

## **Chapter One**

### **Introduction**

#### **1.1 Background to the study**

Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers<sup>1</sup>. Digital 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. Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands<sup>2</sup>.

Digital advertising has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. The dramatic change brought forth by information technology has an important effect on the daily lives of people all over the world. It has transformed the way business is done by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time<sup>3</sup>.

Internet is an emerging advertising medium, which had made digital advertising very imperative for businesses to gain competitive advantage in this era of globalization. Many productive organizations have turned to the Internet to advertise their products and services; and the Internet is now the most significant direct marketing channel for the global marketplace. Companies are pouring billions of dollars into E-advertising

to obtain greater return on investment on adverts. Consumers play more active role in searching for useful information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements<sup>4</sup>. With the rapid advancement in the information and communication technology (ICT), many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies.

Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements. With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies. The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials<sup>5</sup>. Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium.

Consumers within Nigeria have been largely exposed to the traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share<sup>6</sup>. The growth of E - advertising is both globally and locally outpacing offline advertising. While outdoor advertising is also experiencing growth, it is not growing as rapidly as E - advertising. It is on this basis

that the study investigates the effect of digital advertising on consumer buying behavior and brand loyalty among undergraduates of Lead City University in Ibadan.

## **1.2 Statement of the Problem**

Digital advertising has revolutionized business activities in this era of globalization. Internet has changed the face of transactions between individuals and organizations. In this era, individuals and organizations often utilize digital advertising to attract buyers all over the world for patronage. Placing advertisement online is a lot like investing, for the e-advertisers, this return comes in the form of direct online sales. For the mobile apps developers users or in-app purchases. For the publishers, this return comes in the form of page views. Now if the consumers' reaction to adverts placed online is not effective, there will be no returns. And also when information is placed online, there is a great possibility that users may likely not open it to know the content.

Advertising has great effect on consumption volume of consumers, as well as sales volume. Advertisement may not necessarily bring about huge volume of sales in the short-run, but will certainly increase sales and profits in the long run if done properly. Even if some marketers believe that accurate knowledge about consumers, how they buy, why they buy and where they buy – is unnecessary as it is possible to manipulate hopeless buyers into parting with their money in return for products that they do not want. Successful advertisement skillfully engages to mind of the consumer and motivate him to buy the product advertised.

However, in consonance with the above statement, this study critically considered the effect of digital advertising platforms on consumer buying behavior among undergraduates of Lead City University, Ibadan.

### **1.3 Aim and Objectives of the Study**

The aim of this study is to determine the influence of Pepsi Digital Advertisement on Buying Behaviour and Brand Loyalty among Undergraduate Students of Lead City University. The objectives of the study are to:

1. examine the extent of awareness on Pepsi digital advertisement on buying behaviour and brand loyalty among undergraduates of Lead City University
2. examine the level of exposure to Pepsi digital advertisement among undergraduate students of Lead City University
3. identify the types of Pepsi Digital Advertisement common among undergraduates of Lead City University
4. to examine the effectiveness of Pepsi digital advertisement on buying behaviour and brand loyalty among undergraduates of Lead City University

### **1.4 Research Questions**

1. What is the extent of awareness on Pepsi Digital advertisement on Buying behaviour and brand loyalty among undergraduate of Lead City University?
2. What is the level of exposure to Pepsi digital advertisement among undergraduates of Lead City University?
3. What are the types of Pepsi digital advertisement common among undergraduates of Lead City University?
4. What is the effectiveness of Pepsi digital advertisement on buying behaviour and brand loyalty among undergraduates of Lead City University?

### **1.5 Significance of the Study**

The study will benefit marketers, businesses, government and academicians. This study may be able to inform marketers on the consumer preference of the advertising media and whether using Internet advertising would be effective in reaching and increasing awareness of the target audience. Before adapting marketing practices to the Internet, it is imperative to understand the characteristics of the online customers towards online advertising as would be revealed by this study. The Internet has grown in popularity as an advertising medium because, among other things, it allows 24-hour interactivity between the advertiser and customer.

It is important for local businesses to look into internet advertising as more consumers turn to the internet for their purchasing. A small business that can offer online purchasing may be able to tap into this customer base. The government from this study would understand the value of internet advertising and its influence on consumer decisions which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how internet advertising is delivered by acting rationally on laws that would restrict data usage, creating an ambient environment and availing resources to internet providing companies and at the same time safeguarding the interest of consumers. For scholars and academic researchers, the current study will form a basis upon which future research on Internet Advertising may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to internet advertising.

### **1.6 Scope of the Study**

The study will focus on the effect of Pepsi Digital Advertisement buying behavior and brand loyalty. The study is restricted to undergraduate students of Lead City University in Ibadan. This similarity in character makes it possible for the finding of this study to be generalized to include all youths in Nigeria.

### **1.7 Limitations of the study**

This study is limited by time constraints, as the researcher has to divide his time between this study and academic work.

### **1.8 Operational Definition of Term**

**Brand Loyalty:** Brand Loyalty is the positive association consumers attach to a particular product, demonstrated by their repeat purchase of it.

**Buying behaviour:** The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, culture, personality, age and education.

**Digital advertising:** Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers (Kim & Park, 2012). According to Miller (2012) digital 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

**Email marketing:** E-mail marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter – and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention.

**Internet advertising:** Internet advertising is a form of promotion that uses the Internet and World Wide Web (www) for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

**Marketing:** Marketing refers to activities a company undertakes to promote the buying or selling of a product or service.

**Social media advertising:** 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 likely to buy something that is recommended to them, rather than when it is marketed to them; this is even more likely when the recommendation comes from someone that they trust

## Endnotes

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## **Chapter Two**

### **Literature Review**

To provide empirical background to this study and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Review of Empirical Studies

2.4 Summary of Literature Reviewed

#### **2.1 Conceptual Review**

##### **2.1.1 Concept of Digital Advertisement**

Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers<sup>1</sup>. According to studies, digital advertising has various types with video, animation and audio messages to the consumers<sup>2</sup>. Today as consumers use digital tools and networks more than before, digital advertising is the most suitable way to reach the final consumers. Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good

example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands<sup>3</sup>.

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. 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 marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities<sup>4</sup>. In Lokoja Nigeria, online advertising has gained increased popularity with more people spending time online.

### **2.1.1.2 Types of Digital Advertising**

In today's digital environment, digital advertising formats rapidly emerging and target consumers in different ways. Although digital advertising has many different types, the most basic and common five of them are as follows:

**Banner Advertising:** Banner advertising entails embedding an advertisement into a web page. The aim of the banners is to attract traffic to a online page by linking to the website of the advertiser. There are different kinds of banner applications and their occurrence can be different from animated and interactive. Banners differ in that the results for advertisement campaigns may be monitored real-time and may be targeted

to the viewer's interests. Banner advertising offers several advantages. They are less expensive than traditional forms of advertising. When a consumer clicks on the advertising, the consumer's web browser goes directly to the advertiser's web pages where a variety of products and services may be presented<sup>5</sup>.

**Email Marketing:** E-mail marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter – and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention. Developing sustained attention or "engagement" with an e-mail message, personalization, interactive features, and hyperlinks to web pages seem to be the most effective tactics. Comparatively, the verbal text, especially the body copy, seems to be less important for e-mail marketers who choose to adopt a catalog approach, where body-copy text is often reduced to a brief description of each product. Personalization also influences the style and layout of e-mail marketing messages.

**Social Media Advertising:** 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 the recommendation 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 are<sup>7</sup>.

Social networks have become a new place for online advertising. Businesses can lead to greater recognition with products and brands of network user and with the acquaintances advice by applying more than viral marketing<sup>8</sup>. The rise in social media advertising, marketers establish more intimate relationships with their customers. Many social networking sites give consumers the ability to personalize their preferences and information, thus segmenting consumers for marketers.

**Mobile Advertising:** The expansion of the use of all types of mobile devices advancement in mobile technology and rapid increase in mobile penetration, have established new delivery platforms to both marketers and advertisers. Consumer adoption of digital mobile telecommunications has in most countries been even faster than that of the Internet. Modern mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being utilized by marketers and many organizations. As the popularity of mobile devices increases, Short Messaging Service (SMS) has become more imperative to access potential customers. SMS messages were the dominant format of mobile marketing communication.

### **2.1.1.3 Conceptualization of Online Advertising**

Online advertising also called online marketing or internet advertising or web advertising is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to the consumers. Consumers view online advertising as an unwanted distraction with few benefits and having increasingly turned to advert blocking for a variety of reasons. Again online advertising is said to be the use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software (browser) reveals sufficient

information about the sites visitors, online advertising can be costumed-tailored to match user preferences.

#### **2.1.1.4 History of Online Advertising**

With an increasing percentage of the consumer demographics opting to shop online, internet advertising is now a multibillion dollar industry. This paradigm shift, however, is a result of a colourful past. We are going to take a glance back to the beginning of this industry. We revisit the journey of how it has grown and flourished and held its place in a world where once print, television and radio were the only source for advertising. The first ever Spam email to annoy email owners was sent on May 3, 1978. The recipient list was 400 users long and was taken from the ARPAnet directory. ARPAnet, stands for Advanced Research Projects Agency Network. It is considered to be the precursor to what we now know as Internet. Widely known as the “first internet”, it was used as a highly secure medium for information flow between universities and research centers across the globe. The first four nodes that were connected to this network were located at University of Utah and Stanford Research Institute<sup>9</sup>. The creator of the first spam email advertisement ever to hit the inbox was Gary Thuerk, also known as the father of spam, not a very inspiring title. He was a marketing manager at the Digital Equipment Corporation. Although DEC had a strong presence in the East Coast, considering the fact that it was an East Coast based corporation, the email was an attempt to reach the West Coast technological enthusiasts. Specifically, the email was an invitation to West Coast users to a product demonstration of the then new Decsystem-20 by Digital<sup>10</sup>.

### 2.1.1.5 Types of Online Advertisement

**Floating Advertisement:** A floating advertisement is a type of rich media Web advertisement that appears uninitiated, superimposed over a user-requested page, and disappears or becomes unobtrusive after a specific time period (typically 5-30 seconds). The most basic floating advertisements simply appear over the Web page, either full screen or in a smaller rectangular window. They may or may not provide a means of escape, such as a close button. More sophisticated versions can come in any shape or size and include sound, animation, and interactive components.

**Expanding Advertisement:** These are advertisements that expand when users click on them. The adverts do not expand just from mousing over hyperlinks, which is a technique used by some other advertisers. They often take a long time to download, which in turn can negatively impact the visitor's experience on that page. Polite advertisement formats were developed to address this challenge by enabling advertisers to serve larger file formats without disturbing the load time for the rest of the images on the page. A polite advertisement format is loaded in two phases:

**a. Phase One:** The initial load is a compact image or SWF file that is smaller in size, so there is no delay in loading other contents on the page. This could be the first few frames of the advertisement, or a teaser.

**b. Phase Two:** The main load is the full version of the advertisement. The full advertisement can have a larger file size. It is loaded only after the whole web page has finished loading into the visitor's browser.

**Wallpaper Advertisement:** An advertisement that changes the background of the page being viewed.

**a. Trick Banner:** A banner advertisement that attempts to trick people into clicking, often by imitating an operating system message.

