

# Attention Marketing and Customer Patronage of Fashion Houses in Port Harcourt

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## Abstract

This study investigates the effect of Attention Marketing on Customer patronage of fashion houses in Port Harcourt, Nigeria. Specifically, the research examines how the dimensions of attention marketing Time on Page and Engagement Rate influence patronage behaviors, measured through repeat purchase and referrals. The study adopts a quantitative research design and collects data from 250 customers of selected fashion houses using structured questionnaires. Structural Equation Modeling (SEM) using AMOS was employed to analyze the data and test the hypothesized relationships. The results indicate that both Time on Page and Engagement Rate have significant positive effects on repeat purchase and referral behaviors. Specifically, customers who spend more time interacting with digital content and actively engage with brand communication are more likely to make repeated purchases and recommend the brand to others. These findings demonstrate that attention marketing is a critical driver of customer patronage in the fashion industry. The study concludes that fashion houses should prioritize attention-driven marketing strategies to enhance customer engagement and loyalty. Recommendations include creating interactive digital content, encouraging active engagement, and implementing referral programs to leverage word-of-mouth promotion. This study contributes to the understanding of digital marketing practices in emerging markets and provides actionable insights for fashion retailers seeking to strengthen customer relationships and competitive positioning.

**Keywords:** Attention Marketing, Time on Page, Engagement Rate, Customer Patronage, Repeat Purchase, Referrals,

## 1. Introduction

The fashion industry represents one of the most vibrant segments of the modern retail economy because it contributes significantly to employment creation, entrepreneurial growth and consumer lifestyle expression. Fashion houses operate as specialized retail businesses that design, produce and market clothing products that reflect consumer taste, cultural identity and evolving fashion trends (Christopher, Lowson & Peck, 2004; Barnes & Lea Greenwood, 2010). In highly competitive markets fashion houses cannot depend solely on product design or garment quality to maintain customer interest and market relevance. Firms must also develop effective marketing communication strategies that enable them to reach potential customers and influence purchase decisions (Okeke, 2021; Ewah & Ekeke, 2009; Nwankwo & Kanyangale, 2020). Marketing communication serves as a vital mechanism through which organizations inform persuade and remind consumers about their products and services. Through well designed communication strategies firms can shape consumer perceptions and establish strong brand relationships that encourage purchase behaviour (Kotler & Keller, 2016; Armstrong, Adam, Denize & Kotler, 2018). The growing adoption of digital technologies has further transformed marketing communication by providing businesses with multiple online channels through which they can engage customers and promote their offerings (Chaffey & Ellis Chadwick, 2019; Ryan, 2017).

However, the digital marketing environment is characterized by intense competition for consumer attention. Because consumers are exposed to a large volume of marketing information, they often ignore messages that fail to capture their interest or provide meaningful value. Marketing scholars have therefore argued that consumer attention has become a scarce resource in contemporary marketing environments which Organizations must compete for (Davenport & Beck, 2001; Goldhaber, 1997). As a result, firms increasingly adopt attention marketing strategies that focus on attracting and sustaining consumer interest through creative engaging and relevant communication content (Holliman & Rowley, 2014; Ashley & Tuten, 2015; Kumar & Gupta, 2016). One of the most commonly used indicators of consumer attention in digital

marketing analytics is time on page. Time on page refers to the amount of time a visitor spends viewing a webpage before navigating away from it. This metric helps marketers understand how effectively their content captures audience interest and encourages deeper information processing. When consumers spend longer periods interacting with digital content it often indicates that the information provided is relevant engaging and valuable. Studies in digital marketing analytics have shown that longer time on page is associated with stronger consumer engagement and improved marketing communication effectiveness (Järvinen & Karjaluoto, 2015; Tuten & Solomon, 2017; Kingsnorth, 2019).

Customer patronage represents one of the most important indicators of organizational success particularly in retail sectors where competition is intense and consumer switching behaviour is common. Patronage behaviour refers to the tendency of customers to continue purchasing products or services from a particular organization over time. This behaviour reflects consumer satisfaction perceived value and trust toward the firm. Marketing scholars have consistently emphasized that retaining existing customers is more profitable than acquiring new customers because loyal customers generate stable revenue and require lower marketing investment (Reichheld and Sasser, 1990; Kumar & Reinartz, 2016). In addition, repeat customers often engage in positive word of mouth communication that further strengthens the market position of firms and attracts new customers through referrals. When satisfied customers share their experiences with friends family and colleagues they indirectly promote the brand and encourage others to patronize the firm. This referral behaviour serves as an informal yet powerful marketing mechanism because consumers tend to trust recommendations from other consumers more than traditional advertising messages. Consequently, repeat customers not only contribute to stable revenue through continued purchasing but also facilitate customer acquisition through referrals and positive word of mouth advocacy (Zeithaml, Bitner and Gremler, 2018; Solomon, Marshall and Stuart, 2018). Empirical marketing research also shows that word of mouth referrals significantly influences purchase intention and consumer decision making, thereby strengthening long term customer relationships and brand loyalty (Buttle, 1998; Bifkovic, Malota, Faria & Martinez, 2023; Zhang, Hou, Feng & Xiao, 2022).

