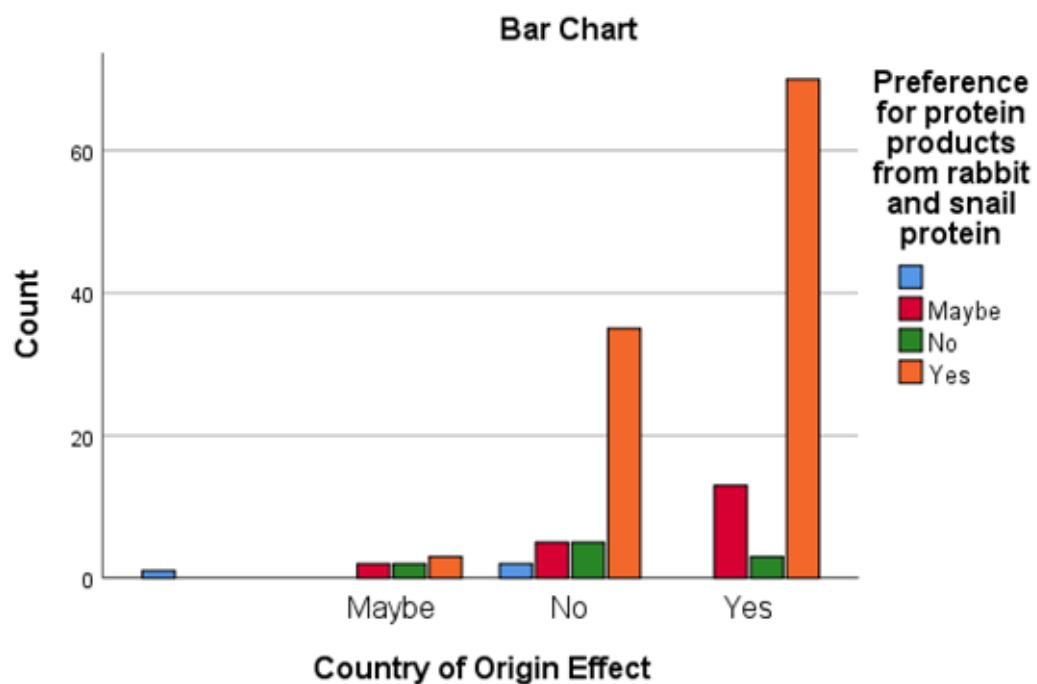


Figure 23: Bar Chart showing country of origin effect and preference for protein products
(Source: own elaboration)

The bar chart shows that the majority of the consumers consider country-of-origin before purchasing protein products such as rabbit and snail.

5.4 ARINADE FARMS MANAGEMENT DISCUSSIONS

5.4.1 ARINADE FARMS DIGITAL MARKETING EFFORTS

The author had in-depth interactions with Arinade Farms management, who underlined the importance of social media in their protein product marketing campaigns. According to the management, platforms such as Instagram, Facebook, and Twitter provide a distinct advantage by allowing them to directly communicate with target customers, creation of a powerful digital presence, and post compelling material that can assist boost brand awareness.

The management also emphasized the necessity of email marketing for maintaining existing client ties and introducing new products. Arinade Farms intends to use this method to increase traffic to its website and, ultimately, sales.

Apart from their digital marketing endeavors, Arinade Farms has acknowledged the significance of conventional marketing tactics including word-of-mouth advertising and street marketing. The management of the company stated that they can participate in community activities, build personal relationships with local customers, and obtain insightful feedback on their products by using these tactics. Additionally, they can reach a larger audience and raise brand awareness in places where internet connectivity can be scarce by using street advertising.

The management of Arinade Farms also stressed the significance of building a solid brand identity and encouraging favorable associations with their animal protein products. In addition to talking about their tactics for raising consumer awareness of their protein goods, Arinade Farms' management emphasized the importance of product packaging in affecting consumer adoption. They observed that visually appealing and educational packaging may effectively communicate the advantages of their goods including animal protein, which in turn can boost customer interest and sales.

Because of this, Arinade Farms management emphasized how crucial it is to use a combination of traditional and internet marketing techniques together with attractive packaging to raise awareness of and interest in their line of animal protein products. They intend to strengthen their competitive position in the Nigerian market and build a strong brand presence through these initiatives.

5.4.2 ARINADE FARMS' DISTRIBUTION CHANNELS

Arinade Farms has implemented a diverse strategy for distribution networks to efficiently target customers throughout Nigeria. The management of the company stated that they have increased production capacity to fulfill the needs of clients in both their operational area and nearby districts due to the growing demand for their animal protein products.

Arinade Farms uses a range of distribution channels, including direct distribution through their delivery vans and indirect channels like retail stores and distributors, to distribute their products to grow beyond local boundaries and become a significant player in the Nigerian market.

The increased competition in the animal protein sector, as well as the growing demand for high-quality and beneficial products, has encouraged Arinade Farms to invest in promotional initiatives to differentiate their products. Their slogan, which is frequently presented via banners, posters, and radio commercials, emphasizes the local origin and quality of their products. This appeals to consumers who appreciate locally produced things and want to support Nigerian businesses. The company's management understands the value of customer satisfaction and serving the different needs of consumers across the country. Through the utilization of its distribution channels and focused marketing initiatives, Arinade Farms establishes a personal and national connection with its customers. They have established themselves in the Nigerian market thanks to their dual strategy (i.e., offline and online), and they are committed to always improving their tactics to satisfy the changing demands of their clientele.

Arinade Farms may monitor consumer preferences and stay up to date on market trends by using a variety of distribution channels. This will allow them to innovate and adjust their product offers. A major factor in their success and continuous expansion is their dedication to the local community as well as the larger Nigerian market. The company is very focused on maintaining the quality of its products in addition to marketing strategies and distribution networks. They make a concerted effort to procure products made locally and take great care to guarantee that their animal protein products are handled hygienically. Their ability to build confidence and trust with customers as a result of their attention to detail upholds the value of their brand.

Furthermore, Arinade Farms collaborates closely with reputable logistics companies since they understand how important it is to transport their goods quickly and effectively. The organization is committed to satisfying customer needs beyond the caliber and accessibility of its products. Arinade Farms often modifies their goods to include suggestions and preferences based on client input, which they actively solicit. This keeps their products popular and current while also building a sense of community between the business and its customers. Arinade Farms also takes delight in helping other Nigerian companies and boosting the local economy. The company seeks to strengthen its roots and give back to the communities it serves by obtaining ingredients from nearby farmers and participating in community initiatives.

5.4.3 ARINADE FARMS MARKETING: COUNTRY OF ORIGIN EFFECTS

Like many other small businesses in Nigeria, Arinade Farms is up against a lot of competition from imports, especially from China and India when it comes to protein items. The marketing initiatives of Arinade Farms have been significantly impacted by the flood of imported meat and seafood into the Nigerian market.

The main issue facing Arinade Farms is that it is challenging for the business to compete because these imported protein foods are frequently less expensive than equivalent locally produced ones. Some Nigerian consumers believe that imported protein foods are superior to locally made ones in terms of quality or status, which makes the problem even worse. Because of this misconception, some customers now choose imported protein products over domestically made ones, even if the quality isn't always higher. Arinade Farms' management has taken several actions to mitigate the detrimental effects of imported protein products on their marketing initiatives. For example, the corporation has stepped up its promotion of the "Buy Nigeria" campaign, which tries to persuade customers to buy protein products made locally.