**b. Pop-up:** A new window that opens in front of the current one, displaying an advertisement, or entire webpage.

**c. Pop-under:** Similar to a Pop-Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.

### 2.1.2 Social Media Classification

- **Social networking sites:** A social networking site provides a web-based platform for building social networks or social relations among people, e.g., shared interests or activities. They provide a means to interact over the internet, e-mail and now even the mobile phones. The most popular websites offering social networking currently are *MySpace* (started in 2003), *LinkedIn* (started in 2003), *Facebook* (started in 2004) and *Twitter* (started in 2006)<sup>11</sup>. A social networking site would allow a user to create profiles or personal homepages online and build up a social network. The profile page thus created is like the user's personalized webpage and contains profile information of the user like gender, religion, orientation, interests, place of birth, current location, marital status, books liked etc. The page can be customized as the user wants and include video clips, music files or photos on their page. Also included on the page is a list of friends that form the user's network. Typically, these friends are actual friends, acquaintances, and even strangers, who may have sent a friend request and the user has included them in his/her list.

- **Blogs:** A blog (derived from the word weblog) is an —online journal where an individual, group, or corporation presents a record of activities, thoughts, or beliefs. There are many websites that allow users to create blogs without any paying any fee like Wordpress.com, Blogspot.com, and blogger.com. Anyone can create a blog on these websites and these blogs can be accessed by anyone by typing the web address or URL (Uniform Resource Locator). Another popular sub category of blogs is microblogging. A microblogging site is like any blog except for it limits the number of words that can be published in one message. Twitter.com is an example of microblogging.
- **Content generating and sharing sites:** These sites serve as sources of information for various topics. Photo-sharing sites like Flickr.com, picasaweb.google.com, Video sharing sites like youtube.com, slide sharing sites like slideshare.com, document sharing sites like docstoc.com etc. all fall under this category. These sites serve as free content for all users of internet. Users can search for content, download and use the content available on these sites without any fee. The content is also generated by the users. This type of user generated content is also known as crowdsourcing. Video and PowerPoint presentation can be shared and uploaded in *YouTube* and SlideShare. This is a major advantage to most of the people who are unable to get access to the educational resources.
- **User appraisal sites:** User appraisal sites serve as a platform for appraisals of various products and services. Though it is possible for consumers to express their view in any of the medium, user appraisal sites mainly deal with such reviews. Sites like [www.mouthshut.com](http://www.mouthshut.com), [www.pagalguy.com](http://www.pagalguy.com) are prime

examples of such websites. These websites serve as a starting point of consumer's decision-making model for gathering information about products or services they are contemplating of buying. As such these sites serve as important word of mouth for consumers and a source of expressing post purchase feedback.

#### 2.1.2.1 Social Networking Platforms

- **Facebook:** *Facebook* is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes<sup>12</sup>. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high school students. Since 2006, anyone who is at least 13 years old is allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. The name '*Facebook*' came from a colloquialism for the directory given to it by American universities students<sup>13</sup>. Being part of the social network is simple. An individual would be required to register in order to have an account. After registering to use the site, users can create a user profile, add other users as "friend", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their

friends into lists such as "People from Work" or "Close Friends"<sup>14</sup>. *Facebook* had over 1.18 billion monthly active users as of June 2015. Because of the large volume of data that users submit to the service, Facebook has come under scrutiny for their privacy policies. *Facebook* Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of \$104 billion. As of February 2015, it reached a market capitalization of \$212 Billion<sup>15</sup>. Ethnographic sources revealed that Facebook is the most popular social networks used in Nigeria<sup>16</sup>.

- **X:** *X* is an online social networking service that enables users to send and read short (240 characters) messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access *X* through the website interface, SMS, or mobile device application. Twitter Inc. is based in San Francisco and has more than 25 offices around the world<sup>17</sup>. Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013, *X* was one of the ten most-visited websites, and has been described as the 'SMS of the Internet'. As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are active users<sup>18</sup>.

There are many ways to use and/or search on *X*. You can find Tweets from friends, local businesses and everyone (ranging from well-known entertainers to global political leaders, sports men and women and other high-profile personalities). By searching for topics, keywords or hashtags, you can follow

ongoing conversations about breaking news or personal interests<sup>19</sup>. Follower is the name of the game on *X*, you need to get as many followers as possible, so you need to start interacting with other people for them to notice and follow you. To be active in *X*, you need to:

**i. Follow Other People:** Search for people that would like to follow you and what you provide and start following them. As with every other social network, they will receive a notification and most will check you out, if they like what they see, some will follow back. This is true for all the other social networks. Some accounts are used rarely; some are redundant, while some people may not just be interested in what you offer. Therefore, not all notifications will be accepted to check you in and follow you back. After a certain period of time (5-10 days), it is a good idea to un-follow the ones that did not follow you back so you keep your followers/follows ratio in a good balance.

**ii. Follow People Back:** Just like you follow other people and want to be followed back in return, other people will follow you with the same idea in mind. Although, these might not be the people you want to target, in the beginning, it's a good idea to follow everybody back so you have a nice-looking profile with a decent number of followers. If you don't follow them back fast, they might un-follow you, so keep that in mind.

**iii. Re-tweet Other People's Tweets.** It is important that one should find tweets that are in line with his/her area(s) of interest(s) and re-tweet them. There are lots of interesting things on twitter that one can find and re-tweet. Once you re-tweet, the user that made that tweet will get a notification and might follow back. A new user might find people that are 'high up' with great accounts and re-tweet and interact with

them often. They will eventually notice you and will help if you ask nicely or at least re-tweet some of your tweets for all their followers to see. To have a recipe for a great growing twitter handle, it is recommended that you schedule post, get other posts from other people on X, and get some post from different other feeds that are highly relevant to you based on your interests. This will make your account active on the social website<sup>20</sup>.

- **Instagram:** *Instagram* is an online mobile photo/video sharing and social networking services that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as *Facebook*, *X*, *Tumblr* and *Flicker*<sup>21</sup>. Its distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile application<sup>22</sup>. *Instagram* rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million in December 2014. The service was acquired by *Facebook* Inc. in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%<sup>23</sup>. It is a powerful social media site that can drive amazing traffic to websites. A lot of powerful brands are using it successfully and they are reporting that it works better for them than *Facebook* and X combined. The only downside of this platform is that, because of the way it was designed, one can only post images on it from ones' smartphone; thus, one cannot post images online from a computer or by any other means. To become an active user of *Instagram* is very simple. The first thing to do is to

create an account; thus, creating Instagram account can be done from a phone in order to get accustomed with the way it works. These include setting up the account like details of the user, a Uniform Resource Locator (URL) and good profile images. It is important for one to make his account look good so that when people see it, they will be attracted to follow you without thinking twice. For an account to look good images of attractions and social/current issues (up to 15-20 pictures) are recommended and people will actually begin to take a look at it. It is advisable that after the initial posting, additional 5-10 new images should be uploaded on a daily basis. This trick is to attract many followers as possible. Thus, to get many followers, you need to:

**i. Start following other people:** Use the search “function” and find people of like mind with their interests alien to yours. One also needs to be creative and target other users in order to entice them to follow you back. Once you start following people, they will receive a notification and in turn will follow you back if they like your account, and in some cases, some may follow back without going through your account<sup>24</sup>.

**ii. Start liking other people’s images:** People like to be appreciated and liked, and they will receive a notification when you do this. For these reasons many will be grateful and follow you in start noticing you after a while and will want to reciprocate.

**iii. Start commenting on other peoples’ images:** This can help to create connections that could help you to further grow your account. One final thing you can do on Instagram in order to boost your follower’s growth is to talk with other people on Instagram with big accounts and ask them to post one or two images from you to their

followers. Posting interesting images grows one's account and leads to steady increase in traffic.

- **WhatsApp:** WhatsApp was developed as an alternative to standard messaging. Currently, it meets the communication needs of more than one billion people. At present, *WhatsApp* supports voice and video calling, and the sending and receiving of many different types of media such as text, photos, videos, documents, and locations. It also provides the ability to create stories as social media applications. *WhatsApp* and other messaging applications make it easier for individuals to communicate more readily and better fulfill the fundamental need for relatedness. In this context, it can be said that *WhatsApp* supports communication with the existing neighborhood and does not have the uses to help make new friends. Studies connect the use and gratification theory with maintaining existing relationships as well as informational and educational motives.
- **Snapchat:** *Snapchat* is an instant messaging application that allows its users to send photos or short videos (called snaps). Users can determine how long the submitted snapshots can be viewed, and can create unlimited stories for 24 h (*Snapchat* is known to have more than 100 million users, and is the third most popular SMS after Facebook and Instagram. The use of Snapchat is often seen as fun and it is used to communicate with the immediate community. Previous studies investigating Snapchat use from the Use and Gratification Theory perspective have reported different motivations such as entertainment, convenience, medium appeal, self-expression, modality, agency, interactivity, navigability, and privacy

- **YouTube:** *YouTube* is ranked second in the ranking of all websites visited on the Internet, and ranked first among video sites. It serves a very broad audience, both amateur and professional. Every user can rate (like/dislike), upload videos, and can comment on and share them. It allows users to interact with the site using methods such as rating, video uploading, commenting, and sharing. There are also numerous videos based on the self-promotion and self-broadcasting culture. YouTube offers a wide variety of opportunities for individuals in the form of active and passive participation, and has achieved previously unthought of levels of social interaction and participation. Previous studies investigating *YouTube* use from the Use and gratification theory perspective have reported different motivations such as content creation and viewing, social gratification, relaxing entertainment, social interaction, and information seeking.
- **Google+:** *Google+*, an SMS operated by Google, offers instant messaging, video-conferencing, grouping friends to allow content sharing, and engaging people with similar interests. *Google+* is viewed as a mix of the features of Facebook and Twitter, but it is more akin to Twitter because of the unidirectional flow. Naturally, *Google+* finds it difficult to compete with many popular social networking sites, and little research concerning SMSs has focused on *Google+*. Nevertheless, studies pointed the wide usage of *Google+* for education and information.
- **Viber:** *Viber* was founded by four Israeli and Belarusian partners: Talmon Marco, Igor Magazinnik, Sani Maroli and Ofer Smocha, with Marco as its CEO. It was initially launched for iPhone on December 2, 2010, in direct competition with Skype. *Viber* is a mobile application that allows phone calls

and text messages to all other users, whether mobile or landline, for free. It is available over WiFi or 3G with sound quality much better than a regular call with mobile carrier charges applicable when used over a 3G network. Once the application is installed, calls can also be made to numbers that do not have Viber at low rates using ViberOut. Viber works on most android, iphone, blackberry, windows, mac, nokia and bada devices. Once *Viber* has been downloaded on a mobile phone an access code is received via SMS or a callback to activate it. This ensures that only the real owner of the phone number can get it registered and prevents others from obtaining the access code and placing calls with the caller ID. Viber first requires installation on a phone in order to work on a desktop operating system environment. Viber has over 100 million monthly active users from its 280 million global registered users.

- **Tango** : *Tango* was developed in September 2009 by Uri Raz and Eric Setton of TangoMe Inc. and is based in Mountain View, California. It is a third party voice over internet protocol (VoIP) social media platform which offers video calls, voice calls and text messages over 3G, 4G and Wi-Fi networks. Tango is free except when used over 3G and 4G networks where data plan charges by the mobile carrier apply. Tango can be deployed using iphones, ipads, windows, and android devices. As at March 2014, there were over 200 million user and it was rated the twelfth most downloaded android phone app by PCMag<sup>25</sup>. It has a simpler interface and does not require usernames and passwords and once installed the app searches through existing phone contacts to pinpoint contacts already using *Tango* and highlight them as those reachable via the app. On the other hand, there are some key issues with

Tango as it has poorer voice and video quality especially when video calls are being made. To use this app, both the sender and receiver must be registered on the social media platform with no possibility of calls to non-Tango users and landlines. Unlike the situation with some popular VoIP social media apps, Tango has no integration with other social media platforms, no conference calling and no instant messaging capability. These are some of the disincentives to the mass acceptance of Tango.

