

**Digital Marketing and Buyers' Purchase Intention of Household Products in Abeokuta
Metropolis, Nigeria**

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Chapter One

Introduction

1.1 Background to the Study

In recent times, the rapid development of information technology has had a profound impact on various business activities¹. This technological advancement has provided numerous opportunities for businesses to thrive and succeed. In today's fragmented market, companies are faced with the crucial task of selecting the most effective marketing and media strategies to engage their target audience and ultimately increase their sales volume and market share. One such strategy that has gained prominence is digital marketing. This form of marketing utilizes various digital platforms and tools to promote products and services, reach a wider audience, and establish a strong online presence. Through digital marketing, businesses can leverage the power of social media, search engine optimization, content marketing, and other digital channels to effectively communicate with their customers and create meaningful connections². The utilisation of digital marketing has become indispensable for businesses striving to stay competitive and achieve sustainable growth in the modern business landscape.

Digital marketing has emerged as a synergy of the world of information technologies and the world of marketing to reach target customers and achieve overall performance. Online information sharing has become a key part of consumers' modern life as people are seen sharing content, experience, reviews, news and interesting articles on different media platform³. This social transmission of content and information has an effect on consumers and brands. Consumer-to-consumer interactions in online and offline environments have an effect on attitudes, preferences and eventually buying behavior of customers⁴. Also, with the advancements of technology, marketing has incorporated the interactivity provided by technology to create two-way communication channels with current and potential customers. The use of internet-based technology, marketing encourages the active participation of consumers.

Generally, digital marketing explains the approaches through which organizations market their products or services using digital technologies. It is the promotion of products or brands through some forms of electronic media. Digital marketing differs from conventional marketing because it involves the use of channels and methods that allow corporate firms to analyze marketing campaigns⁵. The concept of digital marketing encompasses all the digital platforms and modern technologies in enhancing marketing strategies and plans for better customer satisfaction and to enable an organization achieve its goal of increased customer purchase behavior and patronage. Digital media is so all-encompassing that consumers have access to information any time and any place they want it. In ancient period only specific information was available regarding on business. Digital media is fast and widely growing source of information, entertainment, news, shopping and social interaction. There are several digital channels that consumers use and some of these include: the Internet, display advertising, mobile phones, and some other digital

mediums. When compared with other media, digital Medias are relatively cheap. They are also affordable for most new and small size business⁶.

Although, the internet has been the major digital marketing tool in a disruptive technological innovation but recently consumers are moving into some other newly introduced area among which is that of online shopping⁷. The impact on retailing has been profound and as a result many businesses are changing the channels they use to sell their goods and services. In some parts of the world, retailers have been quick off the mark in developing their own individually branded e-commerce stores, whereas in other parts the e-market place dominates. The development of social media provides opportunities for firms as an impressive marketing tool. Social media marketing as marketing that uses social networking websites as a marketing channel⁸. It is an essential tool for economic growth as its tools include two-way communication and low-cost marketing to obtain information, connect and establish a relationship with its clients⁹. The aim of social media marketing is to help the companies to increase their market share and purchase intentions of their customers. The emergence of the social media network has had a tremendous impact on business strategies which has lead to a drastic change in marketing strategies¹⁰. The use of social media technologies is growing, and, in the future, we should expect it to have the same effect on businesses. With new technologies available, organizations that employ the use of social marketing in their marketing operations gain considerable advantages¹¹. One new concern in marketing is the social media marketing. The business owners want to learn how it can create interest in their business. Social media marketing plays a very important role in the decision-making cycle of consumers.

Buyers make purchase decisions every day, and many factors influence their decisions. Various applications of the internet, social networks, smartphone apps, and other digital communication tools have turned out to be part of the daily life of many users around the world¹². Many buyers are becoming more involved in the creation of the product and services they purchase, and that has changed the control from manufacturer to customer. Internet users are significantly rising due to better access to mobile devices, which indeed occupy a majority of their time¹³. The widespread acceptance of digital marketing practices have greatly contributed to the personalization of marketing where commercial entities progressively links with individual clients and users and gaining feedback on a one-to-one basis¹⁴. Social media has therefore, become significant as a means of internet marketing given its wider adoption. The transformation for brands and organizations is largely dependent on content, because nine out of ten companies are using content marketing to engage, interact, convert, and remind consumers of its products and brands¹⁵.

The buying needs and purchase intention of modern consumers are influenced by various factors, and some noteworthy ones include their extensive knowledge, the widespread adoption of technology, and the abundance of information available to them. In this context, the significance of digital marketing cannot be overstated, as it plays a crucial role in shaping consumers' buying choices, interests, and opinions. Despite its importance, limited research has been conducted on the impact of digital marketing on the purchase intention of buyers in Nigeria. Therefore, this study aims to fill this research gap by examining the relationship between digital marketing and buyers' purchase intention in the Nigerian market. By investigating this relationship, the study seeks to shed light on the effectiveness of digital marketing strategies in influencing consumer behavior and purchase decisions. The findings of this study will contribute to a better

understanding of the role of digital marketing in Nigeria's business landscape and provide valuable insights for businesses aiming to enhance their marketing efforts and engage effectively with their target audience.

1.2 Statement of the Problem

Consumers preferences, fashion, choice and tastes change over time and this has necessitated better understanding of these buying traits. Organizations continue to find it tasking to fully understand the rationale for the changing need of the customers⁷. These changes in the expectations of the customers are due to many reasons, but one of the main reasons is changing buying behavior. Inability of a marketer to understand the changing needs of the customers and produce the goods and services accordingly is a huge challenge that limits an organizations ability to achieve its organizational aim and objectives. The increasing digitalization tools are causing serious problems for marketing people. They continue to experience growing, complex and rapidly changing markets that are beyond their control¹⁶. Consumers leave behind a huge trail of data in digital channels and this often times discourages them from engaging with digital marketing platforms. It is very difficult for organizations to handle and operate such huge bank of data and execute them in operation and this allow for digital marketing success¹⁷.

Despite the growth rate of internet marketing, observations and inferences based on the strength of empirical substantiations show that the intensity of internet shopping acceptance in Nigeria is still very low irrespective of the current gush in the number of internet users¹⁸. According to submitted that hat despite the significant increase of Internet shopping in the past, fewer people than anticipated actually purchase electronically. In reality, some people increasingly use the

medium to obtain information but not for purchasing products, Hence, it didn't basically influence their purchase intention¹⁹. Surprisingly it was asserted that in spite of the growth rate of internet marketing, consumers still assess business website only to source for information but yet make their purchases traditionally²⁰. It is equally doubted that the percentage of Internet users in Nigeria who purchase products online is in anywhere near the records documented in this respect in other countries. These to many, has been attributed to several negative factors that affect e-commerce in Nigeria, such as establishing cost, accessibility, privacy and confidentiality, data security, network reliability, credit card threat, authenticity, citizen's income and education²¹. All these negative vices therefore devalues the digital marketing strategies of several organizations as consumers becomes averse to make purchases online due to these various vices. It is against these problems that this study intends to unravel if digital marketing tools influence the buyers purchase intention of household products in Nigeria.

1.3 Aim and Objectives of the Study

The aim of this study is to examine the influence of digital marketing on buyer's purchase intention of Household products in Abeokuta, Nigeria. However, the specific objectives are to:

- i. investigate the influence of online advertising on buyers' purchase intention of household products in Abeokuta, Nigeria;
- ii. determine the influence of content marketing on buyers' purchase intention of household products in Abeokuta, Nigeria;
- iii. Evaluate the influence of social media marketing on buyers' purchase intention of household products in Abeokuta, Nigeria.

1.4 Research Questions

The following research questions are raised:

1. what is the influence of online advertising on buyers' purchase intention of household products in Abeokuta, Nigeria?
2. what is the influence of content marketing on buyers' purchase intention of household products in Abeokuta, Nigeria?
3. what is the influence of social media marketing on buyers' purchase intention of household products in Abeokuta, Nigeria?

1.5 Hypotheses

The following are hypotheses for the study:

H₀₁: Online advertising has no significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria.

H₀₂: Content marketing have no significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria.

H₀₃: Social media marketing have no significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria.

1.6 Scope of the Study

The purpose of this study is to investigate the effect of digital marketing on the purchase intention of household products in Abeokuta, Nigeria. Specifically, the study aims to explore the relationship between three sub-variables of digital marketing, namely digital/online advertising, social media marketing, and content marketing, and buyers' purchase intention. The research will focus on two major Local Governments within the Abeokuta Metropolis, namely Abeokuta North and Abeokuta South. The study will involve surveying consumers residing in these Local Governments to gather data. The respondents will be selected as participants for the study.

By examining the effect of digital marketing strategies on buyers' purchase intention, the research aims to provide valuable insights into the effectiveness of different digital marketing approaches in influencing consumer behaviour within the specified area. The findings of this study will contribute to a better understanding of the role of digital marketing in the context of household products in Abeokuta, Nigeria. This knowledge will be beneficial for businesses operating in the region, as it will help them make informed decisions regarding their marketing strategies, ultimately improving their ability to engage with consumers and drive purchase intention.

1.7 Significance of the Study

This study will help the household organizations to understand how digital marketing works to ensure buyers' purchase intention thereby leading to increasing market share for the organizations. The study will also provide insight on how to proactively respond to changes within the environment more effectively, especially as it relates to digital marketing and their expected contributions to the buyers' purchase intention

Also, this study will be relevant to the academics/ researcher to help fill gaps in the existing and fragmented literature on digital marketing and buyers' purchase intention. Also, the study will contribute more to the body of knowledge in this field or related fields based on the findings of this research. Likewise, it will be of immense value for the society as researchers will be able to share the results of this study thus utilizing it as another learning platform to get further understanding about digital marketing. This is important because digital marketing helps in easing communication with the customers.

1.8 Limitation of the Study

Different limitations may be encountered during this study which sounds common given the peculiarities of Nigeria and research endeavors. Nevertheless, the researcher would make efforts to ensure that these limitations did not limit the efficacy of the study. One area of limitation is in the area of data collection. To mitigate this, the researcher will use trained research assistants who will help in administering the questionnaire. Another limitation has to do with this study's research instrument; the questions to be raised are not open-ended, thereby limiting the respondents' responses to the options provided by the researcher. To this end, the researcher will ensure that the questions are explicit and easily understood and covered all areas of interest. The study will be conducted using only consumers in Ogun state, Nigeria as the sample size. To generalize the results, it may require using more consumers and other products aside household types. Hence, efforts will be made to mitigate on these expected limitations.

The study experienced some shortcomings that limited the presentation, interpretation and generalisation of the findings and as such serve as the basis for suggestions for further study.

Some of the limitations identified in the study include:

- i. The findings of the study indicate that digital marketing has a positive impact on consumers' purchasing intentions. However, it is important to acknowledge the existence of notable constraints in this regard. Regarding the replication of the research findings within analogous sectors across diverse geographical regions or within different industries within the same geographical area. Variations in the economy, culture, consumer behaviour, regulatory requirements, and government regulations across different locations can result in differences in research outcomes.
- ii. The researcher employed a survey research design, which is not devoid of limitations. The design exhibits limitations in its utilisation of comprehensive probing techniques, potentially resulting in insufficient data granularity that may not align with the researcher's objectives. In order to address this issue and ensure that the data is comprehensive, the researcher included customers from two specific local government areas in Abeokuta as key informants for this study.
- iii. The researcher employed a questionnaire as the primary instrument for data collection in this study. This approach exhibited limitations, such as the provision of responses that were either non-existent or invalid.
- iv. Lastly, the study recognizes the fact that several variables besides the one identified in this study contributes to buyers' purchase intention and it is not unmindful of the fact that there are other determinants of digital marketing beyond the three variables isolated in this study. Similarly, this study is not oblivious of the fact that a number of other factors

can also predict overall buyers' purchase intention of household products in Abeokuta. This study assumed those other factors as being constant. The aforementioned shortcomings of this study uncover potential areas for further research in that other variables apart from the current ones underscored in this study by this research can be studied to improve predictability of overall buyers' purchase intention of household products in Abeokuta. However, it must be noted that the variables used are very tangible to the research context, hence the non-usage of other variables has not in any way taken away the importance and relevance of this study in the field of digital marketing.

1.9 Operational Definitions of Terms

Customer Acquisition: Customer acquisition can be defined as the process of identifying and attracting customers who offer a favourable return on investment.

Content Marketing: is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.

Customer Retention: customer retention is about increasing the sales by endlessly satisfy and serve the customers so they will keep coming back. In order to ensure the customer retention to be successful, the quality of the service needs to be able to satisfy or go beyond the customer expectations.

Digital Marketing: is the buying and selling of content, digital marketing is the use of platforms to meet the target audience through any of the subsequent platforms: social networking, blogs, multimedia advertisement, online search engine commercials, e-digital marketing

Online Advertising: is a form of advertising which uses the internet to deliver promotional marketing messages to consumers.

Purchase Intention: a person's mental and emotional processes before, during, and after making a purchase.

Social Media Marketing: this is the use of social media platforms and websites to promote a product or service.

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Endnotes

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Chapter Two

Literature Review

This chapter examines the conceptual issues, theoretical review, as well as previous empirical research on digital marketing and buyers' purchase intention. The chapter also presents synthesis of gaps in literature

2.1 Conceptual Review

2.1.1 Digital Marketing

As a direct consequence of the recent developments in technology, the use of digital platforms to carry out commercial activities has increased considerably, prompting businesses to acknowledge the value that such platform provide to their bottom lines¹. The vast majority of industry professionals are of the opinion that internet marketing and other types of digital advertising initially existed in the seventeenth century^{1,2}. In the context of today's climate, almost every organisation relies on digital platforms to run its day-to-day operations. This is due to the fact that management often makes use of digital channels in order to communicate with consumers in a way that is both easy and economical^{3,4}. In addition, the vast majority of today's clients like virtual platforms, a trait that has a significant impact on the way firms are seen as brands and contributes to the growth of client relationships⁵. However, due to the fact that each company is unique, the marketers working for that company need to do an analysis of their company's brand, business objectives, target audience, and budget before choosing the kind of digital channels that are most suitable for their organization^{6,7}.

The sale of goods or services via the use of digital technology, most often the Internet, but also including mobile phones, display advertising, and any other kind of digital media, is referred to as digital marketing, which is also sometimes referred to as data-driven marketing. Digital marketing may be defined as the process of buying and selling digital material online. E-digital marketing and social networking are examples of digital marketing. Digital marketing is the use of platforms to reach the target audience using any of the following platforms: online search engine advertising, multimedia advertisements, social networking websites, and blogs⁸. According to the findings, the term "digital marketing" refers to the process of buying and selling information, goods, and services via digital media such as the internet⁹. The Internet and other technologies that facilitate electronic commerce are undergoing a revolutionary impact on the organisational structures of businesses, as well as their revenue streams, customer bases, and distribution networks. The use of digital technology to provide integrated, targeted, and quantified communication that assists in the acquisition and retention of customers as well as the building of deeper relationships with those customers is what is known as "digital marketing"¹⁰.

The concept of "digital marketing" has expanded significantly since the advent of the internet, and it no longer refers only to the promotion of goods or services through electronic distribution channels¹¹. The term refers to the activities and processes of an organisation that are made feasible by digital technologies in order to research, acquire, serve, and maintain customers¹². The construction of a definition for digital marketing suggests that this topic is one that is always shifting in response to developments in technology¹³. As a consequence of this, businesses need to keep up with the latest developments in digital marketing, which will change marketing operations and contribute to the competitiveness of a firm¹⁴. The term "digital marketing channels" refers to online distribution methods that may simultaneously create and promote

products while also transmitting value from manufacturers to end users through digital networks. Reaching, growing, and retaining an organization's consumer base is the objective of digital marketing, which takes place through the internet channel¹⁵. Internet media, as opposed to more conventional forms of advertising (such as television, magazines, and so on), are used with the intention of communicating and drawing attention to a certain product.

When consumers use digital devices instead of going to physical shops, digital marketing efforts become more widespread and efficient. This is because digital platforms are becoming more popular and efficient in marketing tactics and everyday life¹⁶. The promotion of a company's goods and services to potential customers via the use of an online electronic communication channel is what is known as digital marketing¹⁷. The end objective of digital marketing is to generate interest among customers and provide them opportunities to engage with a product via various forms of digital media¹⁸. It is also described as the use of technology to marketing initiatives in order to boost customer awareness by meeting their needs¹⁹. This is another definition of the term "marketing technology." Digital marketing incorporates strategies traditionally used for internet marketing. As technology improves, it is becoming more common for businesses to engage in activities such as search engine optimisation, search engine marketing, content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimisation, e-mail direct marketing, display advertising, and electronic books in addition to optical discs and games. In point of fact, the term "digital marketing" has come to include methods that do not use the Internet but nonetheless provide digital media. These methods include mobile phones (SMS and MMS), call back, and on-hold mobile ring tones.