Arinade Farms has also boosted its expenditure in marketing initiatives that highlight the quality and health advantages of its locally produced protein products. These ads aim to educate customers on the particular characteristics of snails and rabbits as protein sources, as well as to highlight the environmental and economic benefits of supporting local producers. Furthermore, Arinade Farms has worked with other local companies and

community leaders to highlight the necessity of supporting the Nigerian economy by purchasing locally produced protein products.

Despite these initiatives, Arinade Farms and other regional protein producers in Nigeria continue to face serious difficulties as a result of the importation of protein products. However, by utilizing modern channels like social media and e-commerce websites, they can reach a larger audience and emphasize the advantages and high caliber of their locally made protein products made from snails and rabbits.

5.4.4 INCREASING SALES & LOCAL DEMAND

Conversations were held with Arinade Farms' management to learn about the company's strategies for increasing sales and encouraging domestic consumption in a market dominated by multinational brands. It was noticed that local rabbit and snail producers, such as Arinade Farms, were experiencing challenges as a result of the surge in imported protein items into Nigeria. Customers preferred imported protein goods over local produce, assuming that they were of superior quality and reputation.

Arinade Farms has taken a variety of proactive measures to counteract this trend and maintain its customer base. One of these actions is the promotion of locally produced protein goods through digital media, an initiative spearheaded by Arinade Farms and other businesses that are changing customer perceptions and increasing awareness of the benefits of locally produced protein products. Arinade Farms has also purposefully set its product prices to appeal to consumers on a tight budget. To increase its share of the local market, the farm plans to offer cost-effective alternatives without compromising quality. The company has made investments in improving its product packaging because it recognizes the importance of packaging in affecting the preferences of consumers. Through eco-friendly materials use and sophisticated packaging designs, the company intends to draw in customers who might have previously favored offers from other companies and strengthen brand appeal.

Arinade Farms has stepped up its multi-channel advertising in parallel with these measures. The company's targeted marketing initiatives, which encompass email marketing, social media, and website content, aim to increase consumer awareness of its products and fortify its brand image. Arinade Farms is also looking for joint venture opportunities to promote

national brand awareness. Plans are in place to take part in conferences, fairs, and exhibitions that highlight premium protein products made in Nigeria using rabbit and snail sources. Arinade Farms aims to jointly promote the advantages of selecting protein products obtained locally by partnering with other nearby suppliers.

Arinade Farms is encountering both new chances and problems in the digital world as they persist in adapting and innovating to counter the competition from imported items. For instance, businesses now have more ways to reach customers and sell their goods through mobile platforms and apps thanks to the growth of mobile commerce in Nigeria. Arinade Farms has already started looking at the potential in this field. They are creating an intuitive mobile app that will let customers place orders, follow deliveries, and access more resources and information about their products.

As Arinade Farms navigates the changing landscape of digital marketing, they are also confronted with the challenge of developing effective strategies for reaching their target audience on these new platforms. For instance, they must consider how to optimize their content and messaging for mobile devices, as well as how to effectively target consumers based on their location and preferences. In addition, Arinade Farms must also ensure that its online marketing efforts remain aligned with its broader brand and marketing goals. This means continuing to emphasize the health benefits and quality of their locally produced protein products, while also finding new and innovative ways to engage with consumers online.

6 ARINADE FARMS ONLINE SALES PROJECT

This project's main objective is to improve Arinade Farms' online marketing tactics so that they closely match Nigerian market conditions and consumer expectations for locally raised rabbits and snail protein products. To find areas for improvement, the project will examine present marketing and trading techniques, and also consumer attitudes as well as purchase patterns, to achieve this goal. The project will create new marketing and selling techniques that are suited to the unique requirements and preferences of Nigerian consumers based on the analysis's findings. These tactics will center on raising brand recognition, boosting customer service, boosting product quality, and streamlining online distribution methods. The project will not only create new selling and marketing strategies but also handle possible hazards like competition from imported goods and the logistical and financial difficulties that come with putting the new plans into practice.

The project will also take into account the implementation schedule and the expenses related to each phase of the procedure. The project intends to give Arinade Farms a road map for improving their selling methods and growing their market share in the Nigerian protein products market by carrying out a full analysis and meticulous planning. Arinade Farms will be well-positioned to compete with imported goods and build a strong brand presence that appeals to Nigerian consumers by successfully addressing the opportunities and difficulties that exist in the Nigerian market.

6.1 SITUATION ASSESSMENT

With the use of test of chi-squared and (χ^2) absolute testing, the sample population that was analyzed was chosen at random using an online questionnaire. This population represented all online consumers about the degree to which Arinade Farms in Nigeria will be able to market rabbit and snail protein products online. The study found several correlations between the intake of protein products made from rabbits and snails and demographic characteristics such as gender, age, educational status, and employment position. This analysis made clear how crucial it is to comprehend consumer behavior and preferences to create online marketing and sales tactics that work for Arinade Farms. As the research demonstrates, objectives, missions, and vision will be developed. These tactics are being used by Arinade Farms to show their dedication to providing locally raised protein products that meet the demands of Nigerian consumers. By doing this, they hope to surpass their rivals

in the Nigerian market for protein products and boost sales as well as market share. This project demonstrates Arinade Farms' commitment to improving their selling and marketing tactics and attaining long-term, sustainable growth.

6.2 ARINADE FARMS PROJECT ACTION PLAN

The purpose of an action plan is to provide a comprehensive list that comprises all steps necessary for task completion. It illustrates the steps in a simple doable chunk with a predetermined schedule. Below is the table that displays the overall activity to be carried out.

Table 34: Table showing the overall action plan for the project

STRATEGIC ACTION OVERVIEW	NECESSARY RESOURCES	DURATION (WEEKS)	POSSIBLE RISK	DESIRED RESULT
Research the market for rabbits and snails as protein products.	Market research tools, the researcher	2	Inaccurate data collection	Information on the demand, inclinations, and patterns of online consumption for rabbit and snail as a protein product
Create a website and an e-commerce platform.	Web developers, graphic designers, e-commerce specialists, the researcher	8	Technical issues, design flaws	A user-friendly website and e-commerce platform for selling rabbit and snail protein products online.
Social Media Marketing Campaigns	Social media managers, advertising specialists, the researcher	6	Poor engagement, negative feedback	Engaging in social media marketing to reach the target demographic and increase sales.

Email Marketing and Newsletter Campaigns	Email marketing software, content creators, the researcher	4	Low open rates, spam complaints	Effective email marketing for nurturing leads and promoting product offerings.
Collaborate with Influencers and Food Bloggers	Influencer marketing agencies, food bloggers, the researcher	6	Inauthentic endorsements, low ROI	Increased brand awareness and product visibility through influencer collaborations.
Monitor and Analyze Online Marketing Efforts	The Author, monitoring tools	Ongoing	Data inaccuracies, ineffective analysis	Continuous improvement and optimization of Internet marketing campaigns using performance metrics
Customer Feedback and Satisfaction Analysis	Customer support team, feedback tools	Ongoing	Negative reviews, customer complaints	Improved customer satisfaction and retention by proactive involvement and responding to feedback.