- ***LinkedIn*** : This social media platform was launched in 2003 in Mountain View California and was founded by Reed Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and JeanLuc Vaillant. Available in twenty-four languages, *LinkedIn* has been described as the most popular tool for professional networking. It is a social networking tool available to job seekers and professionals where users can invite other users and even non-users to connect. Inviters who get several rejections from invitees risk having their accounts restricted or closed. On this platform, users can get introduced to networks of contacts, new job and business opportunities, display products and services in their company profile pages, list job vacancies and search for potential candidates.
- ***Myspace*** : Chris DeWolfe and Tom Anderson founded Myspace, which is headquartered at Beverly Hills, California, in 2002. It is a social networking website offering an interactive, user submitted network of friends, personal profiles, blogs, groups, photos, music and videos. It was the biggest social media platform up till 2008 when it was overtaken by *Facebook*. Its influence on pop culture and music was widespread and is credited with the creation of unique URLs for companies and artistes. A major issue leading to the loss of

popularity of Myspace was the inability to build an effective spam filter which led to vandalism, phishing, malware and spam. Myspace was re-launched in 2013 and has bulletin, instant messaging and access to radio stations as some of its features.

- **Blackberry Messenger:** *Blackberry Messenger* (BBM) was launched by blackberry manufacturer Research in Motion in 2006. It is a proprietary internet-based pin instant messenger, video and telephony application included on blackberry devices, that enables messaging and voice calls between one or several users on the platform. Developed initially for only blackberry devices, by 2013 it became available to android and ios phones. With the release of BBM 5.0, users can send a QR Code to add each other to their respective contact lists rather than using an alphanumeric pin or an email address associated with the users' blackberry.
- **Skype :** First released in August 2003, Skype was created by Dane Janus Friis and Niklas Zennström in partnership with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, who developed the backend. It is an IP telephony service provider that can be used to make free voice and video calls over the Internet to any Skype subscriber or to any other non-user at low calling rates. It is relatively simple to download and install the software, which works on most computers and phones. A dedicated Skype phone can be used on desktop computers, notebooks, tablets, mobile phones and other mobile devices fitted with a headset, speakers, microphones or USB phone. Skype also enables file transfers, texting, video chat and videoconferencing. In September 2005, eBay acquired Skype for \$2.6 billion.

### 2.1.2.2 Social Media as a Tool of Communication

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known, to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch. Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one-on-one conversations to little news (or trivia) programs: which we can tune in whenever we want an update or have something to say.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. *X*, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson, named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness<sup>26</sup>.

Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like *Facebook* and *MySpace* and virtual environments like *Second Life* and *World of Warcraft* have become online meeting

spaces where users— members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch—colleagues met at conferences, for instance, or friends met through the online community itself. Sites like *YouTube* and *Flickr* represent another forum for online communication that is centered on sharing, preference, and popular culture. Visitors can browse movies (in the case of *YouTube*) or photos (in the case of *Flickr*), express personal preferences, add commentary, and upload their own creative work. *YouTube* is also a repository of popular culture in the form of newscasts, television shows, movies, or music videos that are of current interest. The kinds of interaction that occur on these sites center around shared interests and include not only verbal commentary, but commentary in the form of original or derivative works based on popular pieces.

One of the reasons people prefer such form of media is because of the interactions they can have there, both social and professional. Whether it is as simple as checking back to see what other comments have been added to yours or as involved as attending a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between people that these online spaces afford<sup>27</sup>.

### **2.1.3 The Concept of Consumer Behaviour**

The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them

economic status, beliefs and values, culture, personality, age and education<sup>28</sup>. Findings on consumer behavior are used to develop methods and products that will boost company performance and sales. Consumer buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

### **2.1.3.1 Types of Consumer Behaviour**

There are five types of consumer behaviour namely; dissonance reducing, habitual, variety seeking and complex buying behaviour as described below;

**Dissonance reducing buying Behaviour:** Dissonance reducing buying behavior occurs when the customer finds it difficult to differentiate among the brands. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort). This is the consumer behaviour displayed mostly by uninformed consumers<sup>29</sup>.

**Habitual Buying Behavior:** Habitual buying behavior is a consumer purchase decision where by the consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit.

**Variety Seeking Buying Behavior:** In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another. This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

**Complex Buying Behavior:** Complex buying behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self-expressive products.

### **2.1.3.2 Important Factors that Influence Consumer Behaviour**

Scholars outline that consumer's buying behaviour is influenced by four driven factors: cultural, social, personal and psychological factors. The deepest influence on consumer's buying behaviour is caused by cultural factors among others.

**Cultural factors:** Culture is the basic determinant of an individual's wants and behaviour. Culture is a particular group of people's characteristics and knowledge, including language, religion, cuisine, social habits, music and the arts. Culture, subculture and social class have a particular impact on consumer buying behaviour. Each culture consists of smaller subcultures and varies from one country to another. These subcultures identify and classify people based on their shared customs and beliefs. Subcultures include nationalities, religions, racial groups, and geographic regions. Therefore, companies should create specialized marketing programs to suit certain preferences of a subculture. According to research, each individual belongs to

a certain social class that influences the buying decision<sup>30</sup>. People who belong to the same social class share similar interests, values and behaviour. Therefore, members from different social class possess different buying behaviours and have distinct product and brand preferences. In order to understand how to best market existing products and find opportunities for new products, marketers need to pay close attention to cultural values in each country.

**Social factors:** Besides cultural factors, our buying behaviour is affected by social factors such as reference groups, family, and social roles and status. A person's reference group is a group that is associated with an individual who wants to be a part and be called as a member of that group. For instance, family, friends, neighbours, as well as religious, professional and trade-union groups can influence consumer preference in choosing a specific product or service. It is observed that all members of the reference group share common buying behaviour and influence each other strongly on product and brand choices. Therefore, marketers should identify the roles that influence other people's behaviour within the reference group. Family members are considered to be the most influential reference group for an individual's decision making with an emphasis on the purchase of certain goods and services. Moreover, family factor influences the individual's personality, attitude and beliefs. According to studies, there are two families in a buyer's life: a family of orientation and family of procreation. The family of orientation consists of parents and siblings, where parents have a strong influence on a person's behaviour. However, a family of procreation includes the person's spouse and children, where the preferences tend to change with the influence of the spouse.

The position and role of an individual in society also affect his/her buying behaviour. For example, it is expected that a person holding a supreme position in the

organization will buy those items that advocate his or her status. Marketers should try to understand the position and role of the individual long before the product is endorsed.

**Personal factors:** Personal characteristics have a direct impact on consumer behaviour and they include age and life cycle stage, occupation and economic situations, personality and self-concept, lifestyle and values. Therefore, it is important for marketers to understand this factor before designing a marketing campaign. A consumer's taste and preferences are most often influenced by their age. This can be most commonly seen in food, clothing and any recreational activity purchases they may do. People tend to buy different products in the different life cycle stages throughout the entire life. For example, the brand of a perfume which individual used some years ago might not suit his/her desires and needs in the present moment. Therefore, preferences in purchasing a product constantly change. Occupation and economic circumstances influence consumer behaviour in the marketplace as well. Both product and brand choice are affected by the economic circumstances of the individual. Simultaneously, individuals tend to buy products and services that promote their profession and role in society. Buying patterns vary according to the individual's occupation. Consumer buying behaviour is strongly affected by personality and self-concept factors. By personality, scholars distinguish human psychological characteristics that lead to behaviour buying responses that are relatively consistent and enduring. Each brand has a personality. Consumers tend to choose and use brands that correspond to their personality and are consistent with their actual self-concept that corresponds to how they view themselves. Marketers carefully examine brand experiences to express brand personalities. According to research, lifestyle and core values also influence consumer buying behaviour. By

lifestyle, the author defines an individual's interest, opinions and activities that reflect the person's pattern of living in the society. However, core values guide people's enduring choices and desires and underlie attitudes and behaviours. Therefore, marketers orientate of consumer's basic values and believe that their buying behaviour can be influenced by appeals to the inner selves of people.

**Psychological factors:** Psychological factors can affect consumer behaviour very strongly. That includes motivation, perception, learning and memory. The level of motivation affects consumers' buying behaviour. People tend to have many needs through any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, or discomfort and other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging. Therefore, people will try to satisfy the most important need first and then move to the next need. A motivated person is ready to act with the perception of the situation. Perception is also a psychological factor that is the process by which an individual selects, organizes, and interprets information to draw a meaningful picture of the world. Depending on their individual beliefs and attitudes, different people have different perceptions of the same product. Therefore, marketers should try to understand the behaviour and attitude of each individual to gain their attention towards the offerings. Learning process arises from a consumer's experiences and is followed by action. According to research, learning is produced from drives, stimuli, cues, responses, and reinforcement, which means that if a consumer has a positive buying experience, then in the future the customer will choose the same brand. Consumers tend to have several strong associations and information about a brand that creates essential brand knowledge. Through thoughts and feelings, perceptions and images, experiences, beliefs and attitudes, customers create brand associations.

Therefore, marketers have to ensure that consumers have the product and service experiences that create the right brand knowledge and maintain this information in their memory.

### **2.1.3.2 Consumer decision-making process**

The decision-making process is the method that marketers use to identify and track the decision of a customer journey. This method helps to analyse the consumer's decision-making process from beginning to the end and it is divided into five separate stages where all the steps are carefully studied by marketing managers. This process helps to understand how information is obtained, how beliefs are formed, and what consumer criteria for product selection are specified.

**Problem recognition:** The consumer buying decision-making process starts with the problem recognition stage. This stage identifies the difference between the consumer's recognition of needs and wants. It occurs when the consumer senses a significant difference between his or her current state of affairs versus a desired and ideal state. By collecting information from a number of consumers, marketers need to identify the circumstances that trigger a particular need. For instance, problem recognition might occur when an individual changed the environment to constantly raining weather. Then, a person's need will be to find suitable warm and rain protection cloths as well as an umbrella.

**Information search:** According to research, when the problem has been recognized, consumer needs to find information to resolve it. Information search is the process when a consumer examines his or her environment in order to find suitable data to make a reasonable decision. In practice, information search activity becomes greater when the purchase is important, so there is a need to learn more about the purchase

and study different information sources. Marketers need to understand what kind of information consumers are looking for at different times and locations. According to research, a consumer is able to gather information from the four main groups of information sources. These information sources are divided by personal, commercial, public and experiential sources. However, each information source influences the buying decision and varies according to the product category and the characteristics of the consumer. The commercial source is a marketer- dominated source, where a consumer receives the greatest amount of information about the product. This source includes advertisements, websites, salespersons, dealers, packaging and displays. However, the most effective sources are personal, public and experiential that tend to be independent authorities. Personal sources are defined by family, friends, neighbours and acquaintances. Information source such as public includes mass media, social media and consumer rating organisations.

The experiential source for searching information consists of acts such as handling, examining and using the product itself. In fact, choosing this source of information puts an emphasis on the consumption experience and what a consumer can experience by using the specific kind of a product. Thus, it would be based on an individual's own perception of the product through the earlier use of it. In addition, the public source, which includes mass media provides an increasingly valuable information towards advertising a specific range of products with consumption benefits to the environment and the world itself. Therefore, consumers become aware of these groups of products and brands through the public sources and are more likely to be engaged in sustainable consumption through purchasing products from a sustainable brand.