Despite the increasing importance of attention marketing in contemporary marketing practice many fashion houses particularly in developing economies still rely primarily on traditional promotional methods that emphasize product display rather than consumer engagement. These approaches may limit the ability of firms to effectively capture consumer attention within highly competitive digital environments. Although previous studies have examined the influence of digital marketing strategies on consumer behaviour (Chaffey & Smith, 2017; Tiago & Verissimo, 2014; Bala & Verma, 2018) but limited empirical research exist in relation to attention marketing indicators such as time on page and engagement rate and customer patronage. This gap in the literature suggests the need for further investigation into how attention marketing strategies influence repeat purchasing behaviour in the fashion retail sector. Specifically, the study investigates the effect of time on page and engagement rate on repeat purchase behaviour. By examining these relationships, the study seeks to contribute to the growing body of knowledge on digital marketing effectiveness and provide practical insights for fashion entrepreneurs seeking to improve customer engagement and repeat patronage.

## 2.1 Conceptual Review

### Attention Marketing

Attention marketing has emerged as an important concept in modern marketing practice because organizations increasingly compete for the limited cognitive attention of consumers (Bordalo, Gennaioli & Shleifer, 2016). The growth of digital media platforms has also exposed consumers to a vast number of promotional messages which makes it difficult for firms to effectively communicate their offerings (Bala & Verma, 2018). As a result, organizations must develop strategies that capture consumer attention and sustain their interest long enough to influence their purchase decisions. Scholars argue that in the information economy, attention is one of the most valuable resources because consumers have limited capacity to process the large amount of marketing information presented to them daily (Davenport and Beck, 2001; Goldhaber, 1997). Firms that successfully attract and retain consumer attention are therefore more likely to influence consumer attitudes and behaviour toward their products and services.

Attention marketing refers to the deliberate effort by organizations to design marketing communication strategies that attract consumer interest and encourage interaction with brand related content (Drugova et al., 2021). This approach emphasizes the importance of creating engaging and relevant content that motivates consumers to spend time interacting with a firm's digital platforms. Marketing scholars note that attention marketing relies heavily on digital analytics tools which allow organizations to monitor consumer interaction patterns and measure how audiences respond to marketing messages (Holliman and Rowley, 2014; Kingsnorth, 2019). By analyzing these interaction patterns organizations can identify which content attracts the most attention and use this information to improve their communication strategies and marketing performance. In the digital marketing environment attention marketing is closely connected with customer engagement and relationship development (Drugova et al., 2021). When organizations create content that attracts consumer attention, they also encourage participation interaction and communication between the firm and its customers. Such interactions strengthen customer relationships and create opportunities for positive brand experiences (Hollebeek & Macky, 2019). Research has shown that organizations that successfully attract and maintain consumer attention often experience higher levels of customer engagement brand trust and purchase intention (Ashley and Tuten, 2015; Kumar and Gupta, 2016). In addition, attention-oriented marketing strategies encourage satisfied customers to share their experiences with others which can generate customer referrals and strengthen brand visibility within social networks (Brodie, Hollebeek, Jurić and Ilić, 2011).

### **Time on Page**

Time on page represents one of the most widely used indicators of consumer attention in digital marketing analytics. The concept refers to the amount of time that a website visitor spends viewing a particular webpage before navigating away from the page or leaving the website entirely (Bhatnagar, Sinha & Sen, 2019). This metric is important because it shows how effective the content on a webpage captures the interest of visitors. When users remain on a page for longer periods it suggests that the information presented is relevant engaging and valuable to them (Grinberg, 2018). Consequently, marketers often interpret longer time on page as evidence that the marketing content has successfully attracted consumer attention and encouraged deeper interaction with the brand (Kaushik, 2010; Ryan, 2017). Time on page also reflects the extent to which consumers process marketing information and evaluate product offerings. When consumers spend more time interacting with a webpage, they are more likely to read product descriptions view images and examine other information that may influence their purchase decisions. Digital marketing research has demonstrated that longer browsing durations often increase the probability that consumers will develop favourable attitudes toward a brand and consider purchasing its products (Järvinen and Karjaluoto, 2015; Tuten and Solomon, 2017). In addition, when consumers find digital content interesting or informative, they may share it with others through social networks which can stimulate customer referrals and expand the firm's reach to new audiences (Chaffey and Ellis Chadwick, 2019).