(Source: Own elaboration)

6.3 MARKETING & SALES PLAN DEVELOPMENT

6.3.1 THE VISION OF ARINADE FARMS

- The vision is to become the top producer and supplier of premium snail and rabbit meat products in the country, setting a new standard for sustainability and freshness in the protein sector.
- To establish ourselves as Nigerians' preferred agricultural brand by providing outstanding customer service and delivery options that surpass expectations.

- To achieve excellence in the production and marketing of snail and rabbit meat, using online platforms like social media, websites, and online marketplaces to reach every part of Nigeria.
- To establish Arinade Farms as the leading supplier of snail and rabbit meat products in Nigeria, outperforming regional rivals and satisfying the expanding market for sustainable and nutritious protein sources.
- To establish Arinade Farms as a model for innovative and sustainable livestock farming practices, contributing to the growth and development of Nigeria's agricultural sector.
- To foster a culture of quality, integrity, and customer satisfaction, building stable associations with buyers, vendors, and allies.
- To broaden the scope and influence of Arinade Farms by investigating export prospects and collaborating with global institutions to endorse Nigerian farm products worldwide.
- Prioritizing social responsibility and environmental stewardship will ensure that Arinade Farms' operations support ecological sustainability and help the local community.
- To establish themselves as Nigeria's premier source of instruction and training in rabbit and snail farming, enabling regional farmers and fostering the expansion of the agriculture industry.

6.3.2 MISSION STATEMENT OF ARINADE FARMS

Arinade Farms' mission is to foster a mutually beneficial relationship with its customers by offering them high-quality rabbit and snail protein products that are tailored to their changing needs and preferences. The company plans to accomplish this by utilizing cutting-edge online marketing techniques, interacting with customers through digital platforms, and providing outstanding customer service.

Arinade Farms works to earn the respect and allegiance of its partners, suppliers, and consumers by implementing sustainable and humane agricultural methods. To keep connected with their customers and surpass their expectations, the company is committed to

staying current with the new digital bias as well as technology. They know that the classic techniques of marketing and sales may not resonate with the modern consumer.

Arinade Farms' objective is to make sustainable and healthful protein sources available to everyone, everywhere. Their ambition is to revolutionize the Nigerian protein market. By developing a culture of innovation, quality, and customer-centricity, growing their digital footprint, and consistently enhancing their online marketing tactics, they hope to accomplish this.

6.3.3 ARINADE FARMS' GOALS

Arinade Farms' primary objective is to increase and fortify its online presence by employing cutting-edge digital marketing techniques, thereby opening up its high-end snail and rabbit meat products to a broader range of consumers in Nigeria and beyond. Through the use of social media, content marketing, and website development, the farm hopes to raise online visibility and brand recognition. By tracking and reacting to online customer input and preferences, Arinade Farms will be able to improve market competitiveness, increase online sales and revenue, and foster customer engagement and loyalty.

To increase its reputation and reach, Arinade Farms also looks to form strategic alliances with bloggers, influencers, and online marketplaces. The farm is dedicated to keeping a close eye on and assessing the performance of its digital marketing tactics to make sure they are in line with its corporate goals. By accomplishing these objectives, Arinade Farms hopes to dominate the protein market in Nigeria and use digital technology to spur innovation, expansion, and client happiness.

6.4 STRATEGIES FOR ARINADE FARMS

Using digital networks to reach a larger audience and raise brand awareness, Arinade Farms hopes to enhance sales through online marketing methods. The firm and the consumer segment will be the two tactical points of view that will be the emphasis of the strategy.

From the standpoint of the consumer sector, demographic research shows that families and health-conscious individuals living in metropolitan regions have a sizable demand for food sources high in protein. Using internet marketing techniques, it will highlight the

environmental and nutritional advantages of its snail and rabbit meat products to appeal to this market (Sharma, 2018).

Arinade Farms will create a strong e-commerce platform that will facilitate simple online purchasing and payment, according to the company. Additionally, they want to use social media sites like Facebook, Instagram, and Twitter for customer interaction, product marketing, and targeted advertising. It will also make use of influencer marketing by collaborating with wellness and health influencers to feature their protein products. The management intends to enhance its online presence by developing a website and providing incentives such as loyalty programs, discounts, and competitive pricing to encourage recurring business.

Creating a content marketing strategy that emphasizes blog posts, videos, and infographics that promote the advantages of snail and rabbit meat as well as recipes and culinary advice is another component of the marketing and selling plan. They plan to communicate news, promote items, and nurture prospects through email marketing campaigns. To increase their reach, they will also work with meal delivery services and internet markets. Lastly, to enhance their productivity, they will keep an eye on and react to consumer comments and reviews. By putting these tactics into practice, Arinade Farms will increase sales and build a strong online presence in the protein industry by efficiently capturing and converting leads.

6.5 ARINADE FARMS TIME ANALYSIS

Setting a timeline and estimating the duration required to do all the work is crucial once the viability and profitability of Arinade Farms' online marketing tactics for its protein products made from rabbits and snails have been established. A time analysis is essential for two reasons: first, tasks with short duration are frequently more feasible; and second, missing the scheduled deadline, is viewed as unprofessional. The Program Evaluation and Review Technique (PERT) approach, which works best for projects with interdependent tasks, would be used to perform a time analysis. Arinade Farms already has certain selling and marketing techniques in place, so it is necessary to build on these and think about the duration it is going to assume for the completion of the new ones.

Determining the project tasks and their completion sequence is the first stage in the PERT approach. While certain jobs could be done along together, some others need to be done sequentially. There will be three time estimates for each task: the fastest time possible known as optimistic time, the likely time ever (normal duration), and the least time possible, otherwise known as pessimistic time.

Using these estimates of time, we can calculate the expected time (T_e) with the formula:

$$T_e = (O + 4M + P) / 6$$

Where:

T_e = Anticipated time

O = Hopeful time

M = Normal time

P = Hopeless time

By applying the PERT method, they can identify the longest sequence and determine the required duration for all necessary tasks with the management of Arinade Farms to be completed. This will enable them to develop a realistic project timeline, allocate resources effectively, and ensure the successful implementation of the new online marketing strategies for Arinade Farms' snail and rabbit protein products.