**Evaluation of alternatives:** According to studies, there is much effort involved in a purchase decision, when it takes place at a time when the available alternatives must be chosen. Nowadays, it is becoming more challenging for a consumer to make a choice on a purchase, as the market provides a variation of brands that clamours customer's attention. Evaluation of alternatives starts with identifying alternatives. A consumer involved in extended problem-solving will carefully evaluate several brands, while someone who makes a regular decision may not consider alternatives to their normal brand. Consumer evaluates a product with the careful categorization of all the options based on his/her knowledge and beliefs about the brand and afterwards selects a product among the alternatives. The choice can be influenced by the integration of information from sources, information present at the time of purchase, and beliefs about the brands created through advertising. In this stage of a consumer's decision-making process, environmental concerns and buying behaviour of evaluating the product alternatives are based around environmental costs, risks and benefits that will lead to the future assessment of choices in choosing what to purchase. One approach to evaluating more sustainable consumption patterns of a consumer is to consider whether a customer is acquiring the more sustainable option from the product alternatives and at the same time to consider future behaviour in using and disposing of the product.

**Purchase decision:** The consumer forms preferences among the brands in the choice set during the evaluation stage and further creates an intention to buy the most preferred brand. During the purchase decision process, the consumer still has to make five following sub-decisions: brand, dealer, quantity, timing, and payment method. Consumers may not formally evaluate each purchase decision in some cases, while the final decision may be affected by intervening factors in other cases. The first

intervening factor is a factor of an attitude of others. An individual's purchase decision might affect what others think about the purchase because people tend to depend on other's opinion and attitude. The second intervening factor includes unanticipated situational factors. These factors might affect the postponing, modifying or avoiding of a purchase decision because of a perceived risk. Marketers need to understand the factors that give consumers a sense of risk and provide information and support to reduce it. In addition, in order to increase consumer's sustainable performance in consumption, a consumer might reconsider the manner of buying behaviour. In the stage of a purchase decision, it might be evaluated through the purchasing of the product with an emphasis on environmental benefit against other attributes of product features such as price, performance and design.

Post-purchase evaluation: Consumers may feel uncertain about a purchase after noticing disquieting product features or hearing good recommendations about other brands. According to research, marketing communications should supply support and beliefs for consumers that reinforce and continually support positive feelings about a purchase. In addition, marketers should monitor consumer behaviour from post-purchase satisfaction, post-purchase actions and post-purchase product use and disposal. Satisfaction is a function of the closeness between expectations and perceived performance of the product. The state of customer feelings after a purchase influences greatly a company's brand as it makes the difference if the customer buys the product again in the future and talks positively or negatively about the product features to others. Moreover, marketers should also monitor how buyers use and dispose of the product. Product consumption rate is a key driver of sales frequency — the faster buyers consume a product, the sooner they can be back on the market to buy it back. Likewise, during this stage, the total consumption process approach has to be

taken into consideration. The use and post-use phases play a key role in a sustainable impact and sustainable consumer performance after the customer made a purchase. This phase plays a crucial role for the environment in terms of the overloaded landfill. Therefore, consumers can keep, reuse and dispose of a product in a more sustainable way through selling or recycling that can lead to positive changes to the environment and production processes. (Sustainable guide for consumers: Eat well and save the planet!, 2007) It can be concluded that the buying behaviour of consumers will determine the success or failure of new products and services being marketed on the basis of their performance in sustainability. Their overall behaviour will also have a strong impact on the sustainability performance of all goods and services due to the role of consumers in determining sustainability impacts during the use and disposal phases of the consumption process.

#### **2.1.4 Internet and the era of Advertising**

Internet advertising is a form of promotion that uses the Internet and World Wide Web (www) for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high.

This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self selected environment of the consumer, the promotion message will be more effective. Internet 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 marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities<sup>31</sup>. In Nigeria, online advertising has gained increased popularity with more people spending time online.

#### **2.1.4.1 Marketing in the internet age**

According to studies, an Internet market can be viewed as a direct parallel of the familiar shop, store or emporium. It is, in essence, a virtual trading area where deals are made through a computer screen, over a network. The "shop-front" is usually a set of web pages, the shelves equate to the catalogue where products are stored and displayed, and the warehouse is the server. Internet marketing or Internet-based marketing can be defined as the use of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. These

technologies include the Internet media and other digital media such as cable and satellite together with the hardware and software, which enable its operation and use<sup>32</sup>.

The term “electronic commerce” is often used in a similar context to Internet marketing and has become a standard term recognised for business transactions such as selling online, online bill payments, home shopping/banking and improving market efficiency in dealing with suppliers and clients<sup>33</sup>. In the industrial age, marketers initiated and controlled the exchange process, whereas in the Internet age customers increasingly initiate and control the exchange, customer define what information they need, what offering they are interested in, and - 16 - what price they are willing to pay. In other words, Internet age marketing is the age of “reverse marketing”<sup>34</sup>. It was argued that the commercialisation of the Internet was only started in 1995<sup>35</sup>. By the year 1999, the Internet had reached over 50 million people. At the beginning of the year 2000, there were over 70 million computers connected to the Internet and this development is accelerating at enormous speed. Within the next three to four years, the number of people connected is likely to reach the 350 million mark worldwide.

The Internet provides consumers with a new means of obtaining useful information particularly with regard to commercial products and services. Electronic commerce is currently attracting a great deal of interest. Not only is it growing rapidly, but it also has a significant impact on the computer market and the way people work<sup>36</sup>. Scholars highlight the importance of the Internet in facilitating dyadic information flows between supplier and customer, emphasising that the inverse relationship between the richness and reach of information no longer holds<sup>37</sup>. As a result, the Internet has the potential to encourage a simultaneous two-way flow of information between large numbers of customers and suppliers.

#### **2.1.4.2 Business Benefits from the internet**

**Market penetration:** The Internet can be a way to sell more existing products into existing markets. This is achieved by using the power of the Internet to advertise and increase awareness of products and also to lift the profile of a company amongst potential customers in an existing market.

**Market development:** The Internet is used to sell into new markets, taking advantage of the low cost of advertising internationally without the necessity for a supporting sales infrastructure in the customers' country.

**Product development:** New Internet-based products or services are being developed which are typically information oriented, such as market reports that can be purchased using electronic commerce. This is an innovative use of the Internet.

**Diversification:** In this sector, new products are developed which are sold into new markets.

#### **2.1.4.3 Importance of the internet to marketers**

The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and purchase items more readily. For marketers it provides the opportunity to develop new skills and to improve the competitiveness of a company. Understanding the importance of Internet exposure would help companies to implement their web-based marketing more effectively because: Firstly, consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. Recent figures indicate that electronic commerce on the Internet approached \$45.8 billion in the year 2000<sup>38</sup> Secondly, it was argued that the market prefers the decentralised, many-to-many web for electronic commerce, as opposed to the

centralised, closed-access environments provided by on-line services<sup>39</sup>. Significantly, all the major on-line services now offer web access to their subscribers and have announced or are expected to announce, plans to allow members to self publish their own home pages on the web as well<sup>40</sup>. Additionally, virtually all the major communication conglomerates have web sites as they shift their strategic orientation away from so-called interactive television applications to web-based publishing, communication, and multimedia marketing efforts<sup>41</sup>.

Thirdly, the web provides an efficient channel for advertising, marketing, and even direct distribution of certain goods and information services. For example, scholars suggest that it may be nearly one-fourth less costly to perform direct-marketing through the Internet than through - 19 - conventional channels<sup>42</sup>. A study by IBM suggests that on-line catalogues published on the Internet can save firms up to 62 percent of what it would cost to print and distribute them by conventional means<sup>43</sup>. Along with the suspected increases in efficiency, evidence continues to indicate that marketing on the net is far more effective than marketing through traditional media.

#### **2.1.4.4 Mobile Internet Usage**

Mobile Internet growth is the growth of the Internet when accessed via a mobile device such as Smartphone. Through the use of mobile Internet as a service reached by mobile devices, the world has seen some quite changes in past decade and more rapidly than purchases of any other consumer product, according to study research<sup>44</sup>. Below are just few consequences as the impact of combined Smartphones and mobile Internet.

(i) Smartphones have become an integral part of our daily lives. Smartphone penetration has risen to more than hundred percent of the population in some parts of

the world and these smartphone owners are becoming increasingly reliant on their devices. Over half of the users with Smartphones access the Internet every day and most never leave home without it.

(ii) Smartphones have played a major role in transforming consumer behavior. Mobile search, video, app usage, and social networking are prolific. Smartphone users are multi-tasking their media with close to hundred percent using their phone while doing other things such as streaming songs.

(iii) Smartphones obviously help users to navigate the world. Appearing on smartphones is critical for local businesses. More than two-thirds of smartphone users look for local information on their phone and almost all users take action a result, such as visiting the searched place or contacting the business.

(iv) Smartphones have significant changed the way consumers shop or make purchase. Smartphones are critical shopping tools with almost all users having researched a product or service on their device at least once. Smartphone re-search influences buyer decisions and purchases across channels

(v) Smartphones facilitate advertisers to get connected with consumers. Mobile advertisements are noticed by all Smartphones users who have access to Internet. Smartphones are also a critical component of traditional advertising as more than half have performed a search on their Smartphone after seeing a traditional advertisement. In Tanzania, fixed communications infrastructures are stagnated and currently seems like fixed wired communication is no longer needed. The country has allowed a door open for wireless communications and mobile devices are increasing everyday with thousands of new subscribers join or shift network operators every day. Mobile Internet is also in the same status of being improving day after day. Now, all mobile

providers in Tanzania provide mobile Internet access and even more wireless network operators with mobile Internet.

#### **2.1.4.5 Evolution of Mobile Broadband**

Mobile broadband is simply a coined marketing term for wireless Internet access through a mobile device such as mobile phone. Mobile broadband was technically born after at least Telecommunication manufacturers, mobile phone industries integrated-circuit makers have worked on joint connection in the GSM Association to realize the built-in support for mobile Internet access technology on laptops and other mobile devices<sup>45</sup>. In 2002, a huge barrier to mobile broadband was the coverage the cellular networks can provide. In many areas end users will not be able to achieve the peak speeds advertised due to coverage limitations. Furthermore, there are concerned issues with connectivity, network capacity, quality of service, and mobile network operators' over-all lack of experience with mobile data track<sup>46</sup>.

The world is home to seven (7) billion people, one third of which are using the Internet. 45% of the world's Internet users are below the age of 25. While over the last twelve years, developing countries have increased their share of the world's total number of Internet users from 44% in 2006, to 62% in 2011. Today, Internet users in China represent almost 25% of the world's total Internet users and 37% of the developing countries Internet users. With 5.9 billion mobile-cellular subscriptions, global penetration reaches 87% and 79% in the developing world. Mobile-broadband subscriptions have grown 45% annually over the last four years and today there are twice as many mobile-broadband as fixed broadband subscriptions. Furthermore, active mobile broadband subscriptions will top 3.8 billion by 2015, according to Ericsson, with 4G networks, e.g HSPA, CDMA and LTE networks driving 95% of

those subscriptions Speaking of growth of Internet broadband which is a key factor for providing high-speed Internet access to a growing number of Internet subscribers has grown exponentially over the last twelve years, from 11000 Gbit/s in 2006, to approximately to 80000 Gbit/s in 2011. In term of comparison of bandwidth in around the world countries, disparities between regions in terms of available Internet bandwidth per Internet user remain, with on average almost 90000 bit/s of bandwidth per user in Europe, compared with 2000 bit/s per user in Africa<sup>47</sup>.

