

Editorial Comment

Dear Readers,

It is with great pleasure that I present to you Volume 2, Issue 2 of the UNIZIK Journal of Marketing. As the journal continues to grow in relevance and reach, this edition further strengthens our commitment to advancing marketing knowledge, particularly within the Nigerian and African contexts.

This issue features ten well-reviewed papers that address diverse and timely topics, including branding, digital marketing, consumer behaviour, service delivery, and marketing strategies in today's challenging economic landscape. Each article reflects a strong balance of academic depth and practical insight, offering value to scholars, practitioners, policymakers, and students alike.

I sincerely thank our editorial board, reviewers, and contributors for their dedication, and our readers for their continued support. We look forward to even more innovative and impactful submissions in future editions.

Dr Ifeaanyichukwu N. Oranusi

Editor-in-Chief

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