Table 35: Activities that support the redevelopment of Zrinade Farms' e-marketing and e-selling strategy

ACTIVITY	DESCRIPTION	PREDECESSOR(S)
Consumer Insights	Carry out robust consumer insights to familiarize with present market trends, preferences of the consumers, and competitors' strategies.	
SWOT Analysis	Perform a SWOT analysis to assess Arinade Farms' strengths, weaknesses, opportunities, and threats in the market.	Market Research

Define Target Market	Identify the precise demographic, psychographic, and behavior traits of the audience targeted by Arinade Farms' products.	Market Research
Brand Positioning	Develop a clear and compelling brand positioning strategy that differentiates Arinade Farms from competitors and resonates with the target audience.	SWOT Analysis, Define Target Audience
Website Creation	Design a company website for a good user experience, optimize for search engines, and integrate e-commerce functionalities.	Brand Positioning
Content Strategy Development	Create a content strategy focused on providing worthy, pertinent, and captivating content aimed at drawing and maintaining customers, boosting brand presence, and increasing website traffic.	Brand Positioning, Website Creation
Social Media Marketing	Create a social media strategy to enhance brand visibility, interact with the intended audience, and drive traffic to the website through platforms like Facebook, Instagram, and Twitter.	Brand Positioning, Content Strategy Development
Email Marketing Campaigns	Design and execute targeted email marketing campaigns to nurture leads, promote products, and encourage repeat purchases.	Brand Positioning, Content Strategy Development
Influencer Partnerships	Identify and collaborate with relevant influencers or bloggers in the food and agriculture niche to expand brand reach and credibility.	Brand Positioning, Social Media Marketing
Customer Management System	Deploy a customer management system to efficiently oversee customer data, monitor engagement, and tailor marketing efforts.	Email Marketing Campaigns, Influencer Partnerships

Performance Monitoring and Analytics	Implement methods for tracking key performance metrics like as website traffic, conversion ratios, and social media engagements. Evaluate the data to determine the effectiveness of marketing strategies and make informed decisions based on the findings	Website Creation, Social platform Marketing, Email Marketing Campaigns, CRM System Implementation
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(Source: Own elaboration)

Overall, the project will be completed and reflected in the table below. The above-listed operations will be carried out along with their previous activity, with optimistic, most likely, and pessimistic time frames.

Table 36: TIME POSSIBILITIES FOR THE PROJECT (IN WEEKS)

ACTIVITY	DESCRIPTION	PREDECESSORS	OPTIMISTIC	MOST LIKELY	PESSIMISTIC
A	Market Research	-	2	3	4
B	SWOT Analysis	A	1	1.5	2
C	Define Target Audience	A	1	1.5	2
D	Brand Positioning	B, C	2	3	4

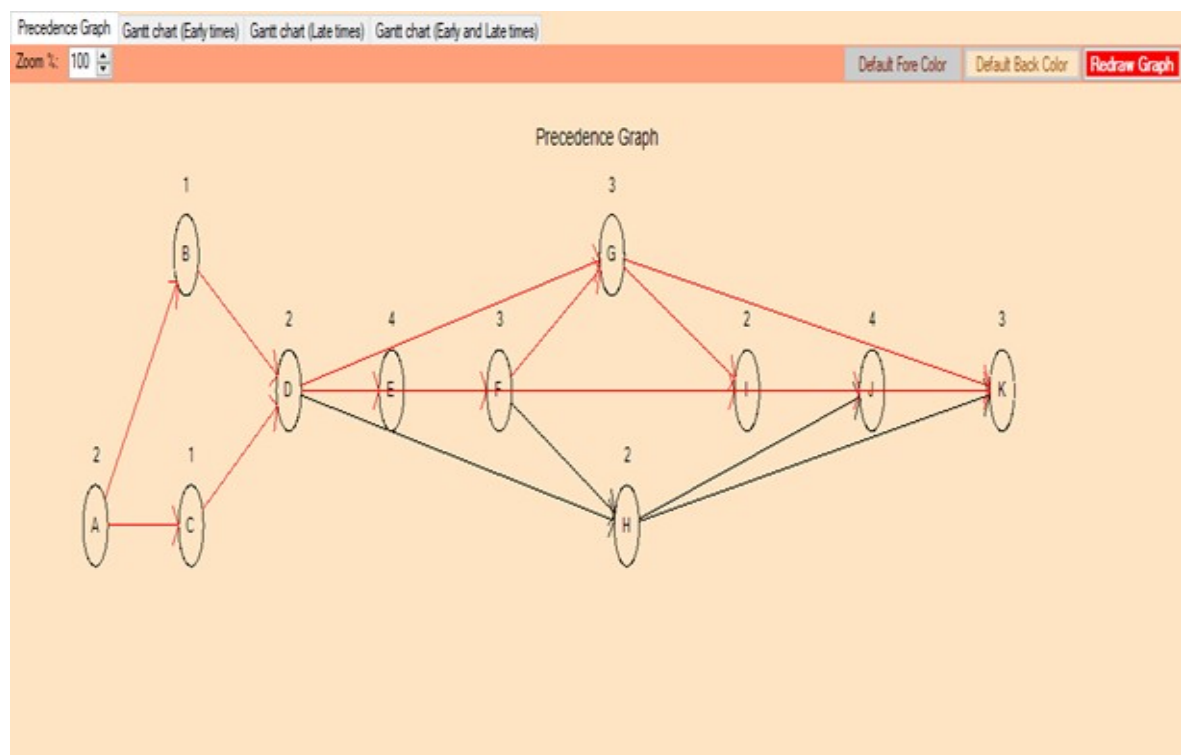
E	Website Creation	D	4	6	8
F	Content Strategy Development	D, E	3	4	5
G	Social Media Marketing	D, F	3	4	6
H	Email Marketing Campaigns	D, F	2	3	4
I	Influencer Partnerships	D, G	2	3	4
J	CRM System Implementation	H, I	4	6	8
K	Performance Monitoring and Analytics	E, G, H, J	3	4	5

(Source: Own elaboration)

The table below shows the potential completion time ranges for the project. According to the POPM-QM software, the project's shortest possible length is 24 weeks. Furthermore, Activity H has a slack of three weeks, which means it can be postponed for up to three weeks without affecting the entire project timeframe. The chart also gives details on the earliest and latest start and end dates, as well as slacks for all activities, highlighting the essential parts of the project timeline.

Table 37: TIME POSSIBILITIES FOR THE PROJECT (IN WEEKS)

Activity	Activity time	Early Start	Early Finish	Late Start	Late Finish	Slack
Project	24					
A	2	0	2	0	2	0
B	1	2	3	2	3	0
C	1	2	3	2	3	0
D	2	3	5	3	5	0
E	4	5	9	5	9	0
F	3	9	12	9	12	0
G	3	12	15	12	15	0
H	2	12	14	15	17	3
I	2	15	17	15	17	0
J	4	17	21	17	21	0
K	3	21	24	21	24	0

(Source: own elaboration)**Figure 24: Gantt chat analysis***(Source: own elaboration)*

The table and network diagram above show how the project's activities are connected and interdependent." They show a visual representation of the project's timeline, including the start and end dates for each activity, as well as the total project duration. This information

clarifies how each action links to each other and how they contribute to the project's overall timetable.

APPENDIX C: The PERT solution approach will be used to complete the project aimed at improving Arinade Farms' internet marketing strategies. It means the normal duration (most likely) and pessimistic duration for the completion of the project.

6.6 ARINADE FARMS' COST ANALYSIS

The first budget item will cover costs for building a website and optimizing it for e-commerce, press releases, digital public relations campaigns, electronic direct mail campaigns, influencer collaborations, organic search and content creation, online directory listings, reputation management, and social media advertising. Arinade Farms intends to boost sales by doing this and enhancing its web marketing tactics.