International Telecommunications Union, ITU has showed that in 2011, 90% of the world's population lived in areas covered with 2G network, while 45% lived in areas with covered by 2G and 3G networks (Telco 2012). PCs and laptops are important devices in nowadays society as they enable and enhance communications, information seek entertainment and commerce via Internet. It is obvious that without Internet, computer becomes less useful in aspect of above activities. Now that digital lifestyle device, tablets, wireless phones, and other Inter-net appliances are beginning to come of age at higher penetration power and spread over every part of the world. It is right time to provide a deep insight of current status of key players in this wireless telecommunications domain.

### **2.1.5 The Image of Brand Awareness**

Scholars point out that brand credibility and brand awareness both are the key elements in building brand loyalty, which is equally important for marketers and consumers<sup>48</sup>. Brand loyalty acts a potent brand differentiator and offer sustainable competitive advantage. Brand credibility and brand awareness creating or reinforcing a brand's personality enhances brand value or equity, which in turn can be leveraged through brand extension. Research informed that social media is a phenomenon that

has drawn a lot of attention both to companies and individuals interacting on the networking landscape<sup>49</sup>. Social media has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand equity. Also, it is said that the brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. Moreover we didn't have adequate time and resources to study the components of Brand awareness and brand loyalty. Studies stated that Precedent study shows that advertisement has very forceful role in creating awareness among customers that further result commitment if customer is satisfied by the quality that brand give<sup>50</sup>. But for creating Commitment Advertising and quality are not the only factors. Research opine that Online Brand Communities (OBCs) allow fashion customers to communicate with each other without any restrictions of time and place<sup>51</sup>. For this reason, OBCs are viewed by fashion marketers as powerful instruments to influence customers' purchasing behavior.

### **2.1.6 Customer Loyalty**

Customer Loyalty is the purchase behavior of the buyer in which he/she buy again and again the same brand product and services in the future regardless of rival efforts? Loyalty can be something about the customer thinking about the product. None of the scholar ye gives the proper definition to the customer loyalty but there are different concepts about it<sup>52</sup>. The organization is focused on customer commitment, which produces a benefit for the consumers that is why they purchase the products of the same brand repeatedly<sup>53</sup>. The loyalty of the brand is when the consumer buys the products of the same brand again and again. Not all loyal customers look at the price

of that brand some of them act as a follower of the company, which contribute to pulling in the customer. The loyalty of the brand can also affect the buying choices of the customer<sup>35</sup>. Mostly, there are two viewpoints of brand loyalty. One is behavioral loyalty. Besides the other is attitudinal Loyalty. Behavioral Loyalty is the repurchase of the customer from a similar brand. Attitudinal Loyalty in which the customer repurchases the product without essentially purchase behavior. According to research, it is opined that there is a direct connection between brand loyalty and the price premium of the brand<sup>54</sup>. The price of the brand is the signal of loyalty<sup>55</sup>. The price of the product is paid instead of the other product with the same benefits that may be low or high is known as the price premium.

Cognitive Loyalty: In this stage, it is highlighted that the qualities of a product affect the preference of the customer at this level. Experiences of customers influence the cognitive loyalty of customers<sup>56</sup>. Scholars present the information that cognitive dimension originates from the knowledge of the customers about the brand<sup>57</sup>. It is advocated that cognitive loyalty is generated when the cost of changing brand and the analyses of the quality of the product are interpreted. On the other hand, it is claimed that cognitive loyalty stems from the qualities and the cost of the product<sup>58</sup>.

Affective Loyalty: The second important dimension in brand loyalty is affective loyalty. According to scholars, emotional loyalty reflects the overall satisfaction and pleasure fabricated by the usage of the same brand products<sup>59</sup>. Emotional dimension states feelings or emotional reactions. Affective loyalty can be both positive and negative and as a result the reactions will take shape according to these positive or negative attitudes<sup>60</sup>. In positive affective loyalty, satisfaction reflects pleasure. In this stage the loyalty is called as affective loyalty and conceptualization in customers mind

happens. This concept, however it exposes the opposite thesis, cannot be abandoned easily. Displayed brand loyalty creates an inclination and influence the degree of<sup>61</sup>.

**Cognitive Loyalty:** The dimension of the desire expresses the intention or willingness of purchasing of the customers<sup>62</sup>. The desire originates from desire can be defined as the creation of repurchasing as a result of positive attitudes about the brand. In this level, customers cannot help buying the products for which they have positive feelings<sup>63</sup>. Desire means restatement of the brand with special assurance in order to be bought. In this sense, loyalty, which is about effort, includes the state of loyalty, which appears primarily by deep adaptation of purchasing pledge. Actually, in this stage the customer would like to buy the product however the desire does not surmounts from intention<sup>64</sup>.

**Behavioral Loyalty:** Behavioral brand loyalty is determined by the frequency of customer's repeated purchases<sup>65</sup>. That the customers buy the products of the same brand, their efforts to buy the product of the same brand, reflects their behavioral loyalty<sup>66</sup>. To put it this way, behavioral loyalty simply is the behavior or the habit of going for the products of the same brand as a routine<sup>67</sup>. According to scholars in order to compose behavioral loyalty, initially, cognitive and secondarily emotional loyalty and thirdly, the loyalty originates from desire should actualize<sup>68</sup>. Customers who complete these four stages become loyal customers.

### **2.1.7 Effects of Strategies Used on Online Advertising**

**Viral advertising:** Viral marketing is also known as word of mouth or buss marketing. It is the creation of a process where interested people market to each other. Word of mouth (WOM) marketing is such a successful marketing strategy because it breeds "familiarity, personal connection, care and trust" between the consumer and

the translator of the information. Online word of mouth (WOM) is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet".

Viral marketing is "a technique which use internet to transmit and spread messages among individuals who will forward the messages to their friends and family. viral marketing is a marketing techniques that use social networks to produce increased brand awareness through self-replicating viral diffusion of messages, analogous to the spread of pathological and computer viruses. According to study on viral advertising in large company's findings revealed that humor and sexuality are the main advertising factors used to attract consumers to viral ads, and if consumers are entertained by the ads, they are more likely to share or pass on the ads to their friends and family. Viral marketing is used to pass adverts, animations, photos, hyperlinked promotions, newsletters, games, press releases, or petitions. This type of marketing encourages individuals to pass on information that they receive to friends and family. Viral marketing also create a buzz around a product or service. In addition, customers are more likely to trust recommendations made by friends or family about on a product or service, rather than from a company. WOM advertising is perceived as a trust trustworthy source of information that reduces risk, simplifies complexity, and increases the confidence of consumers in decision-making. Consumers that closely identify with an organization will act as agents of that organization and will spread positive word of mouth about the company and its products, in the process therefore recruiting customer. According to a study done on effects of brand image, online word of mouth and price discount on consumers purchases, word of mouth can be classified into positive and weak and positive and strong. Findings revealed that word

of mouth has an influence on customers purchase intention According to a study done on the effect of viral marketing on y generation's purchasing behavior findings revealed that WOM advertising influences customers purchase behavior. Studies suggest that consumers are more likely to pass along a message if they are motivated to do so. It is argued that consumers have different psychological effect created by different types of viral marketing campaign initiatives. These effects can also be observed from individual's intention to share information that contributes to the benefits of viral marketing campaign.

**Display Advertising:** Display advertising is the use of web banners or banner ads placed on a third-party website to drive traffic to a company's own website and increase product awareness. Although customers avoid looking at display ads, they still have a positive effect on brand awareness and advertising recall. Research revealed that banner ads have more influence on individuals who are browsing. Display advertising is a type of advertising that involves placement of banners by advertisers on third party website to drive traffic to their product or service pages. According to scholars, customers usually avoid banner, pop up advertisement and text advertisement because they are perceived to be annoying. Research on effects of online advertising on consumer revealed that banners and pop up ads are annoying and intrusive. Consumers notice banner ads because of their relevancy and location on the page and should include bright colors, interactivity, graphics, videos, logos, sizes and discounts. Online banner advertisements are text and graphical displays that are hyperlinked to the uniform resource locator (URL) of the advertiser. Companies use online banner advertising to create awareness and attract customer's attention.

**Email Marketing:** Email marketing is any type of electronic message sent to a database, which presents a promotional offer in order to stimulate customers to click

on the ad and be redirected to the company's landing page. According to study on the influence of email marketing messages it was revealed that 66% of customers have made a purchase as a result of an e-mail marketing campaign. E-mail marketing campaigns have been linked to the associated increase in returns on investment (ROI) than other forms of online marketing. However, there are yet a few studies undertaken on the effectiveness and profitability of e-mail marketing campaigns. Using E marketing enables companies to track the exact ROI and this therefore permits them to measure the performance of the campaign. Also, this type of online marketing allows firms to customize and personalize the message sent and is significantly cheaper and faster than conventional mail which requires more time to produce and print thus making it more expensive. It is added that by using the service advertisers can easily reach a huge number of subscribers on a daily basis as previous research has noted that 91% of consumers do check their e-mail on a regular basis. However, email deliverability remains a trouble for valid entrepreneurs as electronic mail marketing is frequently coupled with junk mail sent to recipient's mailbox without their permission and this type of email might be either welcomed or barred by some customers who may perceive them as an unethical manner of email advertising. On the contrary, some agencies are not taking the gain of these campaigns, mainly due to the fact 50% of the marketers that acknowledge that their database is not up to date and therefore acts as a barrier to the effectiveness of the campaigns. Many organizations use e-mail advertising campaigns as a way to growing their income. but, these campaigns would possibly have specific objectives like deliverance of the relevant content material, power additional traffic to the internet site, combine e-mail with different advertising techniques, construct brand attention, increase the dimensions of the databases and create leads. Nevertheless, the important thing to

create a successful email advertising and marketing campaign is to supply value to clients, so that it builds and maintains a better relationship with clients. To try this, businesses should take some aspect which incorporates the introduction of a good impression the first time. Customers could be more tempted to open e-mails from entities they apprehend. But, if the consumer does no longer understand the sender, he or she can look to the challenge the subject of the mail. So this needs to be appealing to be able to seize purchaser's interest. It's been proven that over 40% of clients are probable to open e-mails that consult with merchandise they recently viewed on the sites, or objects they prefer. In the meantime, 33% of purchasers determine whether or not to open an electronic mail or not with the aid of what is written at the subject line. The primary influence is probably the difference among customers reading e-mails or auto deleting them. The primary aim of email sender and subject line has to be to motivate the customer to without a doubt open the e-mail. If firms cannot make their clients open the e-mail, issues pertaining message format and content might be considered useless. It was concluded that consumers establish special sales offers, facts on new merchandise and contests useful matters in e mail commercial. The aim of the store visit in 40.4% of the cases varied, in different cases the purchasers wanted to have a first-hand experience, or gain extra information or get private recommendation. This suggests that email marketing increases attitudinal and behavioral brand loyalty through growing of the purchasing behavior. Scholars observed that consumers can perceive stress by way of receiving email advertising and marketing. Whilst a marketing e-mail is anticipated to be useful and, when studied, it seems that the real usefulness is likewise excessive, the perceived strain will decrease. However whilst an e-mail is expected to be useful and its miles determined that the real usefulness is low, the perceived pressure will growth. With

this it affects the attitudinal loyalty through the attitude toward a brand. Besides generating a terrible mind-set a lack of usefulness also can cause un-subscription. While e-mails are not examined or acquired, they do not create satisfaction, consequently undoing the fantastic effect satisfaction has on brand loyalty over a long run. Scholars decided that the three elements that decide usefulness in email advertising, these factors align with the elements of commercial values. These include advertising values, information quality, and economic rewards, discovered to be critical elements dependent on how intrusive an email is taken to be. An empirical research discovered evidence that when an e-mail, is perceived as intrusive purchasers react negatively to the e-mail. Furthermore the intentions towards the sender are stimulated in a poor way. In a research on net advertisements similar results had been found. It was noted that intrusive advertisements lead to inflammation, which results in a poor attitude towards the web site (in this example brand) finally leading to poor behavioral intentions.