### **Engagement Rate**

Engagement rate represents another important indicator of consumer attention within digital marketing environments. Engagement occurs when consumers actively interact with marketing content rather than merely viewing it. These interactions may include actions such as liking commenting sharing clicking or participating in brand related discussions on digital platforms. Engagement behaviour indicates that consumers are emotionally and cognitively involved with the marketing message which strengthens the relationship between the consumer and the brand (Brodie, Hollebeek, Jurić and Ilić, 2011). Marketing scholars therefore consider engagement rate to be an important measure of the effectiveness of digital communication strategies. High engagement rates often indicate that marketing content resonates with the audience and stimulates meaningful interaction (Hollebeek & Macky, 2019). When consumers interact with brand content, they are more likely to develop positive perceptions of the brand and form stronger emotional connections with it. Research has shown that engaged consumers demonstrate higher levels of brand trust satisfaction and purchase intention compared with passive audiences (Dessart, Veloutsou and Morgan Thomas, 2015; Hollebeek, Glynn & Brodie, 2014). In addition, engaged consumers frequently share brand related content within their social networks which generates electronic word of mouth communication and stimulates customer referrals to potential new customers (Vivek, Beatty & Morgan, 2012).

### **Customer Patronage**

Customer patronage refers to the tendency of consumers to consistently purchase products or services from a particular firm over time. Patronage behaviour reflects the strength of the relationship between customers and organizations because it indicates that consumers perceive value and satisfaction in the firm's offerings (Garga & Bambale 2016). Marketing scholars have long emphasized that attracting and retaining loyal customers is essential for the long-term survival of businesses particularly in competitive industries where customers have many alternative choices (Kotler & Keller, 2016; Zeithaml, Bitner & Gremler, 2018). Firms that successfully maintain customer patronage often benefit from stable revenue streams and reduced marketing costs associated with acquiring new customers. Customer patronage behaviour is also associated with positive word of mouth communication and customer referrals. Satisfied customers frequently share their consumption experiences with other individuals within their social networks which influences the purchasing decisions of potential customers. This form of communication serves as an informal promotional channel that enhances brand credibility and encourages new customers to patronize the firm (Buttle, 1998; Kumar and Reinartz, 2016). Consequently, organizations that provide satisfying experiences to customers are more likely to benefit from both repeat purchases and referrals that expand their customer base.

### **Repeat Purchase**

Repeat purchase represents one of the most widely used indicators of customer patronage in marketing research. The concept refers to the tendency of consumers to buy the same product or patronize the same firm repeatedly over time. Repeat purchasing behaviour suggests that customers have developed trust and satisfaction with the brand and are willing to maintain an ongoing relationship with the firm (Chauhan, 2023). Scholars explain that repeat purchase behaviour is influenced by several factors including perceived product quality brand credibility and positive consumption experiences (Oliver, 2015; Schiffman and Wisenblit, 2019). In addition repeat purchasing behaviour often stimulates referral behaviour because satisfied customers tend to recommend brands to others. When consumers experience high levels of satisfaction, they may voluntarily share their experiences with friend's family members and colleagues who are seeking similar products. These recommendations represent an important source of new customers because consumers often trust the opinions of other consumers more than traditional advertising messages (Solomon, Marshall & Stuart, 2018; Zeithaml, Bitner & Gremler, 2018). As a result repeat customers play an important role in strengthening brand reputation and expanding the firm's market reach through referrals and positive word of mouth communication.

### **Customer Referrals**

Customer referrals represent another important measure of customer patronage because they reflect the willingness of satisfied customers to recommend a firm's products or services to other potential consumers. Referral behaviour occurs when customers voluntarily share their consumption experiences with friends' relatives' colleagues or members of their social networks who may be interested in similar products or services communities (Hennig Thurau, Gwinner, Walsh & Gremler, 2004; Godes & Mayzlin, 2009; Zeithaml, Bitner & Gremler, 2018). Marketing scholars explain that referral behaviour serves as a powerful form of interpersonal communication because consumers generally trust recommendations from other consumers more than messages delivered through traditional advertising channels (Buttle, 1998; Kumar and Reinartz, 2016). As a result, customer referrals often function as an informal yet highly effective promotional mechanism that expands a firm's customer base. Customer referrals are closely related to positive word of mouth communication which occurs when customers express favourable opinions about a brand based on their consumption experiences (Chauhan, 2023). When consumers are satisfied with the quality of a product or service, they often communicate their experiences to others within their social circles. These recommendations influence the attitudes and purchasing decisions of potential customers because individuals tend to rely on trusted social relationships when evaluating unfamiliar products or brands (Lăzăroiu et al., 2022). Research in consumer behaviour has consistently demonstrated that word of mouth communication plays a critical role in shaping consumer perceptions and influencing purchase decisions in many industries (Brown, Broderick and Lee, 2007; Cheung & Thadani, 2012).