These expenses will be regularly tracked and reviewed each month, with an emphasis on determining the marginal value that results from sales under the new tactics. The benchmark used to assess how well marketing and sales tactics raise consumer knowledge, loyalty, and perception of the product will be quarterly sales. The farm may improve its marketing strategy and maintain a strong web presence by routinely evaluating the budget's effect on sales and consumer response.

There will also be a summary of additional minor costs in the following chapter:

Table 38: The first budget (pre-determined costs in Nigerian Naira) for Arinade Farms, a farm located in Ibadan, Nigeria, as part of a new e-marketing and e-selling plan

S/NO	ITEMS	DESCRIPTIONS	PRICE (NGN)	QUANTITY	TOTALS (NGN)
1.	Website Creation	Design and development of an	500,000	1	500,000

		e-commerce website			
2.	NAFDAC Registration	Product registration with the National Centre for the Administration and Control of Food and Drugs	200,000	1	200,000
3.	Computers	High-performance computers for e-marketing and e-sales team	350,000	3	1,050,000
4.	R & D Professionals	Hiring research and development professionals for market research and strategy development	500,000	2	1,000,000
	INITIAL BUDGET				2,750,000

Table 39: Other overhead costs expected for Arinade Farms throughout the initial year of its internet trading and online sales strategy.

S/NO	ACTIVITIES	SUMMARY	COST(NGN)	QUANTITY	SUM (NGN)
	ADVANCED TAX REQUIREMENT	Value Added Tax	382,968.75	1	382,968.75
	SEMINAR AND WORKSHOPS	Organizing seminars and workshops for protein	500,000	2	1,000,000

		product promotion and customer engagement			
	MISCELLANEOUS EXPENSES	Office expenses, stationery, and other miscellaneous costs	215,000	1	215,000
	OVERHEAD TOTAL				1,597,968.75

This is the total amount Arinade Farms would need to pay for the new e-marketing and e-selling strategy, including tax obligations and additional expenses.

$$\begin{aligned}
 \text{THE PROJECT'S TOTAL BUDGET} &= \text{FIRST TOTAL} + \text{SECOND TOTAL} \\
 &= \text{N2, 750,000} + 1,597,968.75 \\
 &= \text{N4, 347,968.75}
 \end{aligned}$$

6.7 RISK ANALYSIS

These kinds of projects ought to be assessed in light of the danger element, including the possibility, seriousness, as well as possible outcomes for every danger. Risk analyses can be either qualitative or quantitative. Arinade Farms can prepare for any unanticipated events in advance because of the thorough methodology employed by qualitative risk analysis. The management can utilize this information to create plans to mitigate, restrict, or prevent risks to improve its e-marketing and e-selling strategies.

As Arinade Farms implements its e-marketing and e-selling improvement tactics in Nigeria, the risk analysis will start by identifying potential threats. The study will classify the risks as significant or small based on how big they are from the company's and customers' points of view. Among the risks noted are:

- a) High website development and maintenance costs
- b) Unfavorable market trends and competition;
- c) Low digital literacy among the target audience;
- d) Fast proliferation of alternative protein products;
- e) Costs of internet for management and customers;
- f) Differences in local and cultural markets;
- g) Inconsistent internet and electricity connectivity;
- h) Cyber security threats to websites and customer data

The researcher advise Arinade Farms to consider these risks and create a risk management strategy to reduce possible threats and guarantee the effectiveness of its e-marketing and e-selling activities. The farm can overcome possible obstacles and accomplish its objectives in the cutthroat market thanks to this proactive attitude.

6.7.1 METHODS TO REDUCE THE RISKS MENTIONED ABOVE (A – H)

In Nigeria's hard economic climate, Arinade Farms, a snail and rabbit farming company, is looking to boost its online marketing methods to remain competitive. However, the farm confronts certain hazards that could jeopardize its success.

Firstly, the high expense of website development and maintenance is a significant burden, especially in light of the current economic uncertainties in Nigeria. To mitigate this risk, Arinade Farms could collaborate with a web development company to construct a low-cost website and explore outsourcing website maintenance to reduce labor costs. Secondly, Nigeria's unstable economy and evolving market trends pose significant obstacles to Arinade Farms' internet marketing endeavors. To address these issues, the farm could conduct market research to obtain a greater grasp of customer needs as well as trends, as well as establish a contingency reserve to account for unforeseen market shifts (Lockett, 2018).

Third, Arinade Farms' online marketing efforts are hampered by Nigerians' average level of computer literacy, especially in rural areas. To address this, the farm can offer clients assistance and training in digital literacy in addition to developing user-friendly websites with easy navigation. Fourth, Arinade Farms' market share is at risk due to the substitute products' quick growth in Nigeria's agriculture sector. The farm can highlight quality and customer service to set itself apart from the competition and can create a loyalty program to attract and retain clients. Finally, Arinade Farms' online operations are threatened by the unpredictability of Nigeria's electricity and internet access. To mitigate these risks, the farm can look into alternative internet access options, such as satellite internet, and invest in a standby power generator to ensure uninterrupted operations. It can also implement robust cyber security measures to secure its website and client data, as well as conduct regular security audits and updates to minimize any risks. By implementing these strategies, Arinade Farms can lower potential risks and guarantee the success of its internet marketing initiatives, despite Nigeria's challenging economic environment.

6.8 ARINADE FARMS' ONLINE MARKETING EVALUATION

This project centers on Arinade Farms' efforts to improve its online marketing strategies. Expanding upon the investigation and evaluation offered in the earlier sections, a thorough strategy has been created to enhance the farm's internet visibility and promotional activities. Recall that Arinade Farms wants to increase sales volume and broaden its reach throughout Nigeria's regional marketplaces by redesigning its internet marketing strategy. This study and project planning have shown how to accomplish this goal in a workable way. To guarantee a cooperative endeavor, the researcher has collaborated closely with the management of Arinade Farms. The project aims to address the primary issue of ineffective online marketing, which has hampered Arinade Farms' ability to get across to a larger audience as well as sales increment. As such, the approach was centered on redesigning the farm's existing marketing strategies and leveraging digital platforms to boost brand awareness and customer engagement. The project is based on extensive research and analysis, taking into account the company's vision, mission, and goals.

It is anticipated that Arinade Farms will boost sales volume and broaden its regional market presence by putting this Internet marketing approach into practice. The project evaluation takes into account the associated costs, schedules, and any dangers. A flow chart was made

to show the results and input-output relationships, making it easy to grasp how the project would affect things. The company might grow and succeed as a result of this project, strengthening its position as Nigeria's top supplier of animal protein source food.