The growth of the web and the internet, the proliferation of smartphones, tablets, and laptops, and other forms of digital technology that have revolutionised marketing have all contributed to the emergence of digital marketing, which is now on the rise and is expected to continue its ascent²⁰. Because of the Internet, customers now have a higher degree of control over the manner in which they obtain information on goods and services. The amount of time and effort that people spend shopping has decreased as a direct result of the proliferation of online shopping thanks to the Internet, which gives consumers access to an endless number of products and services offered by companies located all over the globe²¹. Companies utilise digital marketing because it is more effective than traditional marketing while also being more cost-effective and having a greater reach that can be quantified²². Consumers receive advantages as a result of digital marketing since it provides them with more product and service options, more bargaining power because they are able to compare prices, greater convenience because they are able to shop whenever they want, make use of bargains, and leave feedback and reviews²³.

The benefits of using digital marketing are many. It is more affordable, can reach a greater number of customers, and makes use of statistical research in marketing²⁴. There is a medium for internet marketing that was launched by companies and by the market. The company started off by running sponsored adverts, creating its own website and account, and engaging in digital inbound marketing. Market entrance takes place as a consequence of the number of "likes" the material receives, as well as shares, comments, and organic search²⁵. As a consequence of this, the progression of indicators for digital marketing has led in the development of the PESO dimension, which stands for paid, earned, shared, and owned²⁶. The use of digital marketing comes first in the process of engaging customers. Internet marketing is a subset of digital marketing that takes place only online²⁷. Digital marketing, on the other hand, covers all of the

activities that use online and offline digital platforms. Customers are able to actively engage with organisations, co-create value, evaluate an organization's activities, and take part in marketing campaigns thanks to the Internet, which serves as a platform for corporate marketing and communications^{21, 27}. Marketers often use all three of these terms interchangeably when speaking about digital marketing: online marketing, Internet marketing, and e-marketing¹³. This research was conducted in accordance with the digital marketing idea, which encompasses online marketing, Internet marketing, and e-marketing under the broader heading of digital marketing.

Digital marketing has successfully produced a new age of communication medium that gives companies with a large variety of possibilities for interacting with their consumers. Additionally, digital marketing enables firms to do market research by monitoring the online behaviour and preferences of their customers over time²⁸. Internet and other forms of information technology are put to use in the planning, execution, and analysis of marketing campaigns in what is known as "digital marketing." Companies embrace digital marketing because it offers big advantages at a relatively low cost^{29,30}. The proliferation of digital technology has made it possible for companies and internet users to maintain a conversation regarding the value of products or services¹³. Digital marketing has several benefits, including the ability to specifically target customers, evaluate the effectiveness of a website, and monitor requests to forecast demand for a product or service. Customers may also utilise digital technology to spread word-of-mouth, which is a powerful marketing strategy¹³.

The method in which companies communicate with their target audience has been completely transformed by digital marketing, which enables firms to forge real relationships with their customers and increase the level of engagement they have with their brand. Businesses are now

able to generate intriguing and interactive content that connects with customers, captivating their attention and raising awareness of their brand thanks to the proliferation of digital platforms. It is possible to combine into digital marketing campaigns a variety of interactive components, including as films, quizzes, polls, and competitions, which encourage active involvement and social sharing. Not only does this degree of engagement improve the consumer experience, but it also allows companies to collect vital data and insights about the tastes and habits of their audience²³. In addition, digital marketing gives firms access to a wide variety of platforms that they may use to successfully communicate with their clients. Mobile marketing, email marketing, search engine optimisation (SEO), pay-per-click (PPC) advertising, and social media platforms all provide one-of-a-kind chances to interact with customers at different touch points throughout their digital journeys. This multi-channel strategy enables companies to have a consistent brand presence and to engage consumers across a number of different channels, so guaranteeing maximum exposure and reach¹³.

In addition to its reach and interactivity, digital marketing offers unparalleled flexibility and agility. Unlike traditional marketing methods, digital campaigns can be quickly adapted and optimized based on real-time data and feedback. A/B testing, for example, allows businesses to experiment with different variations of their marketing messages and tactics, identifying the most effective strategies for driving customer engagement and conversions¹³. This iterative approach enables businesses to continuously refine their digital marketing efforts, staying ahead of market trends and customer expectations. Moreover, digital marketing empowers businesses to establish personalized and targeted communication with their customers. Through data analytics and customer segmentation, businesses can tailor their marketing messages to specific audience segments, delivering relevant content that resonates with their unique needs and preferences.

Personalization fosters a sense of connection and loyalty among customers, leading to increased engagement and repeat business³¹.

2.1.1.1 Social Media Marketing

In recent years, social media has transformed the way a brand's content is developed, delivered, and consumed, shifting power from marketers to online communications and consumer content³². Marketing professionals may use social media to reach out to consumers in their social circles and create more personal relationships with them³³. The use of social media networks and websites to advertise a product or service is referred to as social media marketing³⁴. Also, social media marketing may be defined as a technique that allows anybody to advertise their blogs, goods, or services online in order to reach a larger audience that would otherwise be inaccessible through traditional channels³⁵. According to research, social media marketing is the process by which businesses utilize social media platforms to focus on their official websites, remind potential consumers of corporate activities, present a new concept or product, and share company news³⁶. Authors have connected social media marketing to marketing connections, implying that businesses would shift away from the need to sell strategy and toward the build relationships with consumers' model³⁷.

The concept of marketing via social media brings us to the other side of the marketing industry, where establishing connections with prospective customers is the key to increased brand loyalty and subsequent repeat purchases. The use of social networking as a method by companies to cultivate excellent public relations with customers by use of wireless servers is a relatively recent development³⁸. The management of a marketing campaign, governance, the determination of the

scope (such as whether more active or passive use is desired), and the establishment of a company's intended social media "culture" and "tone" are all components of social media marketing on a strategic level. In the process of implementing social media marketing, companies may decide to post user-generated content, sometimes known as "earned media," rather than advertising language that was developed by the marketer. This may include allowing customers and Internet users to contribute their own content.

Twitter, Instagram, and Facebook are some of the most widely used social media networks; Facebook, in particular, has over 2.5 billion users all over the world³⁹. Twitter, Instagram, and Facebook were named as three of the most popular social networking sites⁴⁰. An investigation of the ways in which business owners utilise social media apps revealed that Facebook is the most widely used social media platform among business owners⁴¹. It was found out that significant organisations utilise social networking sites like Twitter and Facebook⁴². According to the findings of a recent study, Facebook is the most widely used social media network among businesses, accounting for over 75% of those asked, with Instagram and Twitter coming in a distant second and third, respectively, on a lower scale⁴³.

Facebook, an online platform that was launched in 2004, enables company owners to construct user profiles for their companies that may contain shareable images, videos, and other forms of visual information about their companies⁴⁴. Facebook is the world's largest social networking site for individuals, corporations, and groups, and delivering the platform in several languages, as well as introducing a slew of features such as likes, news feeds, timelines, and games, to name a few, have helped move them ahead⁴⁵. Similarly, small company owners may enhance consumer engagement on Facebook by engaging in discussion and using likes to grow and expand their

reach and visibility⁴⁶. Facebook is the world's largest social networking site for individuals. Facebook may provide instant benefit to small businesses by increasing the number of transactions brought about by new customers, as well as by contributing to a rise in turnover and organisational growth⁴⁷.

It was suggested that like a brand on Facebook might eventually lead to loving that company, which in turn could lead to purchasing actions⁴⁸. The results of an investigation on the effects that the use of Facebook has on small businesses revealed that such effects include the acquisition of new customers, the formation of robust client ties, and an increase in profitability⁴⁹. Twitter, which began four years before Instagram and two years after Facebook, has been a social network that has expanded over the globe as a microblogging website with a limit of 140 characters. Its use of hashtags (#), which generated interpersonal dialogues that were instantly accepted, was one of the reasons why Twitter became so popular so quickly⁵⁰. Twitter is a terrific site that can help you reach more people, and it is essential for owners of small businesses to have a working knowledge of social media methods⁵¹. On the other hand, a claim was made that despite the fact that Twitter is one of the most widely used social networking sites⁵².

Regardless of its cheap cost as a communication medium, Twitter is still a platform that benefits larger corporations more than smaller corporations. Companies that implement Twitter are valued more by stakeholders after adoption⁵³. Like Facebook, Twitter's engagement between businesses and consumers is driven by likes, retweets, and comments⁵⁴. Engagement is a big advantage of businesses, social exchange theory. Instagram has just been in operation for ten years, there has been little study, and the firm was recently bought by Facebook⁵⁵. Instagram, on the other hand, has expanded faster than any other social media platforms, with over 400 million

members and 80 million photographs shared each day⁵⁶. Instagram, whose name and design were inspired by Kodak-Instamatic, Polaroid, and Telegram, was intended to be an application that allowed iPhone users to enjoy capturing square photographs and sharing them for all to see⁵⁷. Instagram has swiftly become a popular social media network owing to its capacity to provide its users with visual storytelling through visual material rather than simply written information⁵⁸.

Instagram is distinguished by the sharing of photographs and videos in which users may upload, like, remark, and follow others to acquire the most recent information that they share⁵⁹. Hashtags play an important role on Twitter, Instagram, and Facebook. A hashtag, represented by the (#) sign in front of a single word or sentence without spaces, allows posts about similar issues, events, or persons to be quickly located using a hashtag search. Similarly, hashtags may be used to discover a certain subject or material, as well as for message distribution and search, event detection, and subject analysis⁶⁰. Social media alters not just the way material is created, but also how it is consumed⁶¹. Platform internet technologies like as social networking have had a significant influence in business performance. Similarly, the rapid rise of social media platforms such as Facebook, Twitter, Instagram, and YouTube has enabled businesses of all sizes to be visible on social media and use social media into their marketing plans⁶². Social media assists business owners in understanding client demands and motivating them to respond to those needs.

A firm may get several benefits from social media marketing. According to reports, social media marketing may help firms achieve exceptional success by cultivating loyal brand champions and even increasing leads and sales⁶³. Every other marketing goal will be simpler to attain if you have a larger and more engaged following on social media networks. One of the many benefits of social media marketing is that it provides companies with vast exposure. Social networks are

becoming an important element of any marketing plan, and the benefits of using social media are so tremendous that anyone who does not use this low-cost resource is passing up a fantastic marketing opportunity. Social media marketing assists a company in increasing its social signals. Social signals may help an organization's search engine optimization efforts tremendously. This allows more individuals in the social media community to share, like, promote, and discuss a company.

Branding and awareness are two more aspects that may be helped by marketing on social media. This is made possible when users of social media platforms like Facebook, Twitter, and Instagram spread information about the organization's brand to the networks they belong to on those platforms⁶⁴. Because of this marketing effort, the company's brand image and reputation are becoming better. In addition to this, marketing on social media helps increase the amount of word-of-mouth advertising that a firm receives. Customers place a higher level of faith in recommendations made by their peers than they do in the product descriptions provided on a company's website. The company is better able to reach and persuade the customers it intends to serve as a consequence of the increased audience reach brought about by social media marketing. Therefore, including social media in the digital marketing strategy of a business is very necessary in order to accomplish the marketing goals of the organisation⁶⁴.

In addition, the use of social media in the process of marketing has a number of benefits, some of which are the following: the ability to use it regardless of location or time; the impact on quality improvement; the achievement of efficient success; the possibility of systematic knowledge acquisition in a limited amount of time; prompt feedback; and the possibility of two-way communication⁶⁵. After conducting an in-depth analysis of the social media marketing review

that was presented earlier, we have determined that it is more accurate to refer to social media as a strategic interaction (business) tool for the purpose of improving (business) performance by cultivating relationships within online communities that deliver prompt and sufficient feedback to support (managerial and business) decisions.

Marketing on social media may have an effect on a company's reputation and can facilitate the development of long-term connections between a business and its customers or clients ⁶⁶. According to the findings of this research study, social media marketing can be seen as a strategic tool that increases the efficiency with which a company interacts with its clients. This is accomplished by using a variety of online platforms in order to collect essential information that is necessary for the expansion and development of a company. Businesses may be able to receive quick information that is important in making crucial business choices on competitive position and changes in customer needs at a cheaper cost if they use the platforms offered by social media⁶⁵.

Businesses may benefit significantly from social media marketing since they have a limited marketing budget and are cautious about investing in marketing techniques. Social media marketing is one of the most flexible and cost-effective means of marketing today. Popular social media networks including Facebook, YouTube, Twitter, WhatsApp, WeChat, Instagram, and TikTok play a significant role in digital marketing. There are many benefits to using social media marketing but also some drawbacks. Because of this, customers no longer have to be afraid to complain about the products or services they receive for fear of business retaliation. Customers who are close to dissatisfied customers may have an impact on a company's reputation, as well as on other potential or present customers.

2.1.1.2 Content Marketing

Consumers have been inundated with material from both conventional and digital media on a near-constant basis for many years, and this is a well-established reality. People are getting to the point where they feel harassed by advertisements because they see them so often and wherever they go⁶⁷. As a result, customers are getting ready to turn their backs on the old marketing industry. Many of us tune out commercials on the television, in the newspaper, and in magazines as a result of the saturation of advertising in our media. Content consists of two dimensions. The first kind is material that is produced by companies, while the second type is content that is produced by customers. When it comes to the part of the buying process that involves the product and the brand, the material that was developed by the companies plays an active role. The consumer's content is dependent on the satisfaction of the consumer, and ensures that the potential customers are reached by advertising the product and brand through social media platforms, blogs, websites, and other channels⁶⁸.

Articles, pictures, online tools, electronic books, digital photographs, and online films are all examples of content. Content is defined as everything that is made online and distributed to consumers through websites, product pages, and blogs. In addition, content types include the social media pages, messages, and group pages that are generated on social media websites. Content is the collection of thoughts, thematic information, and messages shared in written, visual, or audio form⁶⁸. Content is created with the intention of being consumed on the internet and then further distributed via the medium. If a company wants to connect with its customers, get those customers' attention, and make them into listeners, it should create compelling tales. However, there are instances when just weaving a captivating tale is not enough. It is essential to

bear in mind that the tales being told are exactly what the audience in question wants to hear, and maybe even needs. If you have material that is appealing, not only will it be simpler and quicker to reach the target audience, but also it will be easier to contact prospective consumers. The use of the internet in conjunction with content allows for a more efficient and economical method of reaching out to prospective clients.

Content marketing is one of advertising concept to achieve the target market. According to the Content Marketing Institute, content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience with the objective of driving profitable customer action. Content marketing can be considered as a management process where a firm identify, analyse and satisfy customer demand to gain profit and build unique strong brand with the use of digital content distributed through electronic channels⁶⁷. Content can be present in a variety of formats including: blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes and images, etc.⁶⁸. Content marketing is a strategy involving creating and publishing content on Web sites and in social media prepared contents in a shareable, easy to understand, incentive and easily accessible ways⁶⁹.

Content marketing is the creation of content that is relevant, compelling, entertaining and valuable and this content must be consistently provided to maintain or change the behavior of customers²⁶. Content marketing is an essential marketing activity that helps retain customers, acquire new ones and helps companies to build a strong brand. The term 'content' is rooted in the publishing, where words, images and motion graphics have to be suitably appealing for the target audience to seek out the publishing platform whether it is a newspaper, magazine, TV or

radio channel⁷⁰. Content marketing as a means of creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers⁷⁰.

Content marketing is defined as a management process where a firm identify, analyze and satisfy customer demand to gain profit with the use of digital content distributed through electronic channels⁷¹. Content marketing is a marketing techniques high-quality, relevant content to educate the target customer⁷². Content marketing is not just creating content of producing content; but in its ability to provide a convince target audience to follow on the company schedule convenience. It was revealed that content marketing is a dynamic way to get customer into the process of sharing expertise and knowledge to attract potential customers⁷³. Content marketers have to be focus creating, publishing, and sharing suitable content. However, many content marketers often over readily available source of content – articles, blog posts, videos, images, and other assets to created years before yet still have the potential new customers⁷³.

Content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline. It can come in long-form (such as blogs, articles, e-books, and so on), short form (such as Twitter updates, Facebook updates, images, and so on), or conversational-form (for example, sharing great content via Twitter or participating in an active discussion via blog comments or through an online forum)⁷⁴. Content marketing is the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience with the objective of profitable customer action⁷⁵. Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable

customer action⁷¹. Content marketing is a marketing process to attract and retain customers by consistently creating and curating content in order to change or enhance a consumer behavior.

Customers nowadays educate themselves by searching various platforms to receive information about a specific object. Thus, it is important for enterprises to provide consumers with content that enables them to engage in the brand, which successfully leads to purchase intent and brand loyalty at large⁷⁶. The concept of content marketing is that it should be informative, entertaining and helpful in the way that it helps the audience to solve a problem⁷⁷. For content marketing to be successful it needs to possess the four following properties: credibility, targeted, differentiated and measurable⁷⁷.