#### **2.1.7.1 Barriers Affecting Online Advertising on Consumer Decision**

**Consumer's Attitude:** Attitude refers to the way someone thinks or feels about something and also to the manner, and disposition on the subject. Attitude influences the mental position that the person will take on a certain matter and the behavior that follows it. Essentially, one's state of mind and the behavior that arises because of this state is what is referred to as their attitude. Attitudes of others is the extent to which another person's negative attitude towards the preferred alternatives or reluctance to meet the terms of supporting the purchase intention, this may result in a readjustment of the consumer's purchase intention. Scholars perceived advertisement credibility influences customer's attitude towards an advertisement and purchase intention<sup>69</sup>. According to research, consumer's attitude towards online advertising is one of the

influential factors of effectiveness of online advertising as consumer's cognitive ability towards the online advertisement are reflected in their thoughts as well as feelings and subsequently will influence their attitude towards online advertising<sup>70</sup>. Consumers attitude can be influence by factors of online advertising such as; credibility, informativeness, pleasure and materialism. Credibility is the consumer's perception towards the credibility, trustworthiness, believability, and convincibility of an online advertisement. A study on consumer response to Web site and their influence on advertising effectiveness findings revealed that consumer who have a positive attitude towards an online advertisement are more likely to recall the advertisement than those who have a negative attitude<sup>71</sup>. Customer's attitude towards the website indicates their attitude towards its content: Customers are more likely to accept and rely on information they see on a website they appreciate. Customers form different attitude towards online advertisement that results to informational response. Informational response is a process where customers go through when responding to an online advertisement. It comprise of awareness, interest, desires and action. According to research on effects of consumer attitude on online advertising, findings revealed that consumers often have a certain inclination to avoid advertising. in the study on friends, fans, and followers: do ads work on social networks findings revealed that 22% of consumers had a positive attitude towards digital advertising, and 8% had left a certain social network because of what they felt as excessive publicity. Another research on factors that affect the attitude of the consumers towards embracing marketing through the social media findings revealed that use of social media, knowledge of social media, following of social media, and fears about marketing with social media all have an effect on attitudes toward marketing with social media.

Studies reveal that demographic and lifestyle determines attitudes that customers exhibit towards advertising but suggests that younger customers rely less on advertising for decision making compared to their older counterparts. According to a study on psychographic variables related to attitudes towards advertising, findings revealed that younger people were more likely to show positive attitudes towards advertising and were less likely to feel offended or insulted by advertising that translates to better message recall. The attitude towards social network advertising is very important, as this kind of publicity is not only beneficial for organizations, it also provides the websites with the revenue that allows their survival: the problem is that at the same time, users can feel overwhelmed by it and social network lose their appeal. According to research on internet penetration is forcing researchers to take a deeper look into internet advertising, its impacts on consumer attitudes, and the efficacy of online ad campaigns. The reason behind this growing interest is that the internet has reduced advertising. It was also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer's Facebook group to receive promotional messages.

**Perceived Privacy Risk:** Perceived risk is 'a function of the expected outcomes of information disclosure, together with considerations for context (i.e., information sensitivity). Perceived privacy risk can be defined as the consumer's perception of risk when marketers attempt to collect, use or distribute information about consumers and their behavior. Consumers are becoming more aware and concerned of the privacy risks on the internet. Companies are using consumer's personal information to personalize advertisements hence enabling customers get advertisements that are relevant to them. Based on research on impact of privacy regulations in European

Union it was revealed that display advertising was less effective after the implementation of the Privacy Directive.

Consumers are becoming more concerned about accessing and using their personal information left behind from their online and unauthorized sharing of their personal information by marketers with third parties. Customers are faces with risk of their private information being accessed by unauthorized users because the information can easily be transferred between social media sites. Additionally, over sharing of information increases vulnerability of location based information hence threat to their private life. Customers perceived risk can be influenced by trust, self-efficacy, and structural assurances. Also, customers perceived privacy risk can be reduced by providing customers with control (over their information) and by increasing their level of trust. A study investigating online information disclosure findings established that information relevance directly influences perceived risk: when a consumer perceives the information being collected as relevant, their level of perceived risk is reduced, and therefore they are more willing to give personal information. Trustworthiness is consumers' confidence in the source, which includes the characteristics of honesty, objectivity, and good faith, trust and perceived security in social networking sites play an important role in attitudes towards shopping. Trust influences online purchaser and enhances customer's intention to buy. Consumers who use social networking sites are more concerned about risks to privacy. This is because; consumers provide personal information about themselves. This personal information can be accessed by unauthorized users, consumers must have confidence about the product information and reliability of the trading partner. In addition, consumers are usually reluctant to shop online because of perceived risk associated with such transactions. Research grouped the limitations of e-commerce into technical

(Lack of universally accepted standards for quality, security, and reliability, communication bandwidth, security, e-commerce software incompatibility with operating system and other applications) and non-technical (privacy, internet access difficulty and expense, consumers will to touch the products, loss in the social interaction). People are now more than ever concerned more with issues surrounding improper use of personal data, identity theft and other security issues like credit card fraud. In a study on American and European internet users, established that "individuals are more anxious about emerging issues such as personalized browsing experiences, scrutinized purchasing trends and targeted marketing and research"<sup>71</sup>. In a 2015 survey it was established that as many as 94 percent of Internet users have an issue of security in regard to their online presence, while 39 percent confess that their biggest fear is their personal information finding its way to the wrong hands<sup>72</sup>.

**Social Economic Factors:** In the recent years, internet demand led to increased research in academic studies which aim at investigating variables influencing internet of demand. This is because the internet has not only expanded in size, and speed, scale worldwide but it is expected to improve. There are various theoretical models that try to explain the factors that foster adoption of use ICT. Previous researches in developed countries reveal that socioeconomic factors have influenced the adoption and use of ICT by households. Other issues that influence ICTs adoption by households include household size, social network, and lifestyle. Previous studies among 5000 Australian homes revealed that demographic factors such as education, race, and age played a major role in acquisition of broadband Internet service by individuals. Concurrently, studies also indicated that household income also played a vital factor towards broadband acceptance. Furthermore, it is inferred that in the inter-country Internet diffusion was mainly influenced by the per capita income and non-

economic factors like the political independences. In a study to analyze factors that promote internet penetration, it is established that income per capita, illiteracy, years of schooling, youth and aged, rate of urbanization, dependency ratios, telephone density, consumption of electricity as well as regulatory quality were vital in determine the rate of internet use<sup>72</sup>. Moreover, by investigating rate of internet demand in Spain, established internet usage rose with increase in income and other technological factors, however, the usage decreases with low socio-demographic characteristics such as age and as habitat. A cross-country analysis done also confirmed the significance of telecommunications infrastructure, this was represented by the extremely high link between the telephone connection density and Internet connectivity, and this was recorded irrespective of per capita income level of the states. In a related study, it is approximated the demand of Internet use in the U.S. by employing a range of variables like gender, income, race, age, marital status, education level, employment status, and parenthood. The results however indicated that employment had a negative relation to Internet use, while, marital status lack considerable effect. A study of Internet in 38 African countries concluded that effects of income on the Internet use was not relevant; however, other variables such as call cost and monthly subscription cost variables negatively impacted Internet use<sup>73</sup>.

#### **2.1.7.2 Consumer behaviour in Digital Environment**

Consumer behaviour has gained significant attention in marketing practice, and would continue as the hallmark of product and service marketing across all sectors. This trend is growing fast and has influenced purchase decisions through information provided by companies and consumers available online. The introduction of World Wide Web promotes customer-brand relationship and a network of groups of consumers in digital environment. Digital media is shaping consumer experience of

brand value and access to more information about products and services. This is because digital technologies have become part of our daily lives providing opportunity for more brand exposure, and promotes customer relationship with the brand, the company and other group of consumers. Consumer behaviour is either directly or indirectly linked to how people consume, waste or destroy products and services as a result of our lifestyle, attitude and value. Therefore, businesses build long-term relationship with consumers in digital environment brand relationships have become strategic marketing policy to ensure impactful brand experience and customer loyalty. However, these digital presences caused massive shift in consumer behaviour between utilitarian behaviour and hedonic consumer behaviour, or aesthetics behavior. Study shows that there is increasingly growing acceptance rate of consumers of digital ads globally. This study further posits that spending on global mass media advertisement will reduce rapidly while digital ads expenditure especially through mobiles, email, and social media will increase exponentially. However, it is not clear what aspects of digital ads that enhance consumer trust and stimulate desired positive actions. When consumers view brands in ads, they make opinion based on hedonic or utilitarian aspects of the ad message. However, this attitude towards digital ads differs from one customer to another and according to the sector. Most consumers are influenced by motion, pictures, or overall design of the ad in order to invoke desired actions among several consumers. Generally, advertisements stimulate consumers to develop interest in information about brands and companies thus the choice of digital media platform is crucial to enhance desired responses towards the brand in the ad. Digital ads are generally ubiquitous and customers have growing concerns over privacy and spamming. Therefore, marketers must be responsive to customer privacy, trust issues, and relevance of message. It can be assume that when

consumers opt-in for receiving ads before sending such messages, they are more likely to build higher acceptance of the ad and improves overall effectiveness of digital advertising. Based on this proposition, it can be assumed that digital ads that recognize customers privacy concerns have positive influence on consumers and stimulate desired response towards the ads and the brand, as such messages respects consumers' personal space/privacy. Studies confirmed that advertiser is among the most important factor in consumer acceptance of advertising message<sup>74</sup>. When consumers develop trust of the advertiser, they are more likely to transfer the same trust to the ads message and responds favorably towards the brand in the ad. Digital media ads have sprawled increased attention over trusting issues surrounding virtual information in online business. Credible and ethical companies provide assurance that their message will be trusted and consequently influence desired customer behavior through relevant content. Consumer trust is the reason for which customers build upon purchase decision making, and influence the quality of interaction and behavioral commitment of the customer with the brand. Furthermore, Studies show that consumer trust is highly related with attitude and behavioral intention towards ads and message recall. Companies that established trust with customers are more likely to record high reception and positive response towards digital ads messages.

#### **2.1.8 Brand Loyalty's components**

Referring to the brand loyalty's components, different researchers also hold some different opinions about what this may compose of. Brand loyalty, viewed from relationship marketing, is one of the key outcomes in this area and can be conceptualized into two concepts of behavioral loyalty and attitudinal loyalty. While behavioral loyalty refers to the intention of re-buying a product or service from the same supplier, attitudinal loyalty is their commitment or preferences when evaluating

the values that they can earn from a specific brand. In earlier days, the focus of studies done on the topic of customer loyalty was merely about behavioral aspects. It is defined as “the biased, behavioural response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological decision-making, evaluative processes.” Focusing on another angle of customer loyalty, the current scholars moved towards the viewpoint that customer loyalty is more than behavioral aspects but also about the attitude elements. Behavioral loyalty is associated with the re-buy activity, but attitude loyalty is considered as a firm commitment that customers show to their favorite products and services. As this study aims to discover customers’ feelings of commitment towards a specific brand, we would like to be in favor of attitudinal loyalty.