Flow Chart

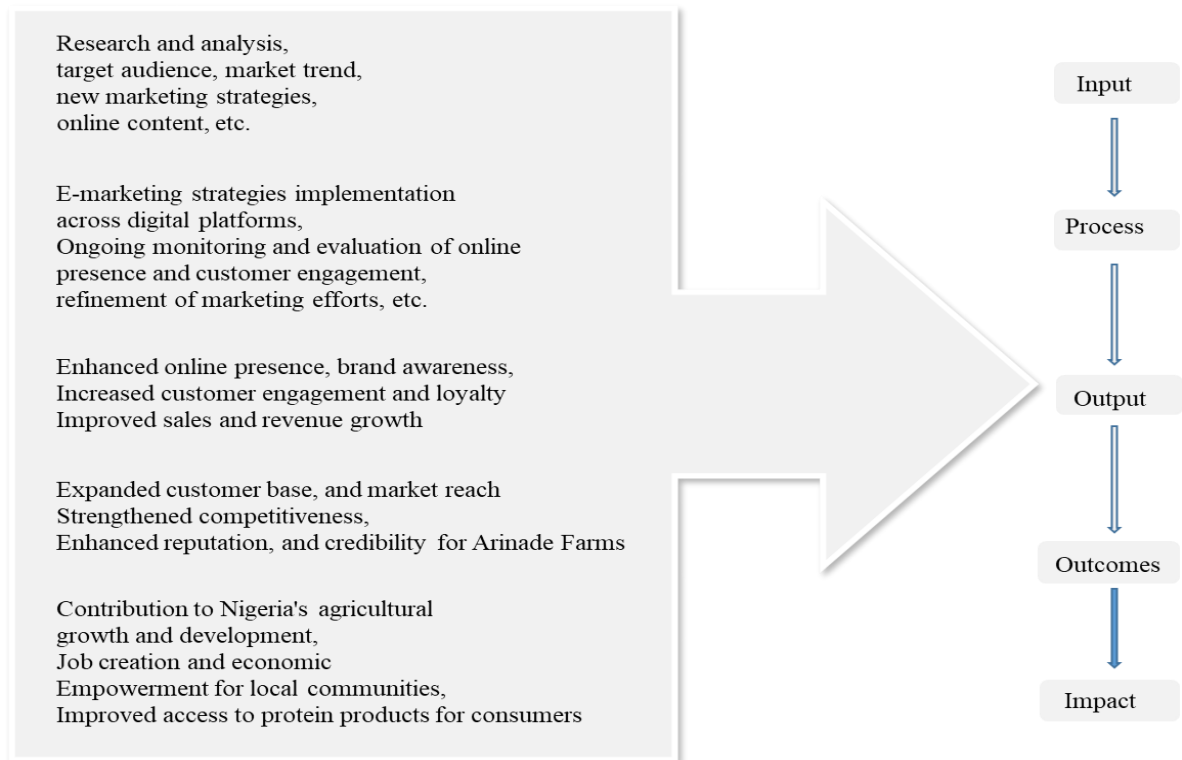


Figure 25: Relationship between input and output

(Source: Own elaboration)

6.9 RECOMMENDATION

Health benefits, convenience, and sustainability are some of the elements that influence customer attitudes about online protein purchases. Product reviews, social media suggestions, and search engine results also play a role in influencing customer decision-making. Modern internet promotion efforts like using social media for marketing, social influencers, and promotion of content can effectively promote protein products in the agricultural sector.

Therefore, based on the findings of the data analyzed, Arinade Farms' online marketing strategies can be improved. This research project presents concrete and robust recommendations to help Arinade Farms expand its digital sales and market presence. Arinade Farms currently has limited digital marketing techniques in place, but it can improve its online presence by applying industry standards.

Considering the results and interpretations of the Chi-Square test carried out on the data collected to enhance online marketing strategies for Arinade farms, the management should take the following steps:

1. Gender-targeted marketing: Since gender affects purchasing behavior and product preferences, the farm should create marketing efforts that appeal to both male and female customers of online protein products.
2. Age-specific marketing: Given that age affects both product preferences and frequency of purchases, Arinade Farms should develop tailored marketing campaigns for various age groups. Highlight the advantages of health benefits for older age groups.
3. Product offerings: Arinade Farms should provide a variety of protein products (raw, processed, and ready-to-eat) to accommodate diverse gender and age groups.
4. Pricing plan: Arinade Farms should develop a pricing strategy that takes into account age and employment status, as these factors influence pricing preferences.
5. Educational level: The Company should create marketing strategies that target consumers with varying educational levels, as educational attainment influences purchase behaviour.
6. Occupational status targeting: The Company should develop marketing efforts that target consumers with various occupational statuses, as job status determines purchase frequency.
7. Country-of-origin effects: Arinade Farms could emphasize the Nigerian origin of their products to capitalize on the country-of-origin impact and attract clients who prefer locally sourced protein products.
8. Website design: The farm should create a website that caters to varied gender, age, and educational level preferences while also providing user-friendly navigation and secure payment alternatives. By investing in website optimization, social media marketing, and influencer collaborations, Arinade Farms can raise brand awareness, attract a larger audience, and build a distinct online presence in a competitive market.
9. Social Platform Engagement: Arinade Farms should use social platform channels as a target for certain demographics and interests while also sharing compelling material that highlights product benefits and client testimonials.
10. Analytics and performance tracking: Analyze website data and track performance to optimize marketing strategy and product offerings.

By taking these suggestions into account, Arinade Farms may improve its online marketing techniques, increase sales, and broaden its market reach.

7 CONCLUSION

The primary objective of this project is to improve Arinade Farms' digital promotion efforts, thereby increasing the farm's protein product sales beyond its current jurisdiction in Ibadan, Oyo State, and South-West Nigeria. Arinade Farms, a rabbit and snail farming company, aims to expand its market reach through effective online marketing.

This study sought to explore customer behavior and perceptions of purchasing protein products from rabbits and snails online. To get feedback from customers and management, electronic questionnaires were sent online. The findings highlighted the need for improved marketing and sales strategies, which were assessed using SWOT and PESTLE analyses. Demographic data such as gender, age, educational level, and employment position were included, as were dependent variables such as price preference, frequency of online purchasing of rabbit and snail protein products, country of origin effect, and company registration status. The results confirmed the hypotheses.

H₁: The use of online marketing strategies is correlated with variables such as age, sex, discipline, and educational class.

H₂: The availability of snail and rabbit protein products is heavily influenced by the gender and age of the online consumer.

H₃: The most compelling reason to consume snail and rabbit protein products as an alternative to other protein sources is its health benefits for the older age ranges in the survey.

H₄: The pricing and availability of snail and rabbit protein products influence the online customer's decision.

H₅: The concept of country-of-origin effects influences how online customers choose snail and rabbit protein products.

The findings suggest that Arinade Farms' marketing and selling strategies should be redesigned, with a focus on social media and website creation. By improving online marketing efforts, Arinade Farms can increase sales, expand market share, and strengthen its position in Nigeria's protein product market.

Time, cost, and risk studies were carried out to guarantee a workable project implementation. With dynamic programs and a revamped online marketing approach, Arinade Farms is ready

to flourish in the digital sphere and expand its sales of protein products outside of its existing jurisdiction.

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LIST OF ABBREVIATIONS

DTC – Direct to Consumer

COO – Country of Origin

FOMO – Fear of Missing Out

AIDA - Attention, Interest, Desire, Action

NPS - Net Promoter Score

SEO – Search Engine Optimization

CRM – Customer Relationship Management

COVID - Coronavirus Disease of 2019

ICT – Information and Communication Technology

GESS – Growth Enhancement Support Scheme

AI – Artificial Intelligence

GDPR – General Data Protection Regulation

CCPA – California Consumer Privacy Act

SPSS – Statistical Package for Social Sciences

PERT – Program Evaluation and Review Technique

SWOT – Strength, Weakness, Opportunities, Threats

NAFDAC – National Agency for Food and Drug Administration and Control

NIPC – Nigerian Investment Promotion Commission

NBS - National Bureau of Statistics

APPENDICES

Appendix A: Survey to Improve Online Marketing Strategies for Arinade Farms

Appendix B: Survey of the Arinade Farms management on previous online efforts to increase sales of rabbit and snail

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APPENDIX A: SURVEY TO IMPROVE ONLINE MARKETING STRATEGIES FOR ARINADE FARMS

Appendix A: Survey conducted to improve online marketing strategies for Arinade Farms

This survey's goal is to identify the variables influencing Arinade Farms' online consumers' behavior so that the management may enhance its internet marketing tactics.