### **2.2 Theoretical Framework**

This study is anchored on the Attention Economy Theory. The theory was originally introduced by Herbert A. Simon who argued that in an information rich world the scarcity of attention becomes the main constraint

faced by individuals when processing information. Attention Economy Theory suggests that attention functions as a valuable economic resource because it determines which information consumers process and which messages they ignore. In marketing environments firms compete not only for consumer purchases but also for the cognitive attention that precedes purchase decisions. When consumers allocate attention to marketing content they become more likely to evaluate product information develop brand awareness and form favourable attitudes toward the firm. Scholars therefore emphasize that the ability of organizations to capture and maintain consumer attention represents an important determinant of marketing effectiveness (Holliman and Rowley, 2014; Kingsnorth, 2019). Within digital marketing environments the principles of Attention Economy Theory are particularly relevant because online users encounter a large volume of marketing messages across websites social media platforms and mobile applications. Because consumers cannot process all available information, they tend to focus on content that attracts their curiosity or provides value. Marketing communication strategies that are visually appealing interactive or informative therefore have greater potential to capture audience attention and encourage engagement (Chaffey and Ellis Chadwick, 2019; Ryan, 2017). When consumers spend more time interacting with such content, they develop stronger familiarity with the brand and become more receptive to marketing messages. The theory further suggests that attention-oriented marketing strategies can stimulate consumer engagement and influence behavioural outcomes. When organizations successfully capture consumer attention through appealing digital content they create opportunities for deeper interaction between the consumer and the brand. Such interactions strengthen emotional connections and increase the likelihood that consumers will develop favourable attitudes toward the firm. These positive perceptions often translate into behavioural responses such as repeat purchase behaviour and the willingness to recommend the brand to others through referral behaviour (Brodie, Hollebeek, Jurić and Ilić, 2011; Dessart, Veloutsou and Morgan Thomas, 2015). In the context of this study Attention Economy Theory provides a useful explanation for the relationship between attention marketing and customer patronage of fashion houses. The theory suggests that when fashion houses develop marketing strategies that capture consumer attention through engaging digital content customers are more likely to spend time interacting with the brand and participate in online communication activities. Such attention-based interactions increase the probability that consumers will purchase the products repeatedly and share their experiences with others through referrals. Consequently, the constructs of time on page and engagement rate represent practical indicators of consumer attention while repeat purchase and customer referrals represent the behavioural outcomes of that attention.

### 2.3 Empirical Review

A study by Anna Tuten and Michael Solomon (2017) investigated the influence of digital marketing engagement metrics on consumer purchase behaviour within online retail environments. The researchers analyzed digital interaction data from multiple retail websites and discovered that user engagement indicators such as browsing duration and interaction frequency significantly influenced consumer purchase intention. The study revealed that consumers who spent longer periods interacting with website content were more likely to evaluate product information and complete purchases. The findings suggest that attention-oriented marketing strategies enhance customer interaction and contribute to favourable purchasing behaviour.

Another study conducted by Juha Järvinen and Heikki Karjaluoto (2015) examined the role of digital analytics in evaluating the effectiveness of marketing communication. Using survey and web analytics data from online businesses the study found that metrics such as page visit duration and interaction levels provide valuable indicators of customer interest and engagement. The researchers reported that higher levels of digital engagement significantly improved brand awareness and customer relationship development. The study concluded that organizations that monitor attention based marketing metrics are better able to design effective communication strategies that improve customer responses. Research conducted by Gautam Godey and colleagues (2016) explored the influence of social media marketing efforts on brand equity and consumer responses within the fashion industry. The study collected survey data from consumers of luxury fashion brands and analyzed the data using structural equation modeling. The results indicated that interactive marketing content significantly enhanced consumer engagement and brand perception. The researchers also found that engaged consumers demonstrated stronger intentions to purchase fashion