According to research, brand loyalty constitutes 4 indicators, which are: intentions to repurchase, acceptance to price offered, positive word of mouth for the brand and lastly intention of cross-buying. It is stated that not only behavioral factors but elements of emotion also exist within brand loyalty. The former part consists of routine purchase trends while the latter part includes the interest and engrossment of the customer towards that specific brand’s product or service. Specifically, that bond should be embraced in 3 ingredients which are: organic, constructive, and active. Scholars grouped customers into four categories of: (1) conscious loyals, (2) unconscious loyals, (3) conscious disloyals and (4) unconscious loyals to clarify that being loyal to a certain brand is not always conscious. However, when it comes to customers’ response to activities launched by brands with the aim to boost up loyalty indicator, customers can be grouped slightly differently, leading to their distinct consuming behaviors. Also, it is classified into four distinct categories based on their

behavioral and attitudinal aspects. a. No loyalty: referring to consumers who do not possess any purchase intention toward the products. It also refers to customers who show no engrossment in the brand and products in general, including any marketing activities implemented on digital networks. b. Covetous loyalty: refers to the success of social media marketing in establishing a special bond in terms of psychology between brand and customers, however, the brand still fails to convince the customers to buy products. c. Inertia loyalty: can be found in the customers who are not emotionally attached to a specific brand but make purchases from them regarding expediency, regular tendency and routine. It can also be described as that there is a pattern of repeated purchases behavior but no sign of psychological and emotional relationship whatsoever. d. Premium loyalty: these are customers who purchase products and also repeats that action with an interest and emotional bond with the brand. Under no circumstances will this behavior be influenced.

#### **2.1.8.1 Brand Loyalty on Online and Offline Platforms**

Researches demonstrate that components of brand loyalty are varied between online platforms and offline ones. More specifically, the consumers of online communities show a higher loyalty to high market share firms and lower loyalty to small ones whilst for the traditional offline marketplace, the scale of a firm is not related to its customer loyalty. Unarguably, customers may have different preferences when it comes to their decision to appreciate a certain brand better than another and be loyal to it; also, the level of satisfaction with online and offline experience would result from their interaction with these firms. For an online platform, the company needs to focus on many different components such as customization of social media marketing activities, convenience, interactivity and coherence between online brand community and online information available by the brand. Also, from their study, Zheng and his

co-authors believed that online communities such as Facebook can build up customer loyalty through user engagement. Understandably, there would exist a strong link between an organization's activities done via their online platforms and customer loyalty. It is agreed and emphasized that the interaction between consumers and online communities with the support of interactive, effective and low-cost communications, is significant for the development of any enterprise. Thus, the given arguments tried to highlight the notion that brands and consumers have witnessed the increase in the use of social media platforms, and along with their dominance, they could serve as the drive for nurturing brands and influencing consumers' purchase intentions. There has been a long debate on frameworks of brand loyalty, customer equity and customer trust. Scholars supposed that brand loyalty lies at the core of brand equity and he proposed a model with the mentioned variables, together with other influencers: brand awareness, brand associations and perceived quality<sup>75</sup>. More current researchers came up with different links among these elements, and they suggested that "In the context of social media marketing activities, one perspective is that customer trust and customer equity are precedents to brand loyalty. Since SMM activities have been given considerable attention, their attributes and impacts on brand loyalty are critical to understand. Within this study, we would focus on brand loyalty as the direct dependent variable as it is regarded as the brands' ultimate target in the relationship between brands and their customers while SMM elements are viewed as the dependent variables which are utilized by brands on a large scale.

### **2.1.9 Concept of Advertising**

Advertising as a promotional or communicational tool is an aid to trade for driving sales of the company's products and services and also to build a brand identity and communicate changes or new products/services to the customers. It is a subset of

promotional mix which is one of the 4p's in the marketing mix. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision.

Advertising have been defined in various ways by different scholars. The common and significant thing about all the definitions is that; advertising helps to inform people (Consumers) about the product newly introduced or products in existence. According to scholars, "Advertising is a set of techniques and methods having the objective of informing and convincing the client to buy some products or services." In this definition, advertising has two main objectives; firstly, as information products or source that makes the consumers know that the goods and services are available for them to buy. Secondly, the effort to convince the consumers to buy the goods they have been made aware of. Another definition of advertising is that "Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media".

This definition tries to see advertising as a way of communication to people through various advertising media, using information provided by the owner of the products. Other scholars also defined advertisement "as a paid announcement published in newspapers, magazines, radio or television." They could be general notice or information on the arrival of new goods in a store, or persuading customers to buy already existing ones. In all the definitions given above, four things can be inferred; i. Information about a product, either newly introduced arrived or already existing ii. The owners of the products been advertised, who provide the information pay for the publication of such information. iii. There is need for media, for onward transmission

of the information. iv. The target audience (i.e consumers) receives and act upon such information.

### **2.1.9.1 Reasons for Advertising**

Advertisers advertise primarily to develop consumer value in their brands. The majority of adverts are for brand, with the obvious exceptions of political, public service and charity advertising. Brands deliver choice, innovation, confidence and consumer value. The value of most businesses does not reflect their tangible assets, but their brand assets and therefore leads to business success being very largely driven by the ability of a company's brands delivering a higher level of consumer satisfaction than competing brand. Advertising is also carried out to create and retain awareness of product in the mind of the consumers. This is very necessary especially with products that have short life span. Consumers being who they are, change their behaviour at anytime. So to retain the market for such products, the product has to be advertised on and on, if not, other producers might bring a new product into the market and win the mind of the consumers. For instance, coca-cola is a widely known product and is still advertised in order to retain their share of the market. Through advertising, loyalty for certain brands of product can be created. Some consumers are so loyal to some brands that even if the price of the product is higher than others in the market, it doesn't affect their loyalty for this brand. Semovita is a type of food and there are other food that are better and even preferable than Semovita because most consumers have developed that loyalty for the Semovita brand, they don't take any other brand but Semovita brand. Advertising also help create interest and demand for products that would not have been bought if not advertised. Hence, the use of

persuasive images is very important in creating interest in the mind of consumers, which in turn affect the consumer's buying behaviour towards that product at any time.

### **2.1.9.2 Types of Advertising**

Advertising can be classified under the following heading:

**Direct Advertising:** This is concerned with advertising of product to those who really need them. Some type of goods appeal to a certain category of people. When such goods are to be advertised, it would be more economical and convenient to identify the target audience and advertise directly to them. For example, if a new drug is brought to the market, it would be preferable to advertise it on medical journals, and the medical practitioners in turn recommend or prescribe the drug to patient. It is advisable to advertise directly to the likely consumers.

**Indirect Advertising:** Goods that are advertised under indirect advertising are goods that are needed and used by everybody, no matter the group or category. Example of such is toothpaste and whichever way this type of product is advertised, it still captures the attention of consumers.

**Competitive Advertising:** This type of advertisement is used in advertising competitive products. As the name implies, it is used to win more consumers at the expense of their competitors. To achieve this, attractive pictures, bright colours and beautiful scenarios are used to present the commodity in desirable form that will attract the consumers. In competitive advertising, care is taken in selecting words to be used in order not to destroy the image of the other competitors' products, such as Flourmill (Semovita) and Honeywell (Semolina).

**Informative Advertising:** This is the type of advertising that inform consumers about their brand. This type of advertising usually creates awareness about a product in the market and its benefit.

**Mass Advertising:** Mass advertising is carried out to eliminate waste. It occurs when there is co-operation among producers of such products to be advertised. In this case the produce is advertised as one rather than each company advertising its own brand of the product.

### **2.1.9.3 Advertising Industry**

Advertising industry is a very important aspect of marketing. It is necessary to critically view what the advertising industry is composed of, i.e the elements which are significant in the industry. According to scholars, Advertising industry is composed of the followings:

**Sponsor:** In advertising industry, the sponsor or the advertiser is the initiator of the advertisement idea. He is the owner of the product to be advertised. Bearing in mind the objectives of the advertisement, the advertiser organizes the message to the target audience (i.e customers) through a selected medium. The sponsor pays for the advertisement and provides all the information needed for the advert. Sponsor can be an individual, organization or government. The most important thing is that the sponsor and owner of the product being advertised pays for the cost, unless otherwise as agreed by the advertisement agency. A sponsor of an advertisement has some objectives he wants to achieve; in order to achieve these objectives, the target market and market positioning must be considered. The sponsor would also want an effective advertisement with less cost, bearing in mind the budget for the advert.

Agency: Advertising is a profession with its specialized code of conduct and etiquette. It is better handled by a professional body known as the advertising agencies, with trained personnel that deal with designs and programming. Advertising agencies are team of experts in the field of advertising techniques to perpetuate or promote conformity on the part of the consumer. Advertising agencies link the sponsor or advertiser with the consumer through the advertising media, to bring the advertisement to the target audience.

The agent is responsible for the space and time booking for the advertisement, on behalf of the sponsor. He earns his income from the commission he receives. For an agent to carry out a successful advert, all necessary information about the product must be provided by the sponsor, as well as his support and confidence. In some large commercial companies, there is usually an advertising unit or department responsible for the advertising campaign of the company. This is however, cheaper for the organization.

Media: This is the third element in the advertising industry. Media is the means of communicating information to a target population. It is a channel through which the message given to the agent by the sponsor is delivered to the target audience (consumers).

#### **2.1.9.4 Effects of Advertisement on Consumer Behaviour**

A business irrespective of the size needs to advertise and promote to attract customers. However that doesn't mean you can just put out your messages and start counting the new customer. According to the International Journal of Management Research and Business Strategy, advertising affects consumers in the following ways: i. Increase Awareness: Advertising offer a new function to consumers viewers of adverts so as to

learn about new products and services available to them. It provides facts about approval or disapproval of a product and consumer behaviour at this stage encompasses expression of curiosity<sup>76</sup>.

ii. Analysis of Features: Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the fractional aspects of the offering. This exhibits an intellectual response, rather than an emotional one.

iii. Evaluation of benefits: Advertising make consumers to emotionally involved in weighing of benefits. When consumers identify the product or service it can make them happier. It improves their lives or gives them pleasure. This part of customers' responses is irrational and can lead to impulse buying and competition to obtain product.

iv. Reminders: Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer that stems from reminders. It includes suddenly thinking a product while shopping and making decision to buy it.

v. Promotion of loyalty or Alienation: Consumer behaviour splits between loyalty and alienation depending on how well the product lives up to its advertised benefits.

#### **2.1.9.5 Advertisement Media**

Scholars holds that the medias for advertisement can be classified into the following four categories: namely print; electronic or broadcast; outdoor and others media advertising. Based on their relevance to the study, few of them will be reviewed in this research.

##### **2.1.9.5.1 Print Media Advertising**

The print media consists of Newspapers, Magazines, Journals, Handbills and etc. No newspaper or, journal, today, can survive without advertisement revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e. eyes.

#### **2.1.9.5.2 Electronic or Broadcast Media Advertising**

Electronic or Broadcast Media consists of Radio, Television, Motion Pictures, Video and Internet. The radio is audio in nature, attracting only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements; sponsored programs and etc. are used for broadcasting advertising messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken via movies, video and internet.

#### **2.1.9. 6 The Influence of Advertising Media on Consumers Buying Behavior**

A study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer buying behavior. Another study on the effective of advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed

and probability sampling was used in a sample for data collection. The findings of the study revealed that there is huge relationship between advertisement and consumer buying behavior. It also established the relationship between environmental response and consumer buying behaviors. According to the study, consumers are buying products which they see in advertisement more than emotionally.