Dear Respondent,

I respectfully ask you to take part in this research with the above caption. Every piece of information provided will only be utilized for the academic purposes of this research. I promise to keep the information provided private. I will present the primary findings from my master's thesis at Tomas Bata University in Zlín. This survey takes six to nine minutes to complete. Please take a moment to complete the questionnaire and click the "submit" button to send it in. Please just tick the appropriate answer of your choice.

1. Gender

☐ Male

☐ Female

☐ I prefer not to say

☐ Other.....

2. Age

☐ 20 years and below

☐ Between 21 to 30

☐ Between 31 to 40

☐ Between 41 to 50

☐ 51 years and above

☐ Other.....

3. Educational Level

☐ High School

☐ Undergraduate

☐ Postgraduate

☐ None

☐ Other.....

4. Occupational Status

- ☐ Student
- ☐ Formal Sector
- ☐ Informal Sector
- ☐ Other.....

5. Do you have a preference for protein products from rabbit and snail protein?

- ☐ Yes
- ☐ No
- ☐ Maybe

I prefer not to say

6. If yes, please specify the reasons for your preference

- ☐ Freshness
- ☐ Option 2
- ☐ Organic nature
- ☐ Other.....

7. If No, why?

- ☐ Concerns about safety
- ☐ Lack of knowledge
- ☐ Not interested
- ☐ Other...

8. How frequently do you purchase protein products online?

- ☐ Regularly
- ☐ Occasionally
- ☐ Rarely

9. What types of protein products from rabbit and snail do you prefer to purchase online?

- ☐ Raw products
- ☐ Processed products
- ☐ Ready-to-eat products
- ☐ Other:

10. What is your preferred price range for online protein products from rabbit and snail protein?

- ☐ Very affordable
- ☐ Affordable
- ☐ Moderate
- ☐ Expensive
- ☐ Very Expensive
- ☐ Other:

11. How do you assess the online availability of protein products from rabbit and snail protein?

- ☐ Always accessible
- ☐ Sometimes accessible
- ☐ Rarely accessible
- ☐ Never accessible
- ☐ Other.....

12. What is the main reason for choosing online protein products from rabbit and snail protein?

- ☐ Quality
- ☐ Freshness
- ☐ Supporting local farmers
- ☐ Other.....

13. Does the origin (country or region) of online protein products from rabbit and snail protein influence your buying decision?

- ☐ Yes
- ☐ No
- ☐ Maybe

14. Do you consider registered or certified online protein products before making a purchase?

- ☐ Yes
- ☐ No
- ☐ Maybe

15. If yes, why?

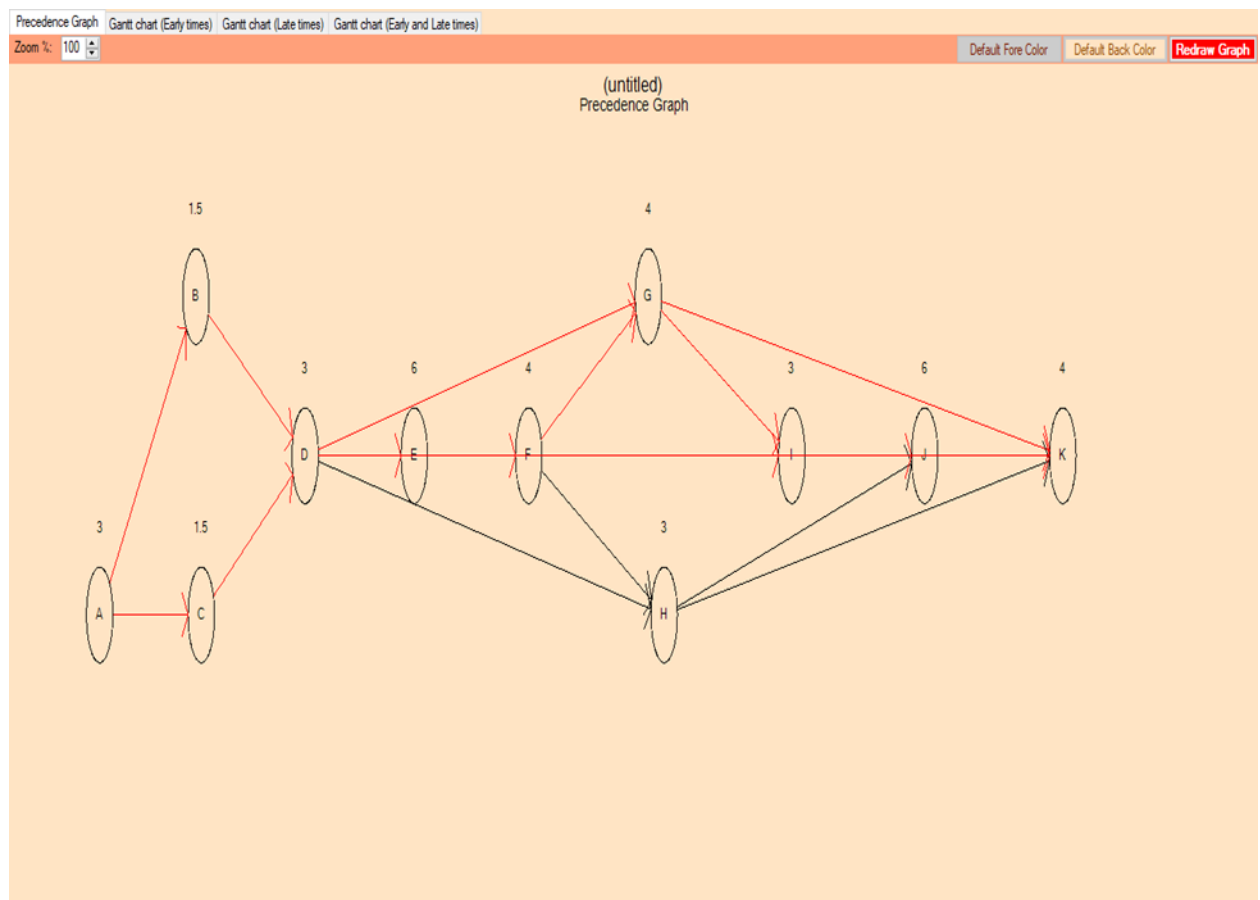
- ☐ Assurance of safety
- ☐ Reliability
- ☐ Supporting sustainable practices
- ☐ Other.....