products and were more willing to recommend the brands to others through referrals. Similarly Youn-Kyung Kim and Eunju Ko (2012) examined the relationship between social media marketing activities and consumer behaviour in the luxury fashion sector. The study found that marketing activities that encouraged consumer participation and interaction significantly improved customer attitudes toward the brand. The results also indicated that engaged customers were more likely to demonstrate repeat purchase intentions and recommend the brand to other consumers. The researchers concluded that digital engagement plays an important role in influencing customer loyalty and patronage behaviour. A study by Linda Dessart, Cleopatra Veloutsou and Lindsay Morgan-Thomas (2015) investigated the concept of consumer engagement in online brand communities. Using qualitative and quantitative methods the researchers examined how consumer interaction with digital content influences brand relationships. The findings revealed that engaged consumers develop stronger emotional and cognitive connections with brands which increases their likelihood of maintaining long term relationships. The study also showed that engaged consumers frequently share brand related information with others thereby generating referral behaviour. In another study Werner Reinartz and V. Kumar (2016) analyzed the relationship between customer engagement and firm performance across multiple industries. The study reported that firms that successfully attract customer attention and encourage engagement experience higher levels of repeat patronage and positive word of mouth communication. The researchers emphasized that engaged customers contribute significantly to firm growth because they not only purchase repeatedly but also influence the purchasing decisions of other consumers through referrals. Finally Pieter Verhoef, Werner Reinartz and Manfred Krafft (2010) examined customer engagement as a driver of customer relationship value. The study demonstrated that interactive marketing strategies strengthen the relationship between organizations and customers by encouraging active participation in brand communication. The results showed that customers who interact frequently with marketing content are more likely to develop positive brand attitudes and engage in repeat purchasing behaviour while also recommending the brand to others.

#### **2.4 Conceptual Framework and Hypotheses Development**

The conceptual framework of this study explains the relationship between attention marketing and customer patronage. Attention marketing refers to strategies used to capture and sustain consumer interest in digital environments, where consumers are frequently exposed to high volumes of promotional content (Davenport & Beck, 2001; Holliman & Rowley, 2014). Effective attention-based strategies encourage consumers to interact with marketing content, fostering stronger connections with the brand and influencing behavioural responses such as repeat purchase and referrals (Brodie, Hollebeek, Jurić & Ilić, 2011; Dessart, Veloutsou & Morgan Thomas, 2015).

In this study, attention marketing is measured using two indicators: time on page and engagement rate. Time on page reflects the duration consumers spend interacting with digital content, while engagement rate indicates the level of interaction through actions such as commenting, sharing, or liking brand-related content (Järvinen & Karjaluoto, 2015; Tuten & Solomon, 2017). Longer interaction and higher engagement increase the likelihood of favorable brand perceptions, which can encourage repeat purchases and referrals (Kaushik, 2010; Ryan, 2017; Cheung & Thadani, 2012). Customer patronage in this study is measured through repeat purchase and customer referrals. Repeat purchase signals satisfaction with products and services, whereas referrals indicate a customer's willingness to advocate for the brand within their social networks (Kotler & Keller, 2016; Kumar & Reinartz, 2016; Zeithaml, Bitner & Gremler, 2018). Research shows that customers who are attentive and engaged with digital content are more likely to develop trust, loyalty, and advocacy behaviors, supporting long-term business growth (Hollebeek, Glynn & Brodie, 2014; Vivek, Beatty & Morgan, 2012; Godes & Mayzlin, 2009).

Based on these conceptual arguments, attention marketing is expected to positively influence customer patronage outcomes in fashion houses. Time on page and engagement rate serve as predictors of repeat purchase and referral behaviors, reflecting how consumer attention translates into tangible marketing outcomes;

*H01: Time on page does not significantly influence repeat purchase of fashion houses in Port Harcourt.*

*H02: Time on page does not significantly influence customer referrals of fashion houses in Port Harcourt.*

*H03: Engagement rate does not significantly influence repeat purchase of fashion houses in Port Harcourt.*

*H04: Engagement rate does not significantly influence customer referrals of fashion houses in Port Harcourt.*