Credibility means that the content stands out from traditional kind of marketing which tends to be extravagant and loud, instead it is more similar to an article or documentary. Credibility is also created by not mentioning the specific product that is actually marketed since consumers nowadays are very prone to lose their trust towards content that explicitly does this. Targeted, just like other marketing, content marketing also needs to be targeted⁷⁷. However, it is more precise than most other marketing since today's marketers have access to large amounts of customer data. It includes creating personas out of audiences such as motivations and psychographics, analyzing different stages of a buyer's journey and also considering message resonance where the content exposed to a potential buyer matches his/her relationship to the product/website. The third property is differentiation, meaning that an enterprise must offer to solve a consumer's problem better than its competitors. This difference must, except from being different in product/service, also possess a difference that a market is willing to pay for. The last property is that the content strategy must be measurable, digitization has brought almost endless

possibilities to analyze and measure different types of data that varies in volume, velocity, variety and veracity. Both structured data that can be put into spreadsheets and databases must be measured, as well as unstructured data such as images, videos and text⁷⁷.

Content marketing is usually focused on intranet-based or internet-based corporate content, including data and knowledge bases⁷⁸. There are some important reasons that why marketers decide to launch content marketing, those reasons are as follow: increasing brand awareness, increasing intention of customers into products or services, converting audiences into potential customers, increasing the company image, customer engagement, saving customers, website traffic and increasingly change the direct sales⁷⁹. Content marketing helps in strategic brand storytelling technique aimed at changing consumers' inactive behavior through unobtrusive, engaging brand conversations in earned media⁸⁰. Content marketing refers to processes of creating and delivering content (that is, text messages, pictures, videos, animations) to target customers in ways that add value and engages them in relationships with the company⁸¹. Content marketing involves creating valuable content from the needs of potential buyers, who actively have engaged in searching information about the commodity⁸². Content marketing has become a preferred online marketing strategy for many companies. Brands and companies can publish and share compelling brand stories on various online platforms that aid in achieving business goals related to customer conversion, acquisition or retention, brand visibility and value, or increased sales⁸³.

2.1.1.3 Digital/Online Advertising

Online advertising, often known as online advertising, is a way that is used by businesses to communicate an advertising message to their clients through the internet and mobile devices without regard to geographic restrictions⁸⁴. It is believed that advertising on the internet may bring in new clients, broaden the scope of available advertisements, and raise the amount of money. The action of utilising the internet as a media and communication channel for the purpose of downloading advertisements on websites is what is referred to as online advertising⁸⁵. Online advertising is a platform for advertisers to contact with, interact with, and convince internet users in order to put the brand, which enables the firm to raise customer awareness as well as preference. Online advertising is a kind of commercial material that exists on the internet, that is distributed through multiple channels, and that is aimed to teach customers about product and service information on various levels of depth⁸⁶. Therefore, online advertising is a communication to deliver their persuading message about items and services that is disseminated through a platform on the internet that is unrestricted by geographic limits.

Information dissemination and consumer persuasion are the two primary goals served by online advertising. The aim of providing information is to raise customer awareness, and the function of convincing consumers to take favourable attitudes and actions towards a product or service is to try to change those attitudes and behaviours. An online advertisement shows that the bulk of advertising are currently delivered over the internet via various platforms such as Email, YouTube, Facebook, Instagram, Daraz.com, and other advertisement-supporting website ⁸⁴. According to them, online advertising is one of the most important marketing strategies in today's digital environment, despite the fact that most firms do not consider grabbing market share without advertising. They mentioned that in the contemporary day, marketing research is getting more modernised as a result of the influence of improved communication technology on

the advertisement aspect, which adds value to the buyer's decision⁸⁴. The impact of knowledge management and entrepreneurship on organizational performance.

Digital advertising is a form of advertising which uses the internet to deliver promotional marketing messages to consumers⁸⁵. Digital advertising is quite different from traditional advertising because of its versatility. Its flexibility and adjustability gives room for late minute changes even when an ad campaign is underway⁸⁶. It allows the user to make as many changes as possible to suit the latest trends in consumer market. Digital advertising has the capacity to reach many targeted customer groups on the internet⁸⁷.

Effective digital or online advertising intend to persuade, inform, convince, remind and retain customer. A salient advantage of online advertising over the traditional advertising is that while it targets a specific group online, the traditional ads are mass marketing oriented⁸⁸. It was observed that the following objectives of digital or online advertising: build brand loyalty, increase website traffic, generate sales, build a social media following and improve customer convenience⁸⁹. Also that the effectiveness of online marketing makes it to transfix the consumers in such a way that it guards them into placing order for the product advertised⁸⁸. Digital advertising provides current and topical information and even news about a company's product(s) through colorful and interactive catalogue. Digital advertising is borderless and bequeaths the consumers with the power and rationality to make national, regional and international purchases as they can access unlimited information about many companies' offerings on their web sites at will and at all times.

Display Ads, also known as Banner Ads, are visual displays that feature texts that incorporate rich media such as animation, music, and video on a website page. If a user clicks on the ad, they will be sent to the advertiser's website ⁸⁴. Display Ads are also known as Banner Ads. Display advertisements would be more successful if they were based on appropriate demographic and behavioural targeting. The term "behavioural targeting" refers to a technique that makes use of a user's historical online behaviour as the target for an advertiser to deliver a display advertisement. Cookies, log files, and other forms of online data may be used to infer a user's conduct online. Search advertisements are shown on search engines like Google and Yahoo! based on the terms that users have typed into such search engines⁸⁴.

When a person searches for certain terms on a search engine, a web page that has been optimised using Search Ads will appear towards the top of the results list⁸⁴. Websites that want to be at the top of the list should create their pages with material that is relevant to a term that is often used by people or searched for by them. Data on keywords might be acquired from search engines such as Google or Yahoo! by using software referred to as a "spider" or "crawlers" ⁸⁴. The use of dynamic retargeted advertisements is an effort by companies to retarget their consumers by viewing the customers' previous search history on the corporate website⁸⁷. The organisation is going to go through the data and look at the customers' browsing histories on their website. In addition, the corporation will show an advertisement while the customer is surfing that includes a suggestion or brings up a product that is comparable to one that the customer has previously looked for on other websites⁸⁸.

Online Advertising offers many benefits to organizations that embrace it. Digital advertising is an effective and efficient method of showcasing goods and services by marketers. In reality,

when compared to the traditional media of advertising, it is less expensive, accurate, timely, and target marketing oriented⁹⁰. Another author observed the following benefits of online advertising: First, digital advertising is very cheap compared to the traditional print and electronic media. While the traditional media may take a larger chunk of the advertiser's marketing communication budget, the online advertisement is highly cost efficient for a divergent and widely targeted audience⁹¹. Second benefit is the reach. Through the online advertising campaign, the marketer could easily attract global attention for his goods and services. Indeed, it has a wider reach as majority of people had adopted the online media of communication (Facebook, Twitter, YouTube, Pinterest, WhatsApp etc)⁹².

Another importance of digital advertising is payment. While a marketer is only expected to pay limitedly for the number of qualified clicks and leads; the traditional channels a full amount of the ad money charged by the ad agency is paid for the service even before the expected result of the ad begins to unfold. Online advertising does not require the payment rigors involved in the traditional media⁹³. Digital or online advertising transfixes the group of consumers who require a company's products and services. It is target market oriented as opposed to the traditional advertising that is mass marketing oriented. Because it focuses on a target audience, it leads to successes than the traditional advertising which is ridden with "near misses"⁹⁴. Some other benefits of digital/online advertising are:

Velocity: As a marketer kick starts his online advertising campaign, the message reaches the widest audience the very moment it is sent across⁹⁵. It is faster than all traditional or offline advertising channels in terms of message delivery. The moment the ad is sent to the target audience and they are connected online is the moment the advertisement is received.

Audience Interactivity: Online advertising is engaging as the consumer can easily prop the message and give feedback to the marketer for any product or even ad message improvement and adjustment⁹⁶. This feedback is what really makes online advertising as an aspect of public relations practice.

Evaluating Advertising Objectives: Through the number of visits by customers (qualified clicks), it will be easy to measure online advertising effectiveness; unlike the traditional advertising that cannot easily measure the sales impact of a brand after launching an advertising campaign⁹⁷.

Branding and Return on Investment (ROI): Online advertising makes a product or service very popular if the advertising campaign was properly planned⁹⁸. Through electronic word-of-mouth, the ad message about the product and service and their ability to deliver quality customer benefits go viral. And when this happens, the marketer's return on investment soars.

Despite the above mentioned advantages of online advertising, the following are some of the disadvantages: Internet advertising is highly dependent on technology. If there is break down in technology, it can provide erroneous results that can severely affect the advertising campaign. For instance, non-working links to important pages in website, non-function order button, can lead to loss of business. Lack of trust by customers especially in the developing world, is a major challenge to online advertising campaign. Several people still mistrust electronic method of paying, and feared whether ordered goods can be received. Some people still refer traditional brick and mortar store where they can touch and examine products before purchasing. Lack of user privacy. Despite all this disadvantages internet users still believe that internet is reliable,

efficient and effective tools in achieving goals, performing tasks, and information processes and dissemination.

2.1.2 Buyers' Purchase Intention

An intentional strategy by an individual to attempt to acquire a brand is characterized as purchase intention⁹⁵. As a cognitive habit, purchase intention is defined as the desire to acquire a certain brand⁹⁵. Purchase intention refers to how much conscious effort an individual will put out to endorse his or her behavior; it is also one of the motivating components of behavior⁹⁶. When a person intends to acquire a specific product or service in the future, this is known as purchase intention. In the context of E-Commerce, online purchase intention refers to a circumstance in which a person wants to acquire a certain product or service over the internet⁹⁷.

The intention to acquire a given product or service within a certain time frame is known as purchase intention⁹⁸. Customers' intends to purchase from an e-commerce-based shop or business are also influenced by their level of determination. Furthermore, a consumer's decision to buy from an e-commerce firm influences their online buying intention⁹⁹. The purpose of online purchase intention is to get to the goal of real purchase, and consumers' actual purchase behavior is binary since they have the option to buy or not buy the item¹⁰⁰. The fact that purchase intention is linked to customer behavior, perceptions, and attitudes makes online purchase intention one of the favorable elements that can assure the survival of any firm¹⁰¹. Online purchase intention is the desire of online shoppers to acquire products and services using the internet through virtual shopping carts¹⁰². In addition, online purchase intention as a customer's propensity to use

internet services, makes a real-world purchase of goods and services, or compares product pricing¹⁰³.

The likelihood of making an online purchase has a positive correlation with the likelihood of making an online purchase¹⁰⁴. As a result, the stronger an individual's online buy intent, the more likely he or she is to engage in online purchase behavior¹⁰⁵. As a result of globalization and technical advancements, a new market place has emerged online, and consumers now have the chance and option to shop online¹⁰⁶. The consumer's propensity to buy online, online purchase intention as "the consumer's predisposition to buy online"³⁶. Purchase intention has changed as a result of the internet and online transactions, according to the survey, and the manner of shopping online vs the conventional approach is different, as buyers are more worried about the online store and its many features. Consumers face a certain amount of danger while purchasing online, despite the fact that internet usage has expanded dramatically³⁶. When considering making a purchase from an online vendor, customers research the seller's reputation¹⁰⁷. The authors demonstrate that the unfavorable outcome of online transactions is due to customers' individual beliefs about risk. When customers opt to shop online, they are more likely to perceive dangers such as personal data, privacy, and security, as well as the lack of identification of a vendor, which adds to the risk since they are unaware of how their data privacy is maintained, leading to increased distrust⁴⁷. When a consumer trusts a digital media, they may influence their purchase decisions and persuade them to adopt their advice³³.

Consumer purchase behavior is how individuals, groups and organizations to select, purchase, use and disposal of products, services, ideas or experience to meet the consumers' demand¹⁰¹. He went further to say that buying behavior is the decision processes and acts people involved in

buying and using products which include social and mental process. Consumers are the ones who ultimately utilize the goods and services produced, while customer is a person, company or other entity which patronizes another person, company, or other entity regularly. A consumer may be a customer, while a customer may not be a consumer, because he/she may not be buying for his or her uses. But in studying consumer behavior, customers are also generally referred to as consumers, because whether they are the buyers or users, there is an exchange or transfer from one person to another for needs satisfaction. Thus, consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

Buying behavior is the decision processes and acts of people involved in buying and using products, whereas, consumer purchase behavior refers to the buying behavior of the ultimate consumer. Also, consumer purchase intention involves purchasing and other consumption related activities of people engaging in the exchange process⁹⁸. It has also been described as the mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires. Behavior of consumer is motivated, and this behavior is directed towards the goal of obtaining products or other resources⁵³. He asserted that it is the activities of people engaged in actual and potential use of market items-whether products, services, retail environments or ideas. The better the firm understands its consumers, the more likely it becomes successful in the marketplace. Knowledge of consumer behavior would render immense help for planning and implementing marketing strategies in a competitive environment like Nigeria. There are four main factors that influences consumer purchase behaviour. First, cultural factor such as the culture and value, subculture and social class of the consumers. Culture creates a basic value, perception, demands and behaviours

influenced by the consumer's family, friends and the society⁵⁹. Different countries have diverse cultural influences which take a crucial role whenever people decide to purchase products. Hence, consumer purchase decision differs conspicuously from one city to another. Within a culture, there are sub cultural groups or entities that share the same customs, values, and norms. Subcultures can be divided into nationalities, religious affiliations, geographical regions, and racial groups.

The social element, which includes peer groups, family members, opinion leaders, coworkers, and friends, is the second factor. This component is critical since every culture has some type of social class structure. These elements, it was claimed, have a substantial influence on consumer behaviour since individuals continually connect with one another⁶³. Furthermore, customers are more inclined to seek advice from others in order to save time and effort on product research and assessment. These social elements have an influence on consumers' buying attitudes and behaviours, both directly and indirectly. The individual factor is the third factor. Individuals vary in terms of age, gender, family life-cycle stage, lifestyle, and self-concept, among other things. Personal motivation, perception, and preference are influenced by these unique qualities⁶⁴.

Individuals naturally consume a variety of items and services throughout the course of their lives. Children, teens, adults, and the elderly all have different interests in clothing, cuisine, furnishings, refreshment goods, and services. A person's personality is defined as a self-concept and self-perception that determines his purchasing decision. Their interests, actions, and views are defined by their attitudes, perceptions, beliefs, and self-evaluation. The last aspect is psychological, which includes perception, motivation, learning, attitudes, and beliefs. This component is seen as a tool for consumers to engage in society. Marketers may meet the

consumer's acute wants by recognising their sentiments, scrutinising the facts, and communicating their views and opinions. Changes in consumer behaviours are the result of consumers' learning processes, which add to their experience and practises with goods or services⁶¹.

Consumer purchase behavior research allows for improved understanding and forecasting concerning not only the subject of purchases but also purchasing motives and purchasing frequency⁶⁵. Consumer behavior involves the psychological processes that consumers go through in recognizing their needs, finding ways to solve these needs, making purchase decisions (e.g., whether to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product). Individuals often purchase products for their subjectively perceived values rather than their primary functions⁶⁶. This does not mean that the products' basic functions are not important, but that the contemporary role of a product is more than its basic use-value⁶⁷. Frequently, consumers do not rate products according to their core attributes (i.e., the primary utility they provide) but, above all, according to the so-called real product (i.e., a particular products' qualities) and the extended product, which represents the set of intangible factors that confer a desired perceived advantage on the consumer – including image, consultancy, and after-sale service⁶⁸. In sum, modern marketers first attempt to understand consumers and their responses and then study the basic characteristics of their behavior. Studying consumer behavior helps to ascertain who the customers are, what they want, and how they use and react to the product.

It was asserted that customers generally go through a five-stage decision-making process whenever they make a purchase⁶⁹. The buying process begins with need recognition. At this stage, the buyer recognizes a problem or need or responds to a marketing stimulus. Next, the consumer needs to decide how much information (if any) is required to make the decision. If the need is strong and a product or service that meets the need is easily available, a purchasing decision is likely to be made immediately. If this is not the case, the information search process begins. A customer can obtain information from several sources: personal sources (family, friends), commercial sources (advertising, retailers, packaging), and public sources (newspapers, magazines, radio, television, Internet). Author argued that the usefulness and degree of influence of each of these sources of information will vary by product and by consumer⁷⁰. It is worth noting that marketers today have a greater degree of control over the information that is provided (or is not provided) to consumers and the manner in which this information is presented.

In the evaluation stage, the customer must choose between alternative brands, products and services. An important determinant of the extent of the evaluation is whether the customer feels “involved” in the product. A buyer’s level of involvement determines why he/she is motivated to seek information about a particular product or brand while virtually ignoring others. It was opined that a consumer uses routine response behavior when buying frequently purchased, low-cost items that demand very little search-and-decision effort¹⁰⁸. Customers spend very little time deciding whether to purchase these items and do not typically need to read reviews or consult with friends for their opinions before making routine purchases. However, it was also argued that when confronted with ‘ethical’ products, consumers often become more involved, and these results in a more extensive information search⁷². These are usually small purchases, on the lower end of the pricing spectrum. When buying such items, consumers may prefer a particular brand

but are familiar with several brands in the product class and view more than one as being acceptable. Typically, low-involvement products are bought almost automatically.