APPENDIX B. INTERVIEW WITH THE ARINADE FARMS MANAGEMENT

1. How do you now advertise your snail and rabbit products to prospective buyers online, and do you believe that your internet marketing campaigns successfully connect with your target market?
2. How do you explain to customers the worth of your products and how do your prices stack up against those of other domestic and foreign protein sources?
3. What programs does the business run to promote the eating of rabbit and snail meat locally, and what kind of success has it had so far?
4. How do you spread the word to prospective clients about Arinade Farms and its offerings, especially online?
5. Does the government promote regional farming and the production of protein? If yes, how has this helped Arinade Farms?
6. How do you distribute your goods to customers and are you able to meet the local demand for rabbit and snail meat?
7. Why, in your opinion, do certain customers choose locally-produced protein sources like yours over imported ones?
8. Does your marketing plan take into account the import of protein goods from particular nations? If yes, how do you adjust to the competition?
9. Which social media sites does Arinade Farms presently utilize, and how successful is it using them to attract new clients?
10. Is it intended to create an online store or e-commerce platform for direct consumer sales?

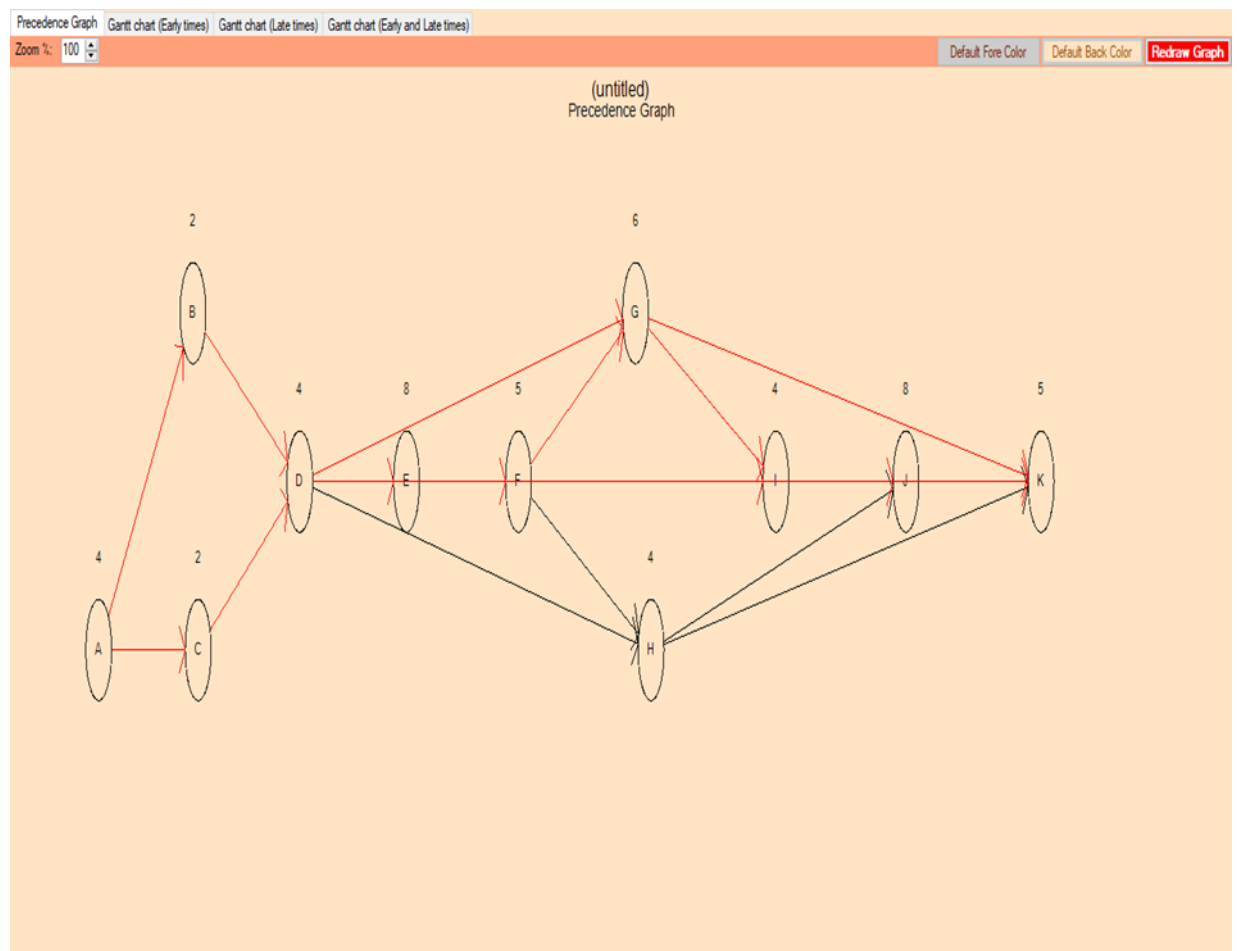
APPENDIX C I : NORMAL (MOST LIKELY) TIME FOR THE PROJECT

Activity	Activity time	Early Start	Early Finish	Late Start	Late Finish	Slack
Project	34.5					
A	3	0	3	0	3	0
B	1.5	3	4.5	3	4.5	0
C	1.5	3	4.5	3	4.5	0
D	3	4.5	7.5	4.5	7.5	0
E	6	7.5	13.5	7.5	13.5	0
F	4	13.5	17.5	13.5	17.5	0
G	4	17.5	21.5	17.5	21.5	0
H	3	17.5	20.5	21.5	24.5	4
I	3	21.5	24.5	21.5	24.5	0
J	6	24.5	30.5	24.5	30.5	0
K	4	30.5	34.5	30.5	34.5	0



APPENDIX C II. PESSIMISTIC TIME (DURATION) FOR THE PROJECT

Activity	Activity time	Early Start	Early Finish	Late Start	Late Finish	Slack
Project	46					
A	4	0	4	0	4	0
B	2	4	6	4	6	0
C	2	4	6	4	6	0
D	4	6	10	6	10	0
E	8	10	18	10	18	0
F	5	18	23	18	23	0
G	6	23	29	23	29	0
H	4	23	27	29	33	6
I	4	29	33	29	33	0
J	8	33	41	33	41	0
K	5	41	46	41	46	0



APPENDIX D: VARIABLES IN SPSS ALONG WITH THEIR CODES

Male	0
Female	1
Prefer not to say	2
20 years and below	0
Between 21 to 30	1
Between 31 to 40	2
Between 41 to 50	3
51 years and above	4
High School	0
Undergraduate	1
Postgraduate	2
Student	3
Formal Sector	0
Informal Sector	1
Yes	0
No	1
May be	2
Prefer not to say	3
Freshness	0
Option 2	1
Organic nature	2
Concern about safety	3
Lack of knowledge	4
Not interested	5

Regularly	0
Occasionally	1
Rarely	2
Raw products	0
Processed products	1
Ready-to-eat products	3
Very affordable	0
Affordable	1
Moderate	2
Expensive	3
Very Expensive	4
Always accessible	0
Sometimes accessible	1
Rarely accessible	2
Never accessible	3
Quality	0
Freshness	1
Supporting local farmers	2
Yes	0
No	1
Maybe	2
Yes	0
No	1
Maybe	2
Assurance of safety	0

Reliability	1
Supporting sustainable practices	2