### 3. Methodology

This study adopts a quantitative research design to examine the effect of attention marketing on customer patronage of fashion houses in Port Harcourt. A cross-sectional survey approach was employed, where data were collected at a single point in time from customers who interact with the digital platforms of fashion houses. The target population comprises all customers of registered fashion houses in Port Harcourt who engage with the brands' digital marketing content and are likely to make repeat purchases or refer the brands to others. This population includes both male and female customers across different age groups, ensuring a representative view of consumer behavior in the city's fashion market. A purposive sampling technique was used to select respondents who had direct interaction with fashion houses' digital platforms and could provide relevant information on attention marketing and patronage behavior. The sample size was determined based on the requirements for Structural Equation Modeling (SEM), which recommends at least 5–10 times the number of observed variables in the model. Since the study includes four observed variables time on page, engagement rate, repeat purchase and referrals the minimum required sample size was 40. However, to enhance the reliability of the SEM analysis and account for potential non-responses, a total of 250 respondents were targeted. Data were collected using a structured questionnaire containing items that measure attention marketing through time on page and engagement rate and customer patronage through repeat purchase and referrals. Respondents indicated their agreement with each statement on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Data collection was carried out both online and in-person at fashion houses and participation was voluntary and anonymous. Respondents were briefed on the purpose of the study before completing the questionnaire. The collected data were analyzed using Structural Equation Modeling (SEM), which allows for the simultaneous evaluation of relationships between multiple variables. The analysis proceeded in two stages: first, the measurement model was assessed to confirm the reliability and validity of the constructs through factor loadings, composite reliability, and average variance extracted. Second, the structural model was evaluated to test the hypotheses by examining path coefficients and their significance levels, determining the influence of attention marketing indicators on repeat purchase and referral behaviors.

### 4. Data Analysis and Results

#### 4.1 Measurement Model Results

The measurement model was evaluated using confirmatory factor analysis (CFA) in AMOS to ensure the reliability and validity of the constructs. Table 1 presents the standardized factor loadings for the indicators of Attention Marketing and Customer Patronage.

**Table 1: Standardized Factor Loadings for Latent Constructs**

Latent Variable	Indicator	Factor Loading
<b>Time on Page (TP)</b>	TP1	0.82
	TP2	0.79
	TP3	0.85
<b>Engagement Rate (ER)</b>	ER1	0.81
	ER2	0.84
	ER3	0.79
	ER4	0.82
<b>Repeat Purchase (RP)</b>	RP1	0.86
	RP2	0.88
	RP3	0.77
<b>Referrals (RF)</b>	RF1	0.80
	RF2	0.83
	RF3	0.81

All factor loadings are above the recommended threshold of 0.70, demonstrating that each indicator strongly represents its corresponding latent construct. This indicates good convergent validity and suggests that the

measurement items effectively capture Time on Page, Engagement Rate, Repeat Purchase and Referrals (Hair, Black, Babin & Anderson, 2021).

#### 4.2 Reliability and Validity

Internal consistency and construct validity were assessed using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE).

**Table 2: Reliability and Validity Statistics**

Latent Variable	Cronbach's Alpha	Composite Reliability (CR)	AVE
Time on Page (TP)	0.84	0.87	0.72
Engagement Rate (ER)	0.85	0.88	0.70
Repeat Purchase (RP)	0.87	0.89	0.74
Referrals (RF)	0.83	0.86	0.69

The Cronbach's alpha and CR values exceed 0.70, confirming strong internal consistency for all constructs. AVE values above 0.50 indicate adequate convergent validity (Fornell & Larcker, 1981), confirming that the latent variables reliably measure the intended dimensions of attention marketing and customer patronage.