2.2 Theoretical Review

This work will be anchored on three theories which are very relevant to this study. The theories are: the hierarchy of effects theory, the theory of planned behavior and the agenda setting theory.

2.2.1 The Theory of Hierarchy of Effects

In 1961, Lavidge and Steiner presented their hierarchy of effects theory to the scientific community. The theory hypothesises that customers go through a series of phases in which they absorb and use information in order to arrive at choices about the activities they will take. The phases go from cognitive, which involves thinking, to affective, which involves feeling, and finally conative, which involves action. Marketing is an investment, and it is a long-term process that moves people over time via a variety of stair-step starting with product awareness and progressing eventually to real purchase¹⁰². Marketing is a process that moves consumers over time. A customer goes through the phases of awareness, interest, assessment, and conviction before making a purchase decision, beginning with the first time they are exposed to a product or piece of marketing and ending with the actual transaction. In most cases, the purchase and subsequent use of a product by a customer does not necessarily adhere to the linear technique¹⁰².

Scholars have said that the hierarchy-of-effects theory is a model of how marketing impacts a consumer's choice to buy or not purchase a product or service¹⁰⁹. This theory was developed to explain how marketing influences a consumer's decision. The hierarchy illustrates how the evolution of the learning and decision-making processes that consumers go through as a direct consequence of marketing efforts. A hierarchy-of-effects model is used in order to establish a structured succession of marketing message goals for a certain product. The purpose of this model is to build upon each consecutive objective in order to finally make a sale.

As is the case with this study, the awareness and knowledge (or cognitive) stages are when a consumer is informed about a product or service, and how they process the information they have been given. For organizations engaging in digital marketing, it is essential to ensure brand information is an easily understood concept that compels the consumers to learn more and make a connection with a an organizations products and services. The liking and preference (or affective) stages are when consumers form feelings about the products and services offered by the organizations through the various digital marketing channels, so it is not a time when an organization should focus other services it renders, its positive attributes or technical abilities. Instead, organizations should attempt to appeal to a consumer's values, emotions, self-esteem, or lifestyle. The conviction and purchase (or conative) stages focuses on actions. It is when an organization attempts to compel a potential consumer to act on the information they have learned and emotional connection they have formed with its brand by purchasing the organizations products and services. It may involve the conversion of doubts about the organizations products and services into an action (purchase the products). In these stages, organizations should attempt to convince potential consumers that they need the products and services. Organizations should

also build a level of trust with the consumers by focusing on the quality, usefulness, and popularity of the products and services it is offering¹⁰⁹.

The idea is said to provide the appearance that marketing has the most influence on users without demonstrating users' liking or hate for the message, which may lead to the acceptance or rejection of the message, according to those who believe the criticisms of the theory. Once again, the theory does not take into account the choice of customers to postpone their purchases. Customers may save information for later use, and they can also depend on the experiences of other customers or the testimony of other customers. However, if a customer is satisfied about the effectiveness of the product claims, he takes the choice to acquire the product regardless of the source(s) of information he has obtained about the product.

2.2.2 Theory of Planned Behavior

The Theory of Planned Behaviour, often known as TPB, has been used extensively in research for the purpose of predicting distinct behaviours in a variety of settings¹¹⁰. Initially, the theory (TRA) was only applicable to voluntary behaviours; but, later on, a component called perceived behavioural control was introduced to make it possible to forecast behaviours that are not entirely subject to volitional control⁷⁶. This allowed the theory to be more generalised. As a result, the incorporation of perceived behavioural control resulted in the provision of information on the possible limits that were believed by an actor to be placed on an activity. The theory was rechristened the Theory of Planned Behaviour (TPB) once it was expanded to include the new idea.

The Theory of Planned Behavior is a social cognitive theory through which deliberate and planned behaviors can be predicted. The TPB centers on the basic assumption that human behavior is guided by three attributes: belief about the likely consequences of the behavior (behavioral beliefs), belief about the normative expectations of the others (normative beliefs), and belief about presence of factors that may facilitate or impede the performance of behavior (control beliefs)¹¹¹. Thus, behavioral beliefs produce favorable or unfavorable attitudes towards the behavior; normative beliefs result in perceived social pressure or *subjective norm*; while control beliefs give rise to perceived behavioral control. Basically, the TPB posits that attitude towards the behavior, subjective norm (i.e. influence of significant others, e.g. parents, peers, relatives and role models) and perception of behavioral control, together lead to the formation of behavioral intentions. In addition it asserts that an individual produces a behavior when he or she has evaluated it favorably or unfavorably (attitude) and when significant others support the individual in performing that behavior (subjective norms) and the extent to which the behavior is said to be under the individual's control (perceived behavioral control)¹¹¹. Thus, the more favorable the attitude and subjective norm, the greater the perceived control, and the stronger should be the person's intention to perform the behavior.

In the context of this study, the choice of the consumers to purchase an organizations products or services that ultimately leads to a specific consumer purchase behavior depends on how significant others (peers, friends, relatives or parents) value the organizations products and services in addition to how they also accept the messages passed to them through digital marketing. The TPB is grounded on the premise that most human behaviors are planned. In actual fact, the planned behaviors are preceded by the intention, and intention becomes an accurate predictor of a planned behavior¹¹². Intention is a cognitive representation of an

individual's readiness to perform a given behavior. In other words, behavioral intentions are indications of the extent to which people are willing to try and how much effort they put into planning in order to perform the intended behavior. Intention is considered to be the immediate antecedent of the behavior which is predicted thus, the stronger the intention to engage in behavior, the more likely its performance¹¹¹.

The fact that the TPB is unable to fully realise all of its goals is one of the most significant criticisms levelled against it. For instance, even when people have the intention to do the desired behaviour, they are unable to do so owing to both internal and external impediments in their environment. It has been argued that the "relative relevance of attitude, subjective norm, and perceived behavioural control in the prediction of intention is predicted to differ between behaviours and contexts¹¹¹. This suggests that there are circumstances in which influences such as subjective norms have a significant amount of power, while attitude may have less of a predictive capacity for actions. Accordingly, the strength of the association between predictor factors (digital marketing channels) and intention (customer purchase behaviour) is contingent on the nature of the behaviour as well as the circumstances¹¹².

Theoretical Review

2.2.3 The Agenda Setting Theory

Agenda setting theory was propounded by Maxwell McCombs and Donald L. Shaw in 1973¹¹³.

The major assumption of the theory is that the media (digital marketing channels) set agenda for

the public to follow. The theory holds that most of the pictures we store in our heads, most of the things we think or worry about, most of the issues we discuss, are based on what we have read, listened to or watched in different mass media (digital channels)¹¹⁴. The media make us to think about certain issues: they make us to think that certain issues are more important than others in our society. The agenda setting theory of mass media proposes that public agenda or what kinds of things people talk about think or worry about is powerfully shaped and directed by what the media choose to publicize¹¹⁵. This implies that what consumers choose to purchase are largely dependent on what they see and hear through the various digital marketing channels.

Agenda-setting theory also explains how media messages (digital marketing) influence consumer behavior. This theory is one of the limited effects theories and referred to as the ability of the media to affect the public's perspectives on the significance of different social issues¹¹⁶. Media does not tell people what to think, but it provides them with what to think about. His writing became the foundation of what we now call the agenda-setting theory in mass media. Two researchers, Maxwell E. McCombs and Donald Shaw, articulated their understanding of agenda-setting through empirical studies. They found that mass media plays an important role in shaping viewers' realities. For example, internet, Facebook, social media articles provide facts about an incident but readers also learn how important that incident is in society. Author suggested that media viewers are greatly influenced by the vividness of the presentation of messages¹¹⁷.

Agenda setting theory stipulates the mass media (digital marketing) as exerting a very powerful influence on the society; by telling us what issues are important. Walter Lippman propounded this theory in 1922, when he stated that the media put "pictures in our heads"¹¹⁸. Besides, people pay more attention to the lead stories of the news and accept that those stories are the most

important stories at the time. It was found that there is a causal relationship between media messages and viewers' perception¹¹⁸. Agenda-setting theory assumes that the more viewers are exposed to the cued media messages (digital marketing messages), the more they have chance to learn new information and knowledge which will ultimately share their buying behavior¹¹⁹. Previous studies found that advertisers have the power to influence consumers' brand attitudes and purchase behavior by increasing the salience of consumers' beliefs of material possessions¹¹⁹. Consumer behavior perspective in agenda-setting theory explains how media messages cognitively affect viewers' knowledge on products which are advertised or shown in television shows. Furthermore, digital channels program producers and advertisers play significant roles in the agenda-setting process by selecting products or services for product placement in their shows. Viewers are more likely to learn and get familiar with placed products which directly affect their purchase behaviors.

The theory is pertinent to the study as it explores the role of media, specifically digital marketing channels, in shaping the public agenda and influencing consumer perceptions and purchasing behaviour. This highlights the potential for media to play a significant role in driving consumer engagement with an organization's products and services.

The selection of the Theory of Planned Behaviour (TPB) is the theoretical framework for this study. The theory was based on its pertinence and practicality in comprehending consumer behaviour and decision-making processes, specifically within the realm of purchasing intentions. The Theory of Planned Behaviour (TPB) presents a comprehensive theoretical framework that encompasses three fundamental factors: behavioural beliefs, normative beliefs, and control beliefs. These factors collectively exert influence on individuals' attitudes towards a particular

behaviour, thereby culminating in the development of behavioural intentions¹¹¹. Within the framework of this research pertaining to the impact of digital marketing on the inclination of buyers to purchase household products, the Theory of Planned Behaviour (TPB) facilitates a thorough analysis of the determinants that motivate consumers to make purchasing decisions or interact with products. This theory facilitates a more comprehensive comprehension of the relationship between digital marketing endeavours and consumers' purchase intentions by examining the influence of digital marketing strategies on consumers' behavioural beliefs, normative beliefs, and control beliefs. Furthermore, the Theory of Planned Behaviour (TPB) has been extensively utilised in diverse academic investigations and industrial applications, particularly in the domains of marketing and consumer behaviour research¹¹². As a result, it has become a firmly established and empirically supported theoretical framework. Consequently, employing the TPB in the examination of the intricate dynamics of digital marketing and its impact on consumers' intentions to purchase household products in Abeokuta, Nigeria, will yield valuable insights.

2.3 Review of Empirical Studies

2.3.1 Extant Studies on Social Media Marketing

Various studies have been carried out to give more insights into the study of social marketing and various concepts related to consumer purchase behavior.

A research investigation was conducted to explore the impact of digital marketing on the inclination towards impulse buying and the occurrence of impulse buying within the e-commerce sector. This study demonstrates that there is a partial lack of influence from both social media

marketing and content marketing on impulse buying tendency and impulse buying. The findings also indicate that there is a simultaneous impact of social media marketing and content marketing on impulse buying tendency¹²⁰.

Another researcher explored the study titled "Impact of Digital Marketing as a Tool of Marketing Communication: A Behavioural Perspective on Consumers of Bangladesh," which revealed that there is no direct effect of online and conventional advertisement on consumer buying behaviour of branded garments. However, there is a significant indirect effect of both advertising mediums on consumer buying behaviour due to advertising characteristics and consumer attitude, which are mediators and hold sway over the relationship between the two¹²¹.

Researchers that reviewed the study named "Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust" found that customer trust and the influence of social media had a substantial impact on the consumers' decision to make a purchase. According to a review of the data, social media marketing has a higher effect than trust on the decision to make a purchase via social networking sites. Therefore, increasing the quality of websites may increase clients' faith in such websites. Trust plays a significant part in the world of online commerce since it has a direct impact on the purchase decisions of customers¹²².

Another study was undertaken on the Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry' the study revealed that social media marketing leads to purchase intention and brand loyalty. Hence, brand loyalty affected by purchase intention¹²³. Another scholar explore on the study 'Impact of Social Media on Consumer Buying Behavior' revealed that social media has given the power to the consumer

where content is generated by them only through online conversations so consumers are the one who play an important role in making or breaking the brand. The marketers try to understand the utilization of Social media by the consumers and their deciding pattern on the basis of the content showed there that can change their decision process¹²⁴.

A researcher founds that the best and the successful way of advertising is social media marketing. The study focuses on knowing the factors how the buying pattern of those consumers changes who are on Social media through Social Network Marketing. This study also finds the relationship between the selling activities of the companies and the customer engagement and their purchase behavior. In this, a survey was conducted among the 50 students in Malaysian National University. The result of the study shows the positive relation in between consumer buying behavior and Social media engagement¹²⁵.

Another study stated that the use of Social media is increasing rapidly. For the businesses and the Marketing professionals, Social media can be used to increase the awareness about a product and the services. In this research paper, a survey has been done to interpret and analyze the connection between Social media use, Social media marketing and the consumer buying behavior. The key question also included the membership status in different Social media sites and the generated content by them on those sites. The analysis of the research gives the statistical evidence of how Social media makes a higher impact on consumer buying behavior. This research also shows whether the investment on Social media marketing is impactful or not and if it is, which ones? ¹²⁶. It was revealed the increasing role of social media in the lives of people and stated that it is changing the business models too¹²⁷.

Another scholar 'Exploring consumers' buying behavior in a large online promotion activity: The role of psychological distance and involvement' revealed that social media is giving an opportunity to the consumers to get the feedbacks and reviews about a product and services. Result from the study shows that the product recommendations can lead to an impulse buying behavior. This impulsive buying behavior is decided on the basis of the trust on the recommender and an affection towards that particular product. In simple words, it is influenced by both the recommender and the product itself¹²⁸. Researchers review on their study titled 'The Influence of Demographic Factors on the Customers of Online-Shopping with Special Reference to Kochi City' reveals about the internet usage pattern among the customers. This can be related as an opportunity for the increased engagement of companies with customers through social media¹²⁹.

2.3.2 Extant Studies on Content Marketing

Various empirics as related to content marketing is being reviewed in this study.

A study on 'Influence of digital marketing using content marketing on consumer buying behavior for electronic products: an empirical study of Indian urban consumers' shows that the influence of the digital channels not supporting in a change of opinion of customer towards purchasing a product, but in near future, the digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident¹³⁰. Also, in the study 'A Study on Digital Marketing and its Impact on Consumers Purchase' revealed that digital marketing significantly affects customer behavior and this affects an organizations performance because customers have adopted the usage of the Internet and social media technologies.

Scholars revealed on the study ‘Qualitative analysis of the digital marketing influence on the behavior of the organizational consumer’ show that the digital marketing through the use of the internet is used by the consumers especially for informing and placing orders, and less for the actual payment and contacting of potential suppliers¹³¹. When considering content marketing and its effect on consumer behavior, revealed that among three dimensions (loyalty, previous buying experience and word of mouth) of attitude, loyalty and previous buying experience of the consumer are significant factors which affect consumer buying behavior¹³².

Another researchers in their study also revealed that content marketing is infinitely more affordable than traditional offline marketing methods. The study further reveals that one of the main benefits of conducting marketing digitally is the ease with which results can be tracked and monitored rather than conducting expensive customer research, organizations can quickly view customer response rates and measure the success of their marketing campaign in real-time, enabling them to plan more effectively¹³³.

Furthermore, some scholars in their study, ‘The Effect of Digital Marketing Communication Tools in the Creation Brand Awareness By Housing Companies’ indicated that, in housing companies, marketing tools that create “paid digital content” (corporate web site, search engine pages, e-mail communication, etc.) currently have a greater impact than those which create “proactive content” (social media, etc.). However, another significant finding on which there was consensus among the panel participants is that in the creation of brand awareness, digital marketing tools such as Facebook or Twitter which create the latter content will become more important in the future¹³⁴.

Scholars investigate on the study ‘The Influence of SMS Advertising by Jordanian Commercial Companies on Mobile Phone Users' Consuming Behavior’ revealed that the majority of participants agreed that SMS ads are important to them and that it influences their purchase behavior. The results also indicated that there is a significant correlation between the use of SMS advertising and all consumer purchase behavior variable, though weak. In addition, results have shown that there is a statistically significant correlation between the 'use of SMS ads' variable and consumer purchase motivations¹³⁵.

A study titled ‘Study of Influence of Digital Marketing on Consumer Behavior’ found a positive relationship between the digital marketing and consumer behavior. Also, the various factors of digital marketing (convenience, consumer trust, time savings, security) influence consumer behavior¹³⁶. It was revealed that both managers and employees of the various departments sampled were aware of the implications of internet marketing strategies on sales. The study further revealed that product value, service quality, effective service, site design and usability, product customization, customer service and customer satisfaction are all very important factors that significantly affects internet marketing¹³⁷.

2.3.3 Extant Studies on Online Advertisement

Various empirical findings on online advertisements are being considered in this study.

A scholar studied the “Effects of Online Advertisement on Consumer Buying Behavior of University Students of Pakistan,” it was revealed that consumer buying behavior is significantly influenced by online advertising¹³⁸. In another related study on “The Impact of Advertisement and Consumer Perception on Consumer Buying Behavior” conducted it was revealed that

advertising and consumer perception have a positive and significant relationship with consumer purchase decision¹³⁹.

Also, in a study titled “Measuring the Effectiveness of Online Advertisement in Recalling a Product: An Empirical Study” revealed that online advertising through animated advertising and banner plain text is an effective medium for motivating consumers to recall online advertising messages and subsequently making purchase decisions¹⁴⁰.

Another researcher study ‘Impact of Online Digital Communication on Customer Buying Decision’ found that though a majority of people refer to online digital communication sources and find them reliable and useful, television advertising and word of mouth were the most instrumental in pushing potential buyers to the showroom¹⁴¹. This implies that though online digital communication is a powerful tool in conveying information to customers, it is not yet the most widespread and influential medium.

Furthermore, a study titled, “Internet Advertisement in Malaysia: A Study of Attitudinal Differences” was conducted and the result revealed that there is a significant attitudinal differences between male and female consumers in their exposure to online advertising. However, male respondents are show more positive attitude than the female. ANOVA result also revealed that there is a significant attitudinal difference between two races; Chinese and Malay. However, the attitude of the trio; Chinese, Malay and Indians were positive toward exposition to online advertising¹⁴².

In a subsequent study examining the effect of online advertising on consumer behaviour, it was discovered that consumers exhibit a preference for rectangular banner and skyscraper

advertisements that are characterised by a large visual component and substantial textual content. In addition, it has been observed that online advertisements positioned above the masthead and on the right side of the homepage tend to attract the highest level of attention. The advertisements featuring vibrant fluorescent colours and promotional incentives have successfully captured the attention of online users¹⁴³. It was also revealed that a lot of individuals are aware of online marketing, especially the youth demographic, also that people shop online majorly because of the convenient and time saving, they also indicated the major challenges they encountered as delivery time frame of products and services¹⁴⁴.

Furthermore, a study was conducted titled “The Impact of Search Engine Optimization Dimensions on Companies Using Online Advertisement in Jordan.” The study revealed that while search engine optimization connectivity was not significant, the trio of search engine optimization competitiveness, search engine optimization experience and search engine optimization techniques were all significant¹⁴⁵.

A scholar conducted a study in Maiduguri, Nigeria on “Influence of Web Advertising on Consumer Behavior in Maiduguri Metropolis, Nigeria¹⁴⁶.” The study reveals that “majority 100(71.94%) of the respondents said their disposition towards web advertising was positive. Minority 39(28.06%) of the respondents said that their disposition towards web advertising was negative. 102(73.38%) of the respondents said their attitude towards web advertising was informative. The study, also find out that majority 42(30.22%) of the respondents said web advertising influences them to use some of the products and services. A total of 32(23.02) of the respondents reported that web advertising only influences them to plan for their future purchase. Furthermore, another 22(15.83%) of the respondents said that web advertising influences them to

purchase some of the products and services. The study revealed the challenges encountered while purchasing what consumers see advertised on the web, these include; erratic electricity supply, lack of access to internet, services not provided as advertised, fraud and products were delivered in bad conditions.

2.4 Conceptual framework

The conceptual framework presents the independent and the dependent variable used in this study. The independent variable which is digital marketing is represented by X. The dependent variable buyers purchase intention is represented by Y. the operationalization of the dependent and the independent variables are based on the following linear regression.

2.4.1 Conceptual Model

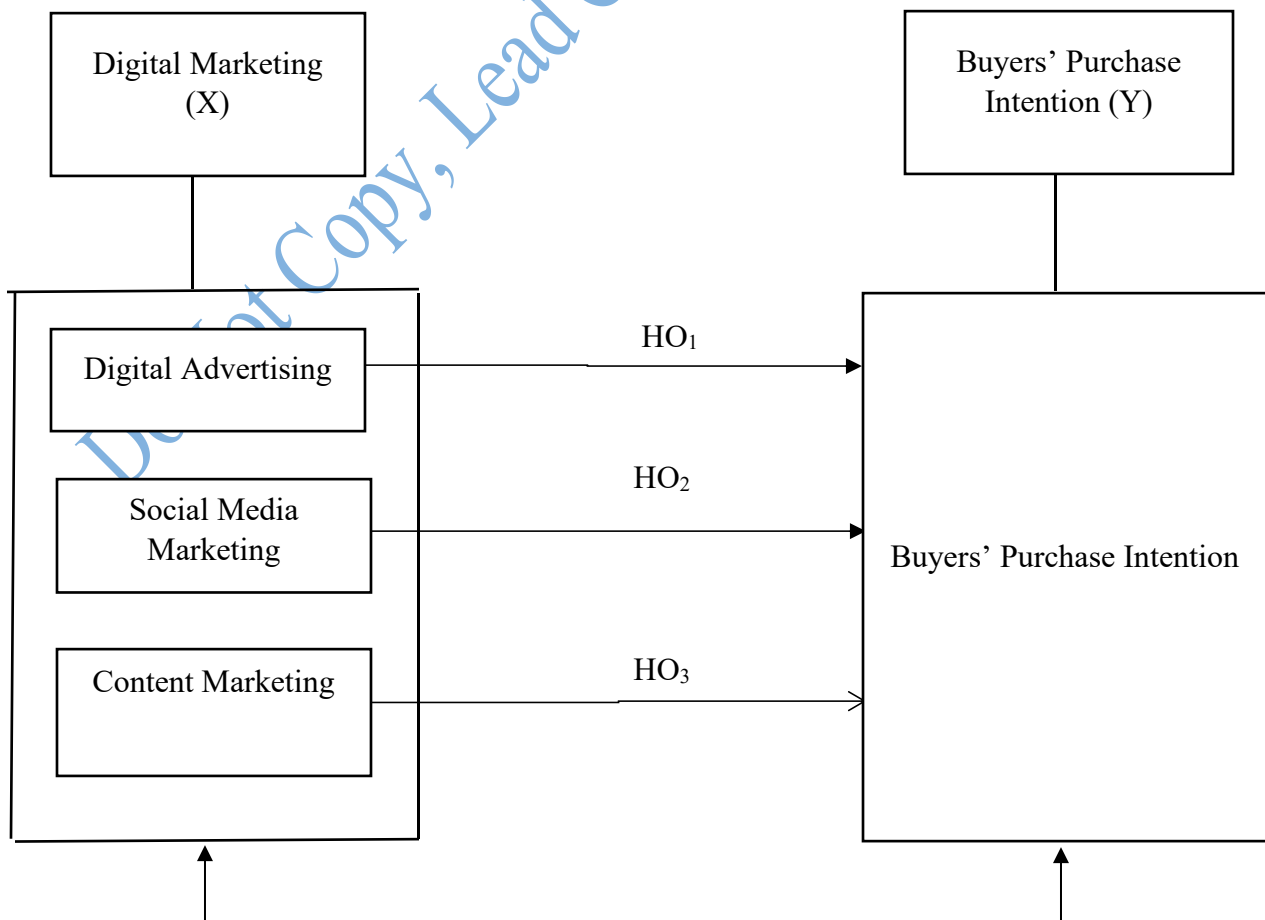


Figure 2.1: Conceptual Model

Source: Developed by the Researcher, 2023

The conceptual model presented in Fig 2.1 presents the Independent and the Dependent variables used in this study. The Independent variable which is digital marketing is represented by X and its sub-variables social media marketing, content marketing, and digital/online advertising which are represented respectively. The dependent variable buyers purchase intention is represented by Y.

2.5 Summary of Gaps in Literature Reviewed

The present study investigates the impact of digital marketing on consumers' purchase intention of household products in the city of Abeokuta, Nigeria. The examination of the extant scholarly works pertaining to digital marketing reveals unequivocally that the decision-making process of consumers regarding the purchase of products entails intricate economic considerations and trade-offs. Tradeoffs typically involve weighing the costs and benefits of choosing one firm over another, while also considering the efficiencies or inefficiencies associated with digital marketing.

This study identifies and examines multiple variables associated with the implementation of digital marketing strategies. This study provides a comprehensive analysis of the various dimensions encompassed within the field of digital marketing, offering a detailed exploration of the fundamental principles underlying digital advertising, social media marketing, and content marketing. This study elucidates the concept of digital marketing and examines its impact on

consumers' purchase intentions. The theoretical framework is grounded in the hierarchy of effect model, the theory of planned behaviour, and the agenda setting theory. These theories were substantiated with a comprehensive elucidation of their relevance to digital marketing, as well as their connection to the issue of buyers' purchase intention.

The research work was carefully reviewed by examining empirical works of other scholars, ensuring its high level of coherence and validity (refer to Appendix II). This study specifically focuses on empirical research related to the variables outlined in the study objectives, particularly in the areas of online advertising, social media marketing, and content marketing. The review of literature in this study is limited to previous works that are closely relevant to these issues (refer to Appendix II). After conducting a comprehensive review of the available scholarly literature pertaining to the impact of digital marketing on consumers' purchase intention, this thesis aims to address the following research gaps. The primary issue at hand pertains to the limited scope of existing literature reviews, which predominantly focus on research conducted in Western and Asian countries, with a dearth of studies conducted in Nigeria. The research focus in Nigeria primarily centres on consumer buying behaviour. The literature review reveals gaps indicating a lack of studies that have specifically examined the impact of digital marketing on consumers' purchase intentions for household products. Therefore, this study expresses dissatisfaction with the evaluation and justification of the existing state of research on digital marketing in Nigeria. It is observed that only a limited number of studies have been conducted on this topic, and none have specifically explored the consumption patterns of household products. The significance of these findings and gaps has led to the initiation of this study, as they play a crucial role in elucidating the impact of digital marketing on consumers' purchase intention in the city of Abeokuta, Nigeria.

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Chapter Three

Methodology

This chapter focused on the methodology that will be used for the study. It presents the research design, the sampling technique and size, instrument for the data collection, pilot testing of the instrument, validity and reliability of the instrument, method of data analysis, and the model specification of the research. It also explains the various techniques and procedures that is used in collecting data as well as the methods for the analysis of the collected data.

3.1 Research Design

The cross-sectional survey research design was used for this study, as this enable data to be collected at one point in time to test the research hypotheses. This design adopted has been deemed useful by several authors in their studies hence its adoption^{1,2,3}. A major benefit of the cross-sectional survey design is that it allows researchers to extensively describe the relationships and effects between the dependent and independent variables across different individual that will be picked as the respondent. The survey research design was adopted to obtain information from the focus population concerning the current status of the phenomena through primary data collection. The design was based on the primary source of data. It is an appropriate method because of its uniqueness and relevance as it concentrates on the event. Furthermore, the survey research design will also be utilized because it can help to handle a large population; and afford every unit of the population chance to respond to the subject being studied as it is a non-experimental design thereby ensuring the researchers do not control or manipulate

the independent variable. This design has been used by various study and fits into the scope of the current study^{4,5,6}.

3.2 Population of the Study

The population of study comprise of consumers in Abeokuta North and Abeokuta South LG of Ogun State (Metropolis). For the purpose of clarity, the total population of the two LGs based on 2006 Census is four hundred and forty-nine thousand, and eighty-eight households' buyers in the two selected local government areas. Customers and not company staff are in the best position to supply the information needed buyers' purchase intention. The two Local govts are selected because the areas have high numbers of population in Ogun State based on the Nigeria Bureau of Statistics report of 2021. Ogun State is selected because of its closeness to Lagos, the country industrial hub and also because of the state's development in terms of commercial and economic activities

Table 3.1: Population of the Respondent

S/N	LGA	Population
1	Abeokuta North	198793
2	Abeokuta South	250295
	Total	449, 088

Source¹

3.3 Sample Size and Sampling Technique

The total population of the two local governments equates to four hundred and forty-nine thousand, and eighty-eight(449, 088) households' buyers. Bowley sampling technique formular was used to derive the sample size from the population of the local government selected. Bowley technique formular was used because of its accuracy, reliability and effectiveness in sample estimation. Derived Sample Size using sampling formula:

$$S = \frac{X^2NP(1-P)}{d^2(N-1) + X^2P(1-P)}$$

Where: S = is the required sample size

X = is the z value (i.e 1.96 for 95% confidence level)

N= is the population size

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%))

d = is the degree of accuracy (5%) expressed as a proportion (0.04); it is margin error

$$S = \frac{(1.96)^2 2921514 \times (0.5)(1-0.5)}{(0.04)^2 (2921514-1) + (1.96)^2 (0.5)(1-0.5)}$$

$$S = \frac{(3.8416) 449,088 \times (0.5)(0.5)}{(0.0016)(449,088) + (3.8416)(0.5)(0.5)}$$

$$S = \frac{1725216.46 \times 0.25}{718.54 + 0.9604}$$

$$S = \frac{431304.11}{719.50}$$

$$S = 599.44$$

Six hundred (600) copies of questionnaire was distributed in the study area to customers of household products.

Table 3.2: Sample Size Table

S/N	State	Population size per LG	Total Population	Sample size	Proportionate sample size	Sample %
1	Abeokuta North	198793	449, 088	600	266	44%
2	Abeokuta South	250295			334	56%

Source: Researcher Compilation, 2023

Convenience sampling technique will be used to pick respondent. The sample sizes defined above will be selected from their respective population group using convenience sampling technique for all of them. Ideally, simple random sampling techniques ought to have been thought of especially for the consumers since their sample frame is readily made available but any randomly selected member of the population groups may be tightly busy on the day or time for the survey, thereby affecting the study. As for the convenience sampling technique, it allows the research to select the samples based on the ease of accessibility to them.

3.4 Description of Research Instrument

The instrument for gathering data was a self-structured questionnaire. The purpose of using a questionnaire for the survey is to gather a direct response and feedback and because of the literacy level of the proposed respondents. Furthermore, the questionnaire was collected within a short period and with relative ease. For this study, the questionnaire was divided into three sections, I, II, and III. Section I cover the information about the respondent's bio data, which

includes; Gender, Age, Marital status, Education/Professional qualification and Rank. Section II and III elicit a response from respondents on the independent and dependent variables to provide solutions to the research questions. Six points Likert rating scale was used to measure the response. The scales ranged from 6 (Strongly Agree) to 1 (Strongly Disagree).

3.5 Validity and Reliability of the Research Instrument

Content validity was used for this study to check the operationalisation against the relevant content domain for the construct. Content validity is concerned with how well the content of a measurement instrument measures what it is designed to measure⁷. Before actual distributions of questionnaires to respondents, steps were carried out to ensure that the scale items adequately cover the area of the construct. Copies of this questionnaire were given to academic personnel's as well as experts in marketing for validation. This was done to obtain their general comments and necessary suggestions on the adequacy and sequence of the question. Some items were also added based on their valuable recommendations to make the study questionnaire more accurate and enhance the research instrument. For the establishment of construct validity, the principal component analysis method of extraction was adopted. The factor loadings of these items were used to establish the average variance extracted (AVE). Since the average variance extracted is greater than 0.5 for each of the variables, it, therefore, gives room for the establishment of convergent validity.

Table 3.3: Validity Results

S/N	Variable	No of items	AVE	KMO Test	Bartlett's Test (Sig)
1	Digital/Online Advertising	5	0.789	0.799	598.113 (0.000)
2	Social Media Marketing	5	0.622	0.819	571.089 (0.000)
3	Content Marketing	5	0.774	0.788	566.277 (0.000)
4	Buyers Purchase Intention	5	0.813	0.888	589.665 (0.000)

Source: Field Survey Result, 2023

The internal test of consistency was utilized to determine the reliability of the research instrument for this study. A pre-test of the questionnaire was conducted to evaluate the relevance and proper understanding of the research questions. The questionnaire was checked by the researcher's supervisor as well as experts in the field of marketing. Furthermore, 10% of other respondents who corresponded to our sample were accessed and interviewed to see if the questionnaire has to be modified. Thirty (30) copies of the questionnaire were used in total for the study. The pilot study was considered necessary to establish the relevance of the questionnaire to the objectives of the study and to measure to have a foreknowledge of the reactions of the respondents and to ascertain the reliability of the questionnaire when used in the population of the study.

This test was done using the statistical methods - Cronbach's alpha since the study used multiple-item measures. The reliability index for digital marketing and buyers purchase intention was determined using Statistical Package for Science Solutions Version 23 software to process it correctly and precisely, and the researcher's revalidation scale was 0.811 as indicated by the respective Cronbach alpha values as indicated in Table 3.4. The aim of reliability as a quality criterion was to minimize errors and give stable results of data collection.

Table 3.4: Reliability Test Results

S/N	Variables	Cronbach's Alpha	Composite Reliability
1	Digital/Online Advertising	0.811	0.994
2	Social Media Marketing	0.899	0.913
3	Content Marketing	0.824	0.923
4	Buyers Purchase Intention	0.805	0.917
Overall Average Alpha for the instrument (α)		0.811	

Source: Field Survey Result, 2023

The result of the pre-test showed that the scales were considered reliable (Cronbach's $\alpha > 0.80 = 0.811$), and the manipulation checks were valid.