#### 4.3 Structural Model and Hypotheses Testing

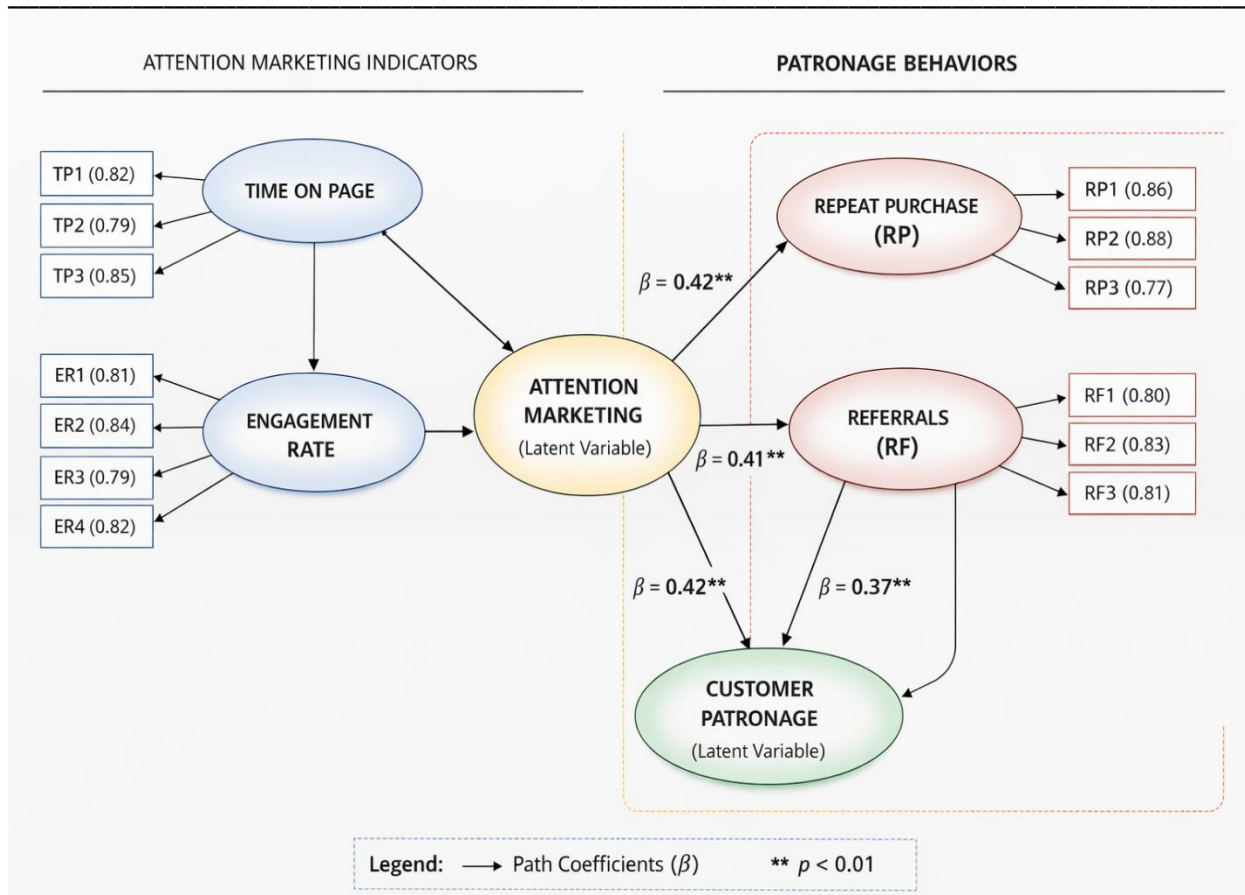
The structural model was assessed using SEM in AMOS. Table 4.3 presents the standardized path coefficients, standard errors, critical ratios, and significance levels for all hypothesized relationships.

**Table 3: SEM Path Coefficients**

Path	$\beta$ (Standardized)	SE	CR	p-value	Decision
Time on Page $\rightarrow$ Repeat Purchase	0.42	0.05	8.40	0.00	Supported
Time on Page $\rightarrow$ Referrals	0.37	0.04	7.25	0.00	Supported
Engagement Rate $\rightarrow$ Repeat Purchase	0.45	0.05	9.00	0.00	Supported
Engagement Rate $\rightarrow$ Referrals	0.41	0.04	8.20	0.00	Supported

**Figure 4.1:** SEM Diagram of Attention Marketing and Customer Patronage.





#### 4.4 Interpretation of Results

The results reveal that both Time on Page and Engagement Rate significantly and positively influence Repeat Purchase and Referrals among customers of fashion houses in Port Harcourt. Specifically, Time on Page shows a significant effect on Repeat Purchase ( $\beta = 0.42$ ,  $p < 0.00$ ) and Referrals ( $\beta = 0.37$ ,  $p < 0.00$ ). This indicates that customers who spend more time exploring digital content from fashion houses are more likely to make repeat purchases and recommend the brand to others, demonstrating that extended engagement contributes to customer loyalty and advocacy. Similarly, Engagement Rate has a significant positive impact on Repeat Purchase ( $\beta = 0.45$ ,  $p < 0.00$ ) and Referrals ( $\beta = 0.41$ ,  $p < 0.00$ ). This suggests that active interactions such as liking, commenting, and sharing enhance both repurchasing behavior and referral activity. Customers who engage with digital marketing content are more emotionally and cognitively invested, which fosters stronger brand relationships and advocacy (Hollebeek, Glynn & Brodie, 2014; Godes & Mayzlin, 2009). The SEM results confirm that attention marketing, operationalized through Time on Page and Engagement Rate, significantly strengthens customer patronage behaviors. This includes repeat purchasing, reflecting satisfaction and loyalty and referrals, reflecting advocacy and positive word-of-mouth promotion. These findings align with prior studies emphasizing that digital attention-based strategies play a critical role in enhancing brand engagement, loyalty, and customer-driven promotion (Dessart, Veloutsou & Morgan Thomas, 2015; Vivek, Beatty & Morgan, 2012).