3.6 Administration of Research Instrument

In the administration of the questionnaire, the researcher make use of research assistants. It was ensured that these assistants are experienced in this type of job, but the researcher was also provide additional training to situate them to this particular study. The researcher also visit each firm to negotiate access for the use of research assistants. The research assistants was trained effectively in line with the objectives of the study. The researcher also participate directly in the distribution and collection of some of these questionnaires.

3.7 Method of Data Collection

For this study, primary data will be employed. The use of the primary method of data collection is predicated on the fact that numerous studies have used the method^{8,9}. The data will be collected with the aid of a questionnaire that will be properly drafted using the four Likert types scale. The questionnaire will be adopted because it had the following advantages; it allows for a large amount of information to be collected from a large number of people in a short period; the results of the questionnaire will quickly and easily be quantified by the researcher; it will be analyzed scientifically, and when the data had been quantified, it was used to compare and contrast other researches.

3.8 Method of Data Analysis

The data will be analyzed with the use of both descriptive and inferential statistical methods. Descriptive statistics analysis will be done using the demographic data while the inferential statistical technique will be utilized to evaluate the effect of one variable on the other. Simple linear regression will be employed to analyze the influence of digital marketing (independent variable) on buyers purchase intention (dependent variable). The rationale for the adoption of regression analysis is that it will show the optimal result of the influence of the independent and

dependent variable is an almost linear form. Further, regression helps to provide predictions and causal inference for the given variable and also shows how a change in one variable caused variation in another.

The study aims to investigate the influence of different advertising strategies on buyers' purchase intention of household products in Abeokuta, Nigeria. Three hypotheses were formulated for this purpose. The first hypothesis (H01) states that digital/online advertising has no significant influence on buyers' purchase intention. The second hypothesis (H02) posits that content marketing has no significant influence on buyers' purchase intention. Lastly, the third hypothesis (H03) suggests that social media marketing has no significant influence on buyers' purchase intention. The tools of analysis chosen for this study include Linear Regression. By employing these analytical techniques, the researchers aim to examine the relationships between the advertising strategies and buyers' purchase intention, providing valuable insights into the effectiveness of various marketing approaches in the context of household products in Abeokuta, Nigeria.

3.9 Model Specification

In this study, there are two constructs namely; independent variables (Digital marketing) consisting of social media marketing, content marketing, online advertising and customer experience management while the dependent variable is consumer purchase behaviour.

The model for the variables is denoted in the equations below:

$$Y = f(X)$$

$$Y = f(XZ)$$

Y = Dependent Variable

X = Independent Variable

Y = Buyers Purchase Intention (BPI)

X = Digital Marketing (DM)

Y = Y

X = (x₁, x₂, x₃)

Where;

Y = Buyers Purchase Intention (BPI)

X = Digital Marketing (DM)

X₁ = Digital/Online Advertising (DOA), X₂ = Content Marketing (CM), X₃ = Social Media Marketing (SMM)

The model formulated for each of the hypotheses are written as:

Hypothesis One

$$Y = f(x_1)$$

$$Y = \beta_0 + \beta_1 x_1 + \epsilon_i$$

$$BPI = \beta_0 + \beta_1 DOA + \epsilon_i \text{----- Eqn1}$$

Hypothesis Two

$$Y = f(x_2)$$

$$Y = \beta_0 + \beta_2 x_2 + \epsilon_i$$

$$BPI = \beta_0 + \beta_2 CM + \varepsilon_i \text{----- Eqn 2}$$

Hypothesis Three

$$Y = f(x_3)$$

$$Y = \beta_0 + \beta_3 X_3 + \varepsilon_i$$

$$BPI = \beta_0 + \beta_3 SMM + \varepsilon_i \text{----- Eqn 3}$$

Where:

β_0 = constant of the equation or constant term

β_1 - β_4 = Parameters estimated

μ = error or stochastic term

The variables in Equation 1- 4 were the working Equations that were evaluated in this study.

3.9.1 Apriori Expectations

In line with the hypotheses stated, the expected existing relationship between digital marketing and buyers purchase intention are presented in this section. However, it was expected that digital marketing and its variables will significantly impact buyers purchase intention. The expected relationship is presented in Table 3.5.

Table 3.5 Researcher's Apriori Expectation

Models	Apriori Expectations IF:
H ₀₁ BPI = $\beta_0 + \beta_1DOA + \varepsilon_i$	$\beta_1 \neq 0$, $P \leq 0.05$, H ₀₁ was rejected
H ₀₂ BPI = $\beta_0 + \beta_2CM + \varepsilon_i$	$\beta_2 \neq 0$, $P \leq 0.05$, H ₀₂ was rejected
H ₀₃ BPI = $\beta_0 + \beta_3SMM + \varepsilon_i$	$\beta_3 \neq 0$, $P \leq 0.05$, H ₀₃ was rejected

Source: Developed by the researcher, 2023

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Endnotes

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Chapter Four

Results and Discussion of Findings

This chapter provides an analysis of field data. The study's results are presented, interpreted, and discussed. Data was collected by questionnaire and analysed statistically with the help of suitable statistical tool. The descriptive analysis makes use of tables and percentages to show the data. While inferential statistics was carried out using simple linear regression so as to understand Digital Marketing and Buyers Purchase Intention of Household Products in Abeokuta Metropolis, Nigeria. The discussion on the findings was also carried out by comparing findings in the study with findings discovered and revealed in other studies.

4.1 Data Presentation

Survey questionnaires were administered directly to business consumers in Abeokuta metropolis. Table 4.1 shows that six hundred (600) questionnaires was administered, four hundred and thirty six (436) questionnaires were retrieved from the field. One hundred and sixty-four questionnaires were not returned and the number of questionnaires deemed usable was four hundred and thirteen (413). This shows that 68.8% of the questionnaires were used and 31.2% was not used indicating that the questionnaire return rate was high. The response rate is considered adequate according to ¹ who states that the response rate of 30% is acceptable for any survey. The non-response rate of twenty eight point nine (31.2%) was recorded for the study, occurred as a result of busy schedule, inadequate time and loss of questionnaire on the part of the respondents.

Table 4.1 Questionnaire Response Rate

S/N		Number
1	Copies of Questionnaires administered	600
2	Copies of questionnaires returned	436
3	Copies of questionnaires not returned	164
4	Number of questionnaires deemed usable	413
5	Percentage of questionnaire used	68.8%
6	Percentage of questionnaires not used	31.2%
	Total percentage	100%

Source: Research Study, 2023

4.1.1 Demographic Data of Respondents

Five demographic variables are included in this study. They are: gender, age, marital status, educational qualification, and length of service. The results in Tables 4.2 - 4.6 represent distribution of sample individuals according to demographic variables.

Table 4.2: Distribution of the Respondents Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	208	50.4	50.4	50.4
Female	205	49.6	49.6	100.0
Total	413	100.0	100.0	

Source: Field Survey, 2023

From Table 4.2, demographic and personal data of the respondents as shown by gender revealed that 208 (50.4%) of respondents were male, while 205 (49.6%) were female. This shows that male respondents participated more in the study than female respondents.

Table 4.3: Distribution of the Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25 years	73	17.7	17.7	17.7
	26-30 years	188	45.5	45.5	63.2
	31-40 years	110	26.6	26.6	89.8
	41-45 years	36	8.7	8.7	98.5
	50 years and above	6	1.5	1.5	100.0
	Total	413	100.0	100.0	

Source: Field Survey, 2023

From Table 4.3, demographic data for the respondents age shows that 73 (17.7%) of the respondents were below 25 years, 188 (45.7%) were in the age group of 26-30 years, 110 (26.6%) were between the ages of 31-40 years, 36 (8.7%) were between the ages of 41-45 years, 6 (1.5%) were 50 years and above. This shows that the respondent's age that participated more in the survey falls between 26-30 years.

Table 4.4: Distribution of the Respondents Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	203	49.2	49.2	49.2
	Married	186	45.0	45.0	94.2
	Others	24	5.8	5.8	100.0
	Total	413	100.0	100.0	

Source: Field Survey, 2023

From Table 4.4, profile of the respondents by marital status shows that 203 (49.2%) of the respondent surveyed were single, while 186 (45.0%) surveyed were married, and 24 (5.8%) belongs to others. By implication most respondents were single.

Table 4.5: Distribution of the Respondents Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OND/NCE	257	62.2	62.2	62.2
	BSc/HND	104	25.2	25.2	87.4
	Post-Graduate Degree	52	12.6	12.6	100.0
	Total	413	100.0	100.0	

Source: Field Survey, 2023

From Table 4.5, demographic and personal data of the respondents for educational qualification of respondents shows that 257 (62.2%) of respondents possessed the OND/NCE degrees, 104 (25.2%) were Bachelor's degree and Higher National Diploma degree holders, 52 (12.6%) of respondents are Post-graduate degree holders. Therefore, it could be inferred that majority of the respondents that participated in this research are Bachelor's degree and Higher National Diploma holders.

Table 4.6: Distribution of the Respondents Length of Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 5 years	113	27.4	27.4	27.4
	6-10 years	212	51.3	51.3	78.7
	11-15 years	85	20.6	20.6	99.3
	Above 15 years	3	.7	.7	100.0
	Total	413	100.0	100.0	

Source: Field Survey, 2023

From Table 4.6, demographic data of respondents by length of service shows that 113 (27.4%) of the respondents were below 5 years, 212 (51.3%) were between the group of 6-10 years, 85 (20.6%) were between 11-15 years, while 3 (0.7%) have spent above 15 years of service length. This implies that majority of the respondents have spent between 6-10 years as their length of service.

4.1.2 Presentation of Research Question

Research Question One: What is the influence of digital/online advertising on buyers' purchase intention of household products in Abeokuta, Nigeria?

Table 4.7 Descriptive Analysis of Online Advertising

Items	SA (%)	A (%)	SIA (%)	SID (%)	D (%)	SD (%)	\bar{x}	SD
I prefer online advertising as my medium in line with the current technology developments	111 (26.9)	89 (21.5)	87 (21.1)	60 (14.5)	45 (10.9)	21 (5.1)	4.24	1.510
Online advertising makes business easier	87 (21.1)	84 (20.3)	100 (24.2)	72 (17.4)	47 (11.4)	23 (5.6)	4.06	1.476
Online advertising is an interactive medium	81 (19.6)	84 (20.3)	93 (22.5)	81 (19.6)	49 (11.9)	25 (6.1)	3.98	1.486
Most of my customers buy online instead of physical (offline).	73 (17.7)	77 (18.6)	96 (23.2)	80 (19.4)	60 (14.5)	27 (6.5)	3.86	1.498
Advertised products have many likes and shares on digital media platforms	82 (19.9)	85 (20.6)	120 (29.1)	59 (14.3)	44 (10.7)	23 (5.6)	4.08	1.438
Grand							4.04	1.482

Source: Field Survey, 2023

As shown in Table 4.7, five statements were used to measure the influence of online advertising of the buyers purchase intention of household products. In Table 4.7, Strongly Agree, Agree, Slightly Agree, Slightly Disagree, Disagree, Strongly Disagree are represented by SA, A, SIA,

SID, D, SD respectively. Also, mean and standard deviations for the variables are represented by Mean (\bar{x}) and SD respectively. Table 4.7 indicated that by combining responses under Strongly Agree, Agree, Slightly Agree, Slightly Disagree, 287 (69.5%) of the respondents revealed that they prefer online advertising as my medium in line with the current technology developments, 271 (65.6%) agreed that online marketing makes business easier, 258 (62.4%) agreed that online marketing is an interactive medium, 246 (59.5%) stated that most of their customers buy online instead of physical (offline) and 287 (69.6%) indicated that advertised products have many likes and shares on digital media platforms.

The study on online advertising shows that the question 'I prefer online advertising as my medium in line with the current technology developments' had the highest positive response with a mean value of 4.24 and standard deviation of 1.510. This is closely followed by 'Advertised products have many likes and shares on digital media platforms' where respondents also respond with a mean value of 4.08 and standard deviation of 1.438. The question on 'Most of my customers buy online instead of physical (offline)' had the least positive response with respondents agreeing with mean value of 3.86 and standard deviation of 1.498.

Research Question Two: What is the influence of content marketing on buyers' purchase intention of household products in Abeokuta, Nigeria?

The results in Table 4.8 shows the frequency interpretation of participating respondents on the responses to questions on the influence of content marketing on buyers' purchase intention.

Table 4.8 Descriptive analysis of Content Marketing

Items	SA (%)	A (%)	SA (%)	SD (%)	D (%)	SD (%)	\bar{x}	SD
Content marketing is interactive, visual and it convince me	103 (24.9)	96 (23.2)	112 (27.1)	41 (9.9)	35 (8.5)	26 (6.3)	4.27	1.472
I get accurate information I seek about household products/services via content marketing	89 (21.5)	77 (18.6)	123 (29.8)	68 (16.5)	31 (7.5)	25 (6.1)	4.12	1.431
I show a great deal of interest in messages disclosing discounts and special offers to me	85 (20.6)	82 (19.9)	104 (25.2)	74 (17.9)	46 (11.1)	22 (5.3)	4.05	1.459
The information/content provided by the digital marketing platforms are believable to me	87 (21.1)	81 (19.6)	109 (26.4)	75 (18.2)	39 (9.4)	22 (5.3)	4.09	1.441
The digital marketing channels provides sufficient information about household products/services terms and conditions	88 (21.3)	73 (17.7)	113 (27.4)	65 (15.7)	45 (10.9)	29 (7.0)	4.02	1.503
Grand							4.11	1.461

Source: Field Survey, 2023

As shown in Table 4.10, five statements were used to measure the influence of content marketing of the buyers purchase intention of household products. In Table 4.8, Strongly Agree, Agree, Slightly Agree, Slightly Disagree, Disagree, Strongly Disagree are represented by SA, A, SIA, SID, D, SD respectively. Also, mean and standard deviations for the variables are represented by Mean (\bar{x}) and SD respectively. Table 4.8 indicated that by combining responses under Strongly Agree, Agree, Slightly Agree, 311 (75.2%) of the respondents revealed that Content marketing is interactive, visual and it convinced them, 289 (69.9%) agreed that consumers get accurate information they seek about products/services via content marketing, 271 (65.7%) agreed that consumers show a great deal of interest in messages disclosing discounts and special offers, 277 (67.1%) posited that the information/content provided by the digital marketing platforms are believable and 274 (66.4%) indicated that the digital marketing channels provides sufficient information about its products/services terms and conditions.

The study on content marketing shows that the question 'Content marketing is interactive, visual and it convince me' had the highest positive response with a mean value of 4.27 and standard deviation of 1.472 and the question on 'The digital marketing channels provides sufficient information about its products/services terms and conditions' had the lowest positive response with mean value of 4.02 and standard deviation of 1.503.

Research Question Three: What is the influence of social media marketing on buyers' purchase intention of household products in Abeokuta, Nigeria?

Table 4.9 Descriptive Analysis of Social Media Marketing

Items	SA (%)	A (%)	SIA (%)	SID (%)	D (%)	SD (%)	\bar{x}	SD
Social media marketing is interactive and thus influences my shopping experience and buying decisions	185 (44.8)	90 (21.8)	58 (14.0)	19 (4.6)	39 (9.4)	22 (5.3)	4.71	1.550
social media marketing helps in my easy comparison of household products	90 (21.8)	123 (29.8)	97 (23.5)	50 (12.1)	27 (6.5)	26 (6.3)	4.29	1.427
I become so aware of household products via social media marketing platforms	61 (14.8)	112 (27.1)	109 (26.4)	71 (17.2)	40 (9.7)	20 (4.8)	4.06	1.363
Social media marketing plays an active role in building a relationship between me and my preferable household products' firms	87 (21.1)	103 (24.9)	73 (17.7)	73 (17.7)	42 (10.2)	35 (8.5)	4.04	1.563
Social media marketing has increased my conviction towards household products	98 (23.7)	82 (19.9)	84 (20.3)	57 (13.8)	62 (15.0)	30 (7.3)	4.02	1.596
Grand							4.22	1.500

Source: Field Survey 2023

As shown in Table 4.7, five statements were used to measure the influence of social media marketing of the buyers purchase intention of household products. In Table 4.9, Strongly Agree, Agree, Slightly Agree, Slightly Disagree, Disagree, Strongly Disagree are represented by SA, A, SIA, SID, D, SD respectively. Also, mean and standard deviations for the variables are

represented by Mean (\bar{x}) and SD respectively. Table 4.9 indicated that by combining responses under Strongly Agree, Agree, Slightly Agree, 333 (80.6%) of the respondents revealed that social media marketing is interactive and thus influences consumer shopping experience and buying decisions, 310 (75.1%) posit that social media marketing helps in easy comparison of products, 282 (68.3%) showed that they became so aware of household products via social media marketing platforms, 263 (63.7%) assert that social media marketing plays an active role in building a relationship between them and their organization's household products and 264 (63.9%) indicated that social media has increased their conviction towards household products

The study on digital marketing shows that the question 'Social media marketing is interactive and thus influences consumer shopping experience and buying decisions' had the highest positive response with a mean value of 4.71 and standard deviation of 1.550. This is closely followed by 'social media marketing helps in easy comparison of products' where respondents responded with a mean value of 4.29 and standard deviation of 1.427. 'Social media marketing increased my conviction towards household products had the lowest positive response with mean values of 4.02 and standard deviation of 1.596.

Table 4.10 Descriptive analysis of Buyers' Purchase Intention

Items	SA (%)	A (%)	SlA (%)	SlD (%)	D (%)	SD (%)	\bar{x}	SD
A product attracts high purchase intention when the brand enjoys a high level of awareness and loyalty.	166 (40.2)	74 (17.9)	59 (14.3)	27 (6.5)	36 (8.7)	51 (12.3)	4.37	1.784
Emphasis on price reduction through marketing campaigns attracts impulse buying.	78 (18.9)	92 (22.3)	107 (25.9)	52 (12.6)	38 (9.2)	46 (11.1)	3.96	1.574
The brand of a product attracts a high level of good-will and dictates a high level of a products purchase intention.	74 (17.9)	85 (20.6)	89 (21.5)	70 (16.9)	53 (12.8)	42 (10.2)	3.83	1.581
Opinions of experts on social media sites affects consumers when purchasing products and services?	77 (18.6)	101 (24.5)	76 (18.4)	60 (14.5)	48 (11.6)	51 (12.3)	3.87	1.644
Digital marketing facilitates better decision making	106 (25.7)	78 (18.9)	102 (24.7)	62 (15.0)	34 (8.2)	31 (7.5)	4.16	1.533
Grand							3.95	1.590

Source: Field Survey, 2023

As shown in Table 4.10, five statements were used to measure buyers purchase intention. In Table 4.10, Strongly Agree, Agree, Slightly Agree, Slightly Disagree, Disagree, Strongly Disagree are represented by SA, A, SlA, SlD, D, SD respectively. Also, mean and standard deviations for the variables are represented by Mean (\bar{x}) and SD respectively. Table 4.10 indicated that by combining responses under Strongly Agree, Agree, Slightly Agree, 299 (72.4%) of the respondents revealed that a product attracts high purchase intention when the brand enjoys

a high level of awareness and loyalty, 277 (67.1%) agreed that emphasis on price reduction through marketing campaigns attracts impulse buying, 248 (60.0%) agreed that the brand of a product attracts a high level of good-will and dictates a high level of a products purchase intention, and 254 (61.5%) indicated that opinions of experts on social media sites affects consumers when purchasing products and services. 286 (69.3%) of the respondents revealed that digital marketing facilitates better decision making.

The study on customer retention shows that, 'A product attracts high purchase intention when the brand enjoys a high level of awareness and loyalty' had the highest number of positive respondents respond with a mean value of 4.37 and standard deviation of 1.784. This is closely followed by 'Digital marketing facilitates better decision making' where respondents also responded with a mean value of 4.16 and standard deviation of 1.533. The question 'The brand of a product attracts a high level of good-will and dictates a high level of a products purchase intention' had the least positive response with mean values of 3.83 and standard deviation of 1.581.

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4.2 Test of Hypotheses

Hypothesis One

H₀₁: Online advertising has no significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria.

Table 4.11 Linear Regression Analysis between Online Advertising and Buyers Purchase Intention

4.11.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 ^a	.224	.222	9.60951

a. Predictors: (Constant), Online Advertising

Source: Field Survey, 2023

From Table 4.11.1, this study revealed that online advertising has an influence on buyers purchase intention at R= 0.473. The R-Square, which is the proportion of variance in the dependent variable that can be predicted from the independent variable, indicated that 22.4% of the variance in online advertising can be predicted from the buyers' purchase intention of the household products.

4.11.2. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10943.657	1	10943.657	118.511	.000 ^b
	Residual	37952.851	411	92.343		
	Total	48896.508	412			

a. Dependent Variable: buyers purchase intention

b. Predictors: (Constant), Online Advertising

Source: Field Survey, 2023

From Table 4.11.2, the F-value which is obtained by the Mean Square Regression (10943.657) divided by the Mean Square Residual (37952.851), yielding $F = 118.511$. In the third hypothesis, the independent variable (online advertising) was found to have significantly predicted the dependent variable (buyers purchase intention). Therefore, there is an effect of online advertising on buyers purchase intention at $F_{(1,411)} = 118.511$. Table 4.11.2 shows that the test of online advertising on buyers purchase intention is significant at 0.000 p-values. The null hypothesis is thereby rejected.

4.11.3. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.009	1.937		9.814	.000
	Online Advertising	1.012	.093	.473	10.886	.000

a. Dependent Variable: buyers purchase intention

Model 3 for (H₀₃) is stated as $Y = f(x_3)$ and $Y = \alpha_0 + \beta_1 x_3 + \mu = 19.009 + 1.012 x_3$

Source: Field Survey, 2023

The b-coefficients, which are unstandardized, show the net effect in dependent variable which is associated with one-unit change in independent variables while beta-coefficients, which are standardized, show the net effect in dependent variable which is associated with one-unit change in independent variable but now the changes are in standard deviations of both variables. Because b-coefficients deal with raw (or "original") values, the b-coefficients are used to construct the prediction equation from the independent variables to the dependent variable. However, because beta-coefficients are standardized, they are used to compare the "influence" of variables within equations. Both b-coefficients and beta-coefficients can be interpreted as controlling for the effects of other variables.

If the b-coefficient is significant, determined by applying the t-test to the ratio of the coefficient to its standard error, then the beta-coefficient is significant. However, in this study Table 4.11.3 revealed that the predictor variable of online advertising predicts buyers purchase intention with ($\beta = .473$; $t = 10.886$; $p < 0.05$). The null hypothesis is therefore rejected.

Hypothesis Two

H₀₂: Content marketing have no significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria

Table 4.12 Linear Regression Analysis between Content Marketing and buyers' purchase intention

4.12.1 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559 ^a	.313	.311	9.04266

a. Predictors: (Constant), Content Marketing

Source: Field Survey, 2023

From Table 4.12.1, this study revealed that content marketing influence buyers' purchase intention at $R = 0.559$. The R-Square, which is the proportion of variance in the dependent variable that can be predicted from the independent variable, indicated that 31.3% of the variance in content marketing can be predicted the buyers' purchase intention.

4.12.2 ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15289.193	1	15289.193	186.979	.000 ^b
	Residual	33607.316	411	81.770		
	Total	48896.508	412			

a. Dependent Variable: buyers' purchase intention

b. Predictors: (Constant), Content Marketing

Source: Field Survey, 2023

From Table 4.12.2, the F-value which is obtained by the Mean Square Regression (15289.193) divided by the Mean Square Residual (33607.316), yielding $F = 186.979$. In the second hypothesis, the independent variable (content marketing) was found to have significantly predicted the dependent variable (buyers' purchase intention). Therefore, there is an effect of content marketing on buyers' purchase intention at $F_{(1,411)} = 186.979$. Table 4.12.2 shows that the test of content marketing on buyers' purchase intention is significant at 0.000 p-values. The null hypothesis is thereby rejected.

4.12.3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.208	1.899		7.480	.000
	Content Marketing	1.229	.090	.559	13.674	.000

a. Dependent Variable: Buyers' purchase intention

Model 2 for (H_{02}) is stated as $Y = f(x_2)$ and $Y = \alpha_0 + \beta_1 x_2 + \mu = 14.208 + 1.229x_2$

Source: Field Survey, 2023

The b-coefficients, which are unstandardized, show the net effect in dependent variable which is associated with one-unit change in independent variables while beta-coefficients, which are standardized, show the net effect in dependent variable which is associated with one-unit change in independent variable but now the changes are in standard deviations of both variables. Because b-coefficients deal with raw (or "original") values, the b-coefficients are used to construct the prediction equation from the independent variables to the dependent variable.

However, because beta-coefficients are standardized, they are used to compare the "influence" of variables within equations. Both b-coefficients and beta-coefficients can be interpreted as controlling for the effects of other variables.

If the b-coefficient is significant, determined by applying the t-test to the ratio of the coefficient to its standard error, then the beta-coefficient is significant. However, in this study Table 4.12.3 revealed that the predictor variable of content marketing predicts buyers' purchase intention with ($\beta = .559$; $t = 13.674$; $p < 0.05$). The null hypothesis is therefore rejected.

Hypothesis Three

H₀₃: Social media marketing have no significant influence on consumer purchase behavior of Household Products in Abeokuta, Nigeria

Table 4.13 Linear Regression Analysis between Social Media Marketing and Buyers' Purchase Intention

4.13.1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.385	8.54114

a. Predictors: (Constant), Social Media Marketing

Source: Field Survey, 2023

From Table 4.13.1, this study revealed that social media marketing affects buyers' purchase intention at $R = 0.622$. The R-Square, which is the proportion of variance in the dependent variable that can be predicted from the independent variable, indicated that 38.7% of the variance in social media marketing can be predicted from the variables studied.

4.13.2 ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	18913.601	1	18913.601	259.264	.000 ^b
	Residual	29982.907	411	72.951		
	Total	48896.508	412			

a. Dependent Variable: buyers' purchase intention

b. Predictors: (Constant), Social Media Marketing

From Table 4.13.2, the F-value which is obtained by the Mean Square Regression (18913.601) divided by the Mean Square Residual (29982.907), yielding $F = 259.264$. In the first hypothesis, the independent variable (social media marketing) was found to have significantly predicted the dependent variable (buyers' purchase intention). Therefore, there is an effect of social media marketing on buyers' purchase intention at $F_{(1,411)} = 259.264$. Table 4.13.2 shows that the test of social media marketing on buyers' purchase intention is significant at 0.000 p-values. The null hypothesis is thereby rejected.

4.13.3 Coefficients^a

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	13.615	1.659		8.207	.000
	Social Media Marketing	1.224	.076	.622	16.102	.000

a. Dependent Variable: buyers' purchase intention

Model 1 for (H₀₁) is stated as $Y = f(x_1)$ and $Y = \alpha_0 + \beta_1 x_1 + \mu = 13.615 + 1.224x_1$

Source: Field Survey, 2023

The b-coefficients, which are unstandardized, show the net effect in dependent variable which is associated with one-unit change in independent variables while beta-coefficients, which are standardized, show the net effect in dependent variable which is associated with one-unit change in independent variable but now the changes are in standard deviations of both variables. Because b-coefficients deal with raw (or "original") values, the b-coefficients are used to construct the prediction equation from the independent variables to the dependent variable. However, because beta-coefficients are standardized, they are used to compare the "influence" of variables within equations. Both b-coefficients and beta-coefficients can be interpreted as controlling for the effects of other variables.

If the b-coefficient is significant, determined by applying the t-test to the ratio of the coefficient to its standard error, then the beta-coefficient is significant. However, in this study Table 4.13.3

revealed that the predictor variable of social media marketing predicts buyers' purchase intention with ($\beta = .622$; $t = 16.102$; $p < 0.05$). The null hypothesis is therefore rejected.

4.3 Discussion of Findings

The results of the regression analysis for the influence of digital/Online advertising on buyers' purchase intention of household products in Abeokuta, Nigeria show that Digital/Online advertising has significant influence on buyers' purchase intention of household products. Conceptually, digital/online advertising has various types with video, animation and audio messages to the consumers. Today as consumers use digital tools and networks more than before, digital advertising is the most suitable way to reach the final consumers. Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions¹. Digital advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer². A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs³.

This result found support in prior digital/online advertising studies. For instance, a study on the effect of digital advertising on consumer buying behaviour in Lokoja Metropolis. The study used descriptive survey design. The population of the study comprised of customers in Lokoja who make online shopping. Using Taro Yamani formula, a sample size of 399 respondents were selected for the study. Simple random sampling technique was used to select the respondents.

Data were collected through structured questionnaire. Correlation and regression analysis were employed for the analysis at 0.05% significant level. The findings of the study showed that there was a statistically significant correlation with $r = 0.973$ at significant level of 0.001 between digital advertising and consumer buying behaviour. The study concluded that the online update information, digital message coding, social media platform information and buyers' patronage information affect consumer buying behavior².

In addition, scholars discovered that online advertising plays an important role to communicate, creating interest, and brand awareness among consumers. But some barriers are affecting online advertisement on consumer decision like a customer has an attitude and that attitude influences their mental place for a certain matter. Also, consumers with different segments like age, place, and lifestyle have a significant impact on consumer buying behaviour. But the main thing is that online advertising is becoming a tool for consumer decisions⁴. In another study, it was discovered that putting to use web-based media pages assists clients with communicating and impacts their shopping experience. The use of online stages is valuable, it has empowered web-based shopping destinations with the use of email showcasing procedure, a web index to help clients select a range of items dependent on shading blend, size, and shape and it has additionally empowered clients to choose predominant brands inside their item range⁵.

A study on the effectiveness of online advertising in India. It was found that internet advertising has a positive effect on consumer buying behaviour as it increases the awareness of the products. Moreover, it provides an advanced method to target the consumer with immediate effect. It also reduces the cost. One more finding is that there is a trust issue because of fraud and misconduct advertisements, yet consumers use the internet to find information about the products and visit

internet advertising sites. Another study shown that that when contrasted with the Traditional advertisement method, internet advertisement has become the most favoured approach to target consumers. The internet offers a wide extent of confirmation, which is noteworthy for some different strategies for publicizing. Online commercials assist associations with anticipating the purchasing conduct of the customers. Given digitalization, the vast majority like to buy on the web, since it is simpler, quicker, and more convenient than the traditional technique. The majority of the consumers were affected by online advertisements^{6,7}.

The findings of this study provided support for the agenda setting theory because the digital marketing-buying decision effect, which is the bone of contention in this study, depicts that agenda-setting theory also explains how media messages (digital marketing) influence consumer behavior. This theory is one of the limited effects theories and referred to as the ability of the media to affect the public's perspectives on the significance of different social issues⁸. Media does not tell people what to think, but it provides them with what to think about. Hence, the interaction between online advertising and its associated buyers' purchase intention effect is explained within the framework of the agenda setting theory. This study's results are in concomitance with these theoretical perspectives. Hence, given the support found in conceptual, empirical and theoretical submissions in previous literature with this present study's result, the study posits that digital/online advertising influence buyers' purchase intention of household products in Abeokuta, Nigeria.

The results of the regression analysis for the influence of content marketing on buyers' purchase intention of household products in Abeokuta, Nigeria established that content marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria.

Conceptually, content marketing is the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience with the objective of profitable customer action. Today's young customers are willing to seek interesting and entertaining content and are taking initiative to search for information regarding products and services⁹. Digital content should be concise and interesting to engage customers for longer duration¹⁰. The websites can enhance the purchase intentions towards goods purchased virtually so as the entertainment and informative gratification of the customers are satisfied. There are some important reasons that why marketers decide to launch content marketing such as increasing brand awareness, increasing intention of customers into products or services, converting audiences into potential customers, increasing the company image, customer engagement, website traffic and increasingly change the direct sales¹¹.

Scholars empirically investigate the context features determining content marketing effectiveness from a managerial perspective, using primary data collected from senior marketers in 263 organizations from various sectors and across different size categories, conducting multiple regression analysis. The empirical results indicate that clarity and commitment regarding content marketing strategy and a content production in line with the organization's target groups' content needs as well as normative journalistic quality criteria are context factors associated with higher content marketing effectiveness. The outcomes also reveal that regularly measuring content marketing performance and using the data obtained as guidance for improving content offerings positively influence content marketing effectiveness, as do structural specialization and specialization-enabling processes and systems¹².

Scholars examined content marketing effectiveness towards consumer's perspective on the new product launch. Findings from this study revealed evidence on the importance of content marketing, especially for the early introduction of a new product. Content marketing provides brands with more access and channels to reach their target customers ¹³. Similarly, a study on the impact of digital content marketing on purchase intentions for online shopping post covid-19 pandemic. The result of the study stated that digital content marketing has a significant impact on customer engagement and purchase intentions. Hence the content created by various companies need to focus on content which attracts customers and build a long term customer engagement ¹⁴.

The findings of this study provided support for the agenda setting theory because the theory suggests that media institutions shape political debates by determining what issues are most important and featuring them in news broadcasts. It describes the media as the main entity that selects what news stories to report and prioritise based on what they think people might care about¹⁵. Since the media filters and shapes what the audience sees, this can impact how they perceive cultural, social and political news stories. The media provides access to information that they consider the most relevant to society and that will have the most influence over them. Hence, the interaction between digital marketing and buyers' purchase intention effect is explained within the framework of the agenda setting theory. This study's results are in concomitance with these theoretical perspectives. Hence, given the support found in conceptual, empirical and theoretical submissions in previous literature with this present study's result, the study posits that content marketing influence buyers' purchase intention of household products in Abeokuta, Nigeria.