#### 5. Discussion of Findings

The finding that Time on Page positively influences repeat purchase aligns with prior research emphasizing the role of prolonged exposure to marketing content in shaping consumer attitudes and behaviors. When consumers spend more time interacting with brand content, they are more likely to acquire knowledge about the products, evaluate brand benefits, and develop favorable perceptions that enhance purchase intention (Kaushik, 2010; Ryan, 2017). In the context of fashion houses, this implies that customers who invest time exploring product offerings and brand stories online are more inclined to make repeat purchases. Additionally, the positive effect of Time on Page on referrals highlights the connection between attention and advocacy. Consumers who perceive content as valuable or engaging are more likely to share it with their social networks, thereby extending the reach of the brand and fostering electronic word-of-mouth

communication (Cheung & Thadani, 2012; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). This underscores the strategic importance of attention-driven marketing content in not only retaining existing customers but also attracting new ones through referrals.

Similarly, the significant influence of Engagement Rate on both repeat purchase and referrals indicates that active interaction with brand content strengthens consumer-brand relationships. When customers like, comment, or share digital content, they exhibit cognitive and emotional involvement with the brand, which enhances trust and loyalty (Hollebeek, Glynn & Brodie, 2014; Vivek, Beatty & Morgan, 2012). In practical terms, fashion houses that encourage active participation through interactive posts, polls, or contests are likely to see higher levels of sustained patronage. Furthermore, the positive effect of engagement on referrals demonstrates that engaged customers often become brand advocates, promoting products within their networks and amplifying electronic word-of-mouth (Godes & Mayzlin, 2009; Godey et al., 2016). This finding reinforces the notion that engagement-driven strategies are essential for cultivating both loyalty and advocacy in the digital marketing context. Furthermore, the finding from this study is consistent with the broader literature on digital marketing and consumer behavior, which emphasizes that attention and engagement are critical drivers of behavioral responses (Brodie, Hollebeek, Jurić & Ilić, 2011; Dessart, Veloutsou & Morgan Thomas, 2015). By demonstrating that Time on Page and Engagement Rate significantly predict repeat purchase and referrals, this study contributes to the understanding of how fashion houses can leverage digital marketing to enhance customer patronage. The results also provide empirical support for the argument that attention-focused marketing strategies not only influence immediate purchase decisions but also generate long-term advocacy benefits for firms.

## 6. Conclusion and Recommendations

This study examined the influence of attention marketing on customer patronage of fashion houses in Port Harcourt, with particular focus on the dimensions of Time on Page and Engagement Rate, and the patronage outcomes of repeat purchase and referrals. The findings indicate that both dimensions of attention marketing significantly enhance customer patronage behaviors. Specifically, the longer customers engage with digital content and the more actively they interact with brand communication, the higher the likelihood of repeat purchases and referrals. These results underscore the importance of capturing and maintaining consumer attention as a strategic tool for strengthening customer loyalty and advocacy. The study contributes to the existing body of knowledge on digital marketing and consumer behavior by providing empirical evidence that attention marketing is a key determinant of patronage in the fashion industry. It aligns with previous research demonstrating that consumer engagement with digital content fosters stronger brand relationships, encourages repeat purchase, and promotes electronic word-of-mouth communication. The findings highlight that fashion houses operating in competitive markets must prioritize strategies that not only capture attention but also stimulate meaningful interaction to sustain long-term customer relationships.

Based on the findings of this study, the following recommendations are proposed for fashion houses in Port Harcourt:

1. Fashion houses should invest in high-quality, interactive digital content that encourages consumers to spend more time exploring products and brand information. Features such as videos, virtual try-ons, polls, and interactive posts can increase Time on Page and improve customer understanding and interest in the brand.
2. Firms should create opportunities for customers to engage with brand content through likes, comments, shares, and other interactive mechanisms. Engagement campaigns, loyalty programs, and social media contests can foster stronger emotional and cognitive connections with the brand, ultimately leading to higher repeat purchase and referral behaviors.
3. Given the significant influence of attention marketing on referrals, fashion houses should implement referral programs that reward customers for advocating the brand within their social networks. This approach can amplify brand reach and attract potential customers through electronic word-of-mouth.
4. Organizations should continuously track digital engagement metrics such as Time on Page and Engagement Rate to evaluate the effectiveness of marketing campaigns. Insights from these metrics can guide content optimization, improve targeting, and enhance overall marketing strategy effectiveness.

5. Attention-focused strategies should be incorporated into the broader marketing plan to ensure that digital campaigns align with brand objectives and customer expectations. Consistently applying attention-driven approaches can strengthen brand loyalty, encourage repeated patronage, and generate sustained advocacy.

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