The results of the regression analysis for the effect social media marketing on buyers' purchase intention of household products in Abeokuta, Nigeria established that social media marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria. Conceptually, Social media had become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation. Consumers are more like to buy something that is recommended to them, rather than when it is marketed to them; this is even more likely when there commendation comes from someone that they trust. While the economy has changed the way consumers shop, and how they spend, what has not changed is that consumers trust the opinions of friends and family, as well as people they do not know, usually more than anything the retailer has to say about the company or their products. The challenge for retailers is to identify how this digital word of mouth influences, as well as who the influencers are¹⁶.

Researchers analysed various marketing platforms, including social networking websites and mobile phones. They discovered that social networking websites and blogs allow the followers or connections to repost a post made by others about a product being promoted. This creates more traffic on that particular post, thus reaching more people and creating more traffic to that product/company. It was discovered that social media incorporated email marketing, in which social media marketers would employ strategies such as upgrading their email marketing material in their social media status updates, so promoting their business to a greater level¹⁷.

A scholar conducted a qualitative study to determine the behaviour of social media marketing, the effect of many elements such as Information Satisfaction, Vividness, and Entertaining

Content which generated a stimulant in the behaviour of consumers provided by social media marketers, and so on. The research suggested to marketers that in order to keep the consumer's information satisfaction engaged, they should keep their social media posts as much as interesting, colourful, entertaining, and providing required information properly rather than only providing casual and plain content as such posts attracted people more and they tended to share these posts further¹⁸.

Scholar's engagement with social media marketing had a good relationship between the consumer's brand awareness and purchase considerations. However, the negative influence of corporations' social media activities might also harm the overall commitment and involvement of the consumers. They investigated the various facets of a five-step consumer decision-making process that a consumer goes through before making a purchase. This process includes need recognition, the search for information, the evaluation of alternatives, the final decision, and post purchase behaviour. They also investigated the deficiencies that prevented the prospects from becoming potential customers¹⁹.

Researchers examined the impact that social media networks have on consumer preferences for certain brands. It was formed in Nigeria via the rising exposure of online distributors, particularly through social media platforms like as Facebook, Twitter, YouTube, and Google Stores. This is in spite of the highly-motivated acts of Internet fraudsters. Jumia and Konga Nigeria Ltd., the two most successful retail businesses in Nigeria, both have clientele working in Enugu and Lagos who took part in the online companies that formed the foundation of this research. The data have shown, among other things, a substantial shift in the tastes of individual

customers. Despite the fact that the study discovered that consumers have a variety of perspectives about the internet, they continue to show strong support for online retailers²⁰.

The findings of this study provided support for the agenda setting theory. According to the theory, Agenda-setting theory assumes that the more viewers are exposed to the cued media messages (digital marketing messages), the more they have chance to learn new information and knowledge which will ultimately share their buying behavior²¹. Previous studies found that advertisers have the power to influence consumers' brand attitudes and purchase behavior by increasing the salience of consumers' beliefs of material possessions²¹. Consumer behavior perspective in agenda-setting theory explains how media messages cognitively affect viewers' knowledge on products which are advertised or shown in television shows. Furthermore, digital channels program producers and advertisers play significant roles in the agenda-setting process by selecting products or services for product placement in their shows. Hence, given the support found in conceptual, empirical and theoretical submissions in previous literature with this present study's result, the study posits that social media marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria.

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Chapter Five

Conclusion

This chapter discusses the summary of the findings, conclusions and recommendations of the study. The findings of this study concisely summarize the contributions of the study to knowledge whilst also emphasizing respective limitations to study as well as suggestions to further studies.

5.1 Summary of Findings

The study evaluated the influence of digital marketing on buyers' purchase intention of household products in Abeokuta, Nigeria. It precisely assessed the influence of digital/online advertising on buyers' purchase intention of household products in Abeokuta, Nigeria; the influence of Content marketing on buyers' purchase intention of household products in Abeokuta, Nigeria and the influence of social media marketing on buyers' purchase intention of household products in Abeokuta, Nigeria. From the interpretation of analyses of data collected and findings of the study, the following can be summed up as the major empirical findings of this study:

- i. Digital/online advertising have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria ($\beta = .473$; $t = 10.886$; $p < 0.05$).
- ii. Content marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria ($\beta = .473$; $t = 10.886$; $p < 0.05$).
- iii. Social media marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria ($\beta = .622$; $t = 16.102$; $p < 0.05$).

5.2 Conclusion

Based on the empirical findings, this study concluded that there was a statistically significant influence of digital marketing on buyers' purchase intention of household products in Abeokuta, Nigeria. Theoretically, the outcome of this study is in line with the agenda setting theory, which provided the theoretical underpinnings for this study. The theory was selected to guide this study because their perspectives relate to the variables under investigation. The theory is relevant to the study in that the media (digital marketing channels) set agenda for the public (consumers) to follow and have the capacity to influence what the consumers think about and eventually purchase thereby initiating a consumer purchase behavior for an organizations products and services. Specifically, the study concluded that online advertising influence buyers' purchase intention of household products in Abeokuta, Nigeria. In the same vein, the study concluded that content marketing influence on buyers' purchase intention. Lastly, the study concluded that social media marketing influence on buyers' purchase intention. The usage of digital marketing channels in the fast moving consumer goods industry for advertising and promotion has resulted in higher sales of household products.

5.3 Recommendations

Based on the findings of this study, the following recommendations were made:

- i. The management of household products in Nigeria especially Abeokuta should come up with sound digital marketing procedures which can be integrated in the day to day operations of businesses so as to be able to boost the sales of fast moving consumer goods and thus improve revenue. Digital marketing is dynamic and vast, there is need for companies to be abreast with the changing modes of marketing.

- ii. It was discovered that online advertising influence buyers' purchase intention of household products such that consumers buy more of products which they are exposed to the benefits through digital information. Hence, it is recommended that online advertising information should be clear, concise, consistent and compelling to attract more customers.
- iii. The management of household products in Nigeria especially Abeokuta should provide an interactive marketing platform that encourage the consumers and other users on the online platforms and other social networking sites about their products and services and make more efforts to keep their consumers engaged and as well enhance buyers' purchase intention.
- iv. It was discovered that organization of household products in Nigeria especially Abeokuta needs to use the right combination of video, photo, banners, model and creator of social media that will encourage prospective consumers to purchase. For instance, they can use a high-quality, relevant and eye-catching image or video with a link that goes directly to a relevant landing page.

5.4 Contributions to Knowledge

Based on the conceptual review done, this study offers immerse contribution to knowledge conceptually in several ways. This study identified and filled conceptual gaps in literature

regarding the influence of influence of digital marketing on buyers' purchase intention of household products in Abeokuta, Nigeria.

1. This study also contributed to conceptual knowledge by providing it definition to each of the independent variables and their sub variables and this can form the basis for conceptual discussion in future studies on digital marketing literature. In conclusion, the conceptual model developed for the study suggests another area in which this study has contributed to the body of knowledge conceptually because no known similar studies, both theoretical and empirical, have utilized the model in their studies. Hence, adding to models that can explain the link between digital marketing and buyers' purchase intention of household products in Abeokuta, Nigeria.

2. Theoretically, the outcome of this study is in line with the agenda setting theory which provided the theoretical underpinnings for this study. The theory was selected to guide this study because their perspectives relate to the variables under investigation. The theory of agenda setting explains how media messages (digital marketing) influence consumer behavior. This theory is one of the limited effects theories and referred to as the ability of the media to affect the public's perspectives on the significance of different social issues.

3. Empirically, this study evaluated the influence of digital marketing on buyers' purchase intention of household products in Abeokuta, Nigeria. The empirical outcome of this study contributes to the existing literature and empirical findings in the area of digital marketing and buyers' purchase intention and equally served as a reference material for future researchers. Specifically, hypothesis one suggested that digital/online advertising have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria. Also, hypothesis two,

indicated that content marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria. Hypothesis three established that social media marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria. Overall, these above-mentioned points lay emphasis on the fact that this study offers significant contribution to knowledge and has practical implication for the household products in Abeokuta, Ogun state, Nigeria that were investigated.

5.5 Suggestion for Further Studies

The limitations of this study offer opportunity and suggestions for future study.

- i. In order to provide explanations on the relationship between digital marketing and buyers' purchase intention studied over time, future studies may consider a longitudinal study.
- ii. Future study may incorporate other digital marketing platforms like email marketing, mobile marketing etc. to see their first-order and or second-order effect on buyers' purchase intention.
- iii. Lastly, further studies should conduct research on other industries in Nigeria as this study was focused on the FMCG industry.

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Appendix I

Questionnaire

Lead City University, Ibadan, Nigeria

Department of Management and Accounting

Dear Respondent,

As part of the requirement for a Master of Science degree, I am carrying out a study on “**Digital Marketing and Buyers Purchase Intention of Household Products in Abeokuta Metropolis, Nigeria**”. This is necessary to determine the appropriateness of the research questionnaire provided below. Feel free to make corrections to any statement you find inappropriate and please tick the option that best express your personal views. This research is purely for academic purpose and all information provided would be treated with utmost confidentiality. In any case you feel uncomfortable to proceed; you may withdraw your consent at no cost.

Thank you.

Abimbola Odubanjo

Section A: Demographic Information

Instruction: Please answer the statement below by ticking (√) the option which best describes your agreement.

1. Gender: Male () Female ().
2. Age: Below 25years () 26-30years () 31-40years () 41-50years () 50years and above ()
3. Marital Status: Single () Married () Others ().
4. Educational Qualification. Please tick the highest of all: OND/NCE (), B.Sc/HND (), Post-graduate Degree ()
5. Length of Service: Below 5 years (), 6-10yrs (), 11-15 years (), 15 years and above()

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Section B: Digital Marketing

Using the scale below, please answer the statement below by ticking the options that best satisfies your response to the following statements as it relates with your experiences and practices in the organization.

Where: **SA**= Strongly Agree, **A**= Agree. **SIA**: Slightly Agree, **SID**: Slightly Disagree **D**= Disagree. **SD**= Strongly Disagree

S/N	Questions	SA	A	D	SIA	SID	SD
	Digital/Online Advertising						
1	I prefer online advertising as my medium in line with the current technology developments						
2	Online advertising makes my household products purchases easier						
3	Online advertising is an interactive medium						
4	I do buy household products online instead of physical (offline).						
5	Advertised household products have many likes and shares on digital media platforms						
	Content Marketing						
6	Content marketing is interactive, visual and it convince me						
7	I get accurate information I seek about household products/services via content marketing						

8	I show a great deal of interest in messages disclosing discounts and special offers to me						
9	The information/content provided by the digital marketing platforms are believable to me						
10	The digital marketing channels provides sufficient information about household products/services terms and conditions						
	Social Media Marketing						
11	Social media marketing is interactive and thus influences my shopping experience and buying decisions						
12	social media marketing helps in my easy comparison of household products						
13	I become so aware of household products via social media marketing platforms						
14	Social media marketing plays an active role in building a relationship between me and my preferable household products' firms						
15	Social media marketing has increased my conviction towards household products						

Section C: Buyers' Purchase Intention

Using the scale below, please answer the statement below by ticking the options that best satisfies your response to the following statements as it relates with your experiences and practices in the organization.

Where: SA= Strongly Agree, A= Agree. D= Disagree. SD= Strongly Disagree

S/N	Questions	SA	A	SIA	SID	D	SD
16	A household product attracts high purchase intention when the brand enjoys a high level of digital awareness						
17	Emphasis on price reduction through digital marketing campaigns attracts impulse buying.						
18	The brand of a household product attracts a high level of good-will and dictates a high level of a products purchase intention.						
19	Opinions of experts on social media sites affect consumers when purchasing household products?						
20	Digital marketing facilitates better decision making of household products						

Thank you.

Bio-data

A. Personal Data

1. Full Names: Abimbola Omolade ODUBANJO
2. Address: 5, Elder Adelusi Street Ikosi, Ogun State
3. Date and Place of Birth: 21st May, 1986 Lagos State
4. Nationality: Nigerian
5. Name and Address of Next of Kin: 5, Elder Adelusi Street Ikosi, Ogun State

B. Educational Background

1. Educational Institutions Attended with Dates and Qualifications

Lead City University Ibadan: M.Sc. (in view)	2021-Till Date
Crawford University, Igbesa: B.Sc. (Hons) Second Class Upper	2017-2019
The Federal Polytechnic, Ilaro: HND (Upper Credit)	2010-2012
The Federal Polytechnic, Ilaro: ND (Upper Credit)	2003-2007

2. Academic Qualifications Obtained (with Dates)

M.Sc.(in view)	Marketing(2021)
B.Sc. (Hons) Second Class Upper	Marketing (2019)
Higher National Diploma Upper Credit	Marketing (2012)
National Diploma Upper Credit	Marketing (2007)

3. Professional Qualifications with Dates

Nigeria Institute of Marketing of Nigeria (Associate Member)	2019
Nigerian Institute of Management (Chartered)	2012

C. Working Experience with Dates

Ahmadu Bello University College of Agriculture, Kabba, Kogi State
NYSC

Position Held: Instructor 2012
Lagos State Resident Registration Agency

Position Held: Enrolment Officer 2013 -2014
Orion Elevator and Escalator,
Abuja

Position Held: Assistant Sales Officer 2014 - 2015
The Federal Polytechnic, Ilaro

Position Held: Instructor 1 2015 -2019
The Federal Polytechnic, Ilaro

Position Held: Senior Instructor 2019 -2011
The Federal polytechnic, Ilaro

Position Held: Principal Instructor II 2023 –Till Date

D. Award and Fellowships if any

E. Membership of Academic Professional Bodies

Nigeria Institute of Marketing of Nigeria (Associate Member)

Nigerian Institute of Management (Chartered)

F. Publications

1. **Thesis/Dissertations:** Digital Marketing and buyer Purchase Intention of Household Products in Abeokuta Metropolis, Nigeria

2. **Books/Monographs**

a) **Authored Books:** Nil

b) **Edited Books:** Nil

c) **Contribution to Books:** Principles and Practice of Marketing

3. Published Refereed Conference Proceedings:

Conferences

- Salako, O. A., & Odubanjo, A. O. (2017). Vocational and Technical Training as an Impetus for Entrepreneurship Aspiration among Federal Polytechnic, Ilaro Student. *11th Annual National Conference of school of Management Studies*, 28th – 30th November, 2017. The Federal Polytechnic, Ilaro.
- Onwuchuruba, G. U., & Odubanjo, A. O. (2019). Effect of Relationship Marketing on the Sales Performance of Restaurant Operator in Abeokuta, Ogun State. *10th National Conference of School of Management Studies*, 26th – 29th August, 2019. The Federal Polytechnic, Ilaro.
- Idowu, G. O., & Odubanjo, A. O. (2019). Tax Policies and Entrepreneurship Development in Ogun State. *10th National Conference of School of Management Studies*, 26th – 29th August, 2019. The Federal Polytechnic, Ilaro.
- Aliu, A.A. & Odubanjo A.O. (2021). Multiple Channel strategy and Sales Performance. *12th National conference of school of Management studies*, 15th-16th September, 2021. The Federal Polytechnic, Ilaro.
- Aliu, A.A & Odubanjo A.O. (2023). Entrepreneurial Skills and SMEs Survival: Empirical evidence from Alaba International Market. *13th Annual National Conference of school of management studies*, 5th-6th September, 2023. The Federal Polytechnic Ilaro
- Aliu, A.A. & Odubanjo A. O. (2023). Sales promotion and consumer brand switching of mobile phone services: Empirical Evidence from Ogun State. *3rd International academic conference of faculty of management science*, 1st-2nd December, 2023. River State University Port Harcourt.

4. Papers Accepted for Publication:

Journals:

Yusuf, M. A. & Odubanjo A. O. (2019). Effect of Social Media Marketing on Brand Loyalty in Nigeria Mobile Telecommunication Industry. *LASU Journal of Human Resources Management and Employment Relations*. Volume 2 (1), 139-155.

Aliu, A.A & Odubanjo A.O. (2023) .Materials Handling and Organization Performance of Large Scale Manufacturing firm in Ogun state. FPI Journal of Management and Science. volume7 (2),

Odubanjo A.O. (2023).Product Differentiation and Organizational sales growth of Unilever Plc. in Lagos state. FPI Journal of Management and Science.

5. Book Reviews and Commentaries in Scholarly Journals

6. Technical Reports: Nil

7. Other Publications: Nil

8. Creative Work: Nil

Notable Scholarly or Professional Accomplishments:

G. Major Conferences /Workshops Attended

Workshop on Upskilling and Reskilling for Global Workplace Demand

Workshop on Advanced Digital Appreciation Programme for Tertiary Institution

H. References

- Mr A.A. Aliu
HOD Marketing Department
Federal Polytechnic Ilaro
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- Mr O.A. Oduwobi
Former Dean of Pure and Applied Science
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Ogun State
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Signature

Date

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The University Compliance Certification

This is to certify that this thesis written by **Abimbola Omolade ODUBANJO** with Matric No: **LCU/PG/002292** in the Department of Management and Accounting, Faculty of Management and Social Sciences, lead city university, Ibadan is in full compliances with the approved university format and style.

Signature

Date

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