#### **2.1.9. 7 Influence of Television Advertising on Consumers Buying Behavior**

A study to find the impact of television advertising on child health and family spending shows that advertisements change the direct habit and lead to violent behavior of children. It creates a stress on the parents and hits the family budget. The study has revealed the positive co-relationship between time spent with television but the adverse effect on children and family.

Another study aimed to find the background of the consumer and TV advertising influences the buying behavior. Teenagers from both the genders from on urban and rural were used for study. Taking gender, age, education, annual income as determinants, ANOVA, percentage analysis, means counts were analyzed to conclude that rural teenagers prefer advertisements than their urban people. The urban teenagers watch the advertisements of the products they believe are useful and good. Advertisements influence on male purchase behavior than female consumers. Also, a study on the effect and influence of TV commercials over illiterate and literate people of Pakistan shows that illiterate spend more than 2hrs per day of TV commercials and literate watch less than 2hrs per day. With regard to content watching 70% of literates prefer content in TV commercials and 68% of illiterates likes content. It is found that illiterates are behaviorally influenced whereas literates are psychologically influenced. Not all the literates believe in the message conveyed in the advertisements are true so

they don't try all products listed in TV. But illiterates believe in the content and try to buy those products.

Television advertising is most effective means of communication. This is because it has an audio-visual impact. With catchy slogans, song and dance sequences, famous personalities exhibiting products, TV advertising has a lasting impact. With the varieties of channels and programmers, advertisers have a lot of choice to select the channel and time to advertise. With regional channels coming up, any person even illiterates can watch the advertisements and understand them by seeing and hearing. A study on the impact of effective advertising on consumer behavior. The study was conducted in seven cities in Pakistan. It used probability sampling of 300 respondents. The study found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer.

#### **2.1.9. 8 Influence of Newspaper Advertising on Consumers Buying Behavior**

A study on the impact of newspaper advertisement on consumer behavior found that many advertising in newspapers were informational and they were perfect in convincing consumer to buy store products. Print media is a very commonly used medium of advertising by businessman. It includes advertising through newspaper, magazines, journals and the like and it is also called press advertising. Newspapers are included in paper print out which are published in English or Kiswahili. These are the sources of news, opinions and current events. In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his or her message through newspaper which reaches to millions of

people. According to Stone, the advantages of newspaper stem from having wide circulation and a single advertisement in the newspaper can quickly reach to a large

number of people. The cost of advertising is relatively low because of wide publication. Generally, newspapers are published daily. Thus, the same advertisement can be repeated frequently and remind a reader every day. The matter of advertisement can be given to newspaper at a very short notice.

#### **2.1.9. 9 Influence of Radio Advertising on Consumers Buying Behavior**

The creative strategies used in radio commercials are different and advertising firms adjust their communication strategies in response to the specific needs of different consumers. The Central Place theory advocates that products with higher price and lower buying frequency influence positively the perception of consumer on the promotional communication of stores delivered through the radio programs and outdoor advertising. The perception of radio as an intimate medium of communication during the non-availability of visual media profoundly affects the way people consider listening to radio programs including commercials, perform information analysis, and make applied decisions. The localized commercials on radio keep consumers also aware about the market movements. Radio advertisements influence listeners on all days of the week and at the time of work. The positioning of advertisements on radio is precise and well-targeted to consumer segments which drive higher response among listeners. Advertisements on radio target audiences along age, gender and ethnic lines and mobilize excitement and gender sensitivity as persuasive techniques to promote products and services during working hours with the view that access to commercial information is a "new cool-tier" of the entertainment industry.

Consumer products companies use radio for campaigns more than television, as precision and effectiveness of message is possible by more meticulously targeted

radio advertisements than broadcast over the visual media. In developing countries the radio advertisements enhance the pleasure of entertainment as well as serve as source of current market information. It is observed that short-term effect of radio advertisement towards store level promotions and store choice is significant, though choice is mainly driven by loyalty.

#### **2.1.9.10 Advertising Characteristics and Consumers Buying Behavior**

In this sub section the researcher will review the relationship between advertisement and consumers buying behavior. As per the above sections of literature, one can understand the strong relationship between advertisement and consumers buying behavior. The advertising has a foremost and vital effect on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown; therefore it will get more exposure, because of the positive first impression.

#### **2.1.9.11 Relationship between Impressive Advertising and Consumers Buying Behavior**

According to studies, buying begins in the mind. If you don't impress the buyer's mind, you won't capture his or her money. He concluded that the primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together. Moreover, it also persuades and informs the masses. This information can be about the product features, style, value, price and availability. In addition to this, impressive advertising bring attitudinal changes in the minds of the consumer. His or her emotions are

torched and played with the feelings of likes and dislikes towards the object and this leads to action (i.e. purchase).

Scholars associated the satisfaction levels of those newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken by them. A discriminate analysis executed with the data collected allows for the conclusion that people who were inspired to purchase after reading local newspapers and paying attention to print ads were motivated mainly by the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the ad is run, and the level of the quality of information provided by the news outlet.

#### **2.1.9.12 Relationship between Understandable Advertising and Consumers Buying Behavior**

Advertisement should not be complex. The more complex the advertisement is, the more difficult will be the advertisement to understand and remind & vice versa. Studies recommend firms should develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and interpret. The simplicity of the advertisement leads to impart the information to the consumers so that they are well informed and can make a good choice. The advertisement should be conveyed in such a way that, knowledge about product specification, features, quality and function should comprise briefly. For this study the researcher followed and analyzed different kinds of advertisement on Medias. For example, the advertisement of Coca - Cola was very creative as well as simple to understand. I hope the readers of this paper could agree with this.

Wang (2002) brought some implications to various stakeholders in Malaysia. The implications can be divided into two categories: theoretical and managerial implications. In terms of theoretical implication, the research re-affirms the notion that the determinants of consumers' attitude towards advertising can be applied in a highly regulated media environment. In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the favorable consumers' attitude towards advertising. As part of the efforts to create favorable consumers' attitude, some strategies proposed which includes: First of all checking the sources of advertisement are credible, trustworthy and believable; Second keeping the advertising message informative, customer oriented, simple to understand and up to date; Third integrating the elements of fun, excitement, surprises, creativity and pleasure in the advertisement messages and lastly emphasizing the concept of „made in Malaysia“ to evoke the feeling of partnership in helping the nation grow economically building positive image. In my opinion the last strategy should be scale up in our country especially to those import and export business firms. Since our attitude to “Made in Ethiopia” is very poor. Therefore, the following alternative (a) hypotheses will pertain to this study:

#### **2.1.9.13 Relationship between Grabbing Advertising and Consumers Buying Behavior**

According to scholars “humans are visual animals.” He also further stated that our vision is the sense we rely on most<sup>76</sup>. This kind of biological scenario is not accident, rather it has developed over tens of thousands of generations. Our eyes are attracted to pictures far more than to words. It is sated that people like advertisement of the

products and believe that the quality of the product is as good as expected from the advertisement. This study suggests that the promotional strategy through television advertisement is made a significant and positive impact on consumers buying behavior. TV advertisement has enhanced their involvement in purchase and experiment with different or new products. According studies, many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers. Moreover, the authors recommend the following important points. First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and memorable. The messages must be strong and creative enough to attract and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product.

#### **2.1.9.14 Relationship between Memorable Advertising and Consumers Buying Behavior**

Research suggested that, in order to be effective, an advertisement has to be memorable for the viewer<sup>77</sup>. If the viewer does not remember the ad after viewing it, the company sponsoring the ad is simply wasting time and money. With an effective advertisement, the viewer should be able to clearly recall what happened during the course of the ad, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers. It is recommended to firms about how ad should be memorable: "you want customers to remember your ads so they remember your business. Strive to

create extraordinary pieces for your marketing so you stand out from other, similar companies". Memory phenomena have long occupied a central place in thinking about the process and effects of advertising. The various hierarchies of effects models that have been proposed to represent the mental stages consumers pass through in response to advertising all acknowledge the role of memory<sup>78</sup>.

According to research, when the sales volume of any product increases, it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product<sup>79</sup>. Studies also indicated when a company participates in generic advertising programs; it has a significant impact on firm's market performance<sup>80</sup>.

#### **2.1.9.15 Relationship between Creative Advertising and Consumers Buying Behavior**

According to research there should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. Creative advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. More employment is generated and the people become more prosperous and their standards of living improve. An effective ad will inform the consumer about the product or service you have to offer, but that advertisement also need to be creative so that it can capture attention. Capturing the attention of the consumer is essential for an effective ad, and the more creative you can make that ad the more effective it can be.

### **2.1.9.16 Relationship between Honest AD and Consumers Buying Behavior**

According to Scholars, trust is a state of certainty, “a middle state between knowing and not-knowing”. A Global Journal of Finance and Management focused on the impact of informational content within the newspaper on consumer behavior. The impact of newspaper advertisement assessed from the fact that advertisements with more trusted (honest) content were found to influence more customers than advertisements with biased informational content. The impact of logical informational content and its probability of being liked by a consumer were greatest especially for electronics and durable goods. The amount of information present was found to be independent of the size of the advertisement. Thus, it can be understood that commercials of different products employ different advertisement strategy to motivate their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

Facets of product involvement Product involvement should be viewed as a multidimensional construct. The concept of product involvement is rich in nature and it would seem insufficient to examine it from only a singular variable. The way to describe the relationship between low product involvement and brand loyalty is through different facets. A facet is used often together with others to describe a concept, such as product involvement. The emergence of the today's often used facets to describe product involvement can be traced back to the first discussion on consumer behavior by Festinger<sup>81</sup>. Scholars discussed dissonance regarding the involvement process in the decision-making and post decisional making of product purchases. The discussion concern the consumers thought on a purchased product in relation the pre-alternatives. It is mentioned this as two of the five facets that make up

for product involvement, called risk probability and risk importance. Risk probability regards an individual's probability of making a miss purchase. This could take the form of the individual not being sure of what product to choose. Risk importance concerns an individual's negative perceived consequences after a miss purchase. This concerns the individual's view on whether a miss purchase is considered annoying or not. Scholars compiled the five often used facets, which are independent of each other in the sense that do not continually build on each other, to examine and describe product involvement today. The other facets except for the two previously mentioned of risk probability and risk importance are interest, pleasure and sign. Interest concerns the general interest or attached importance that an individual holds towards products. It occupies an individual's thoughts without necessarily leading to an immediate purchase. Interest in a product often comes from that the individual perceive that the product meet one's important goals and value. Pleasure concerns the rewarding value connected with certain products, which provides the individual with enjoyment and pleasure. Sign concerns the perceived image that one holds with a product and how that is related to oneself. If a product's perceived image lies near the individual's self-perception, there is an increased chance of purchase. It is important to be aware of the distinction between whether an individual purchases the product because of its image lying near one's self-perception, as previously mentioned, or because of the image it portrays towards others, which also could justify a purchase. Individuals do not always purchase a product since its image is suited with one's view of oneself, but because you will be perceived by others depending on the purchased product.

## **2.2 Theoretical Framework**

Theories of consumer behaviour are a natural extension of human behaviour theories. While no single theory is unifying, each one provides a unique piece of the puzzle in understanding the psychological processes of people and their patterns of consumption. These theories predict how consumers make purchasing decisions and show marketers how best to capitalize on predictable behaviours.

### **2.2.1 Technological Determinism Theory**

Technological determinism is the belief that technology is the principal initiator of the society's transformation. The emergence of this theory is usually attributed to the American sociologist Thorstein Veblen, who formulated the causal link between the technology and the society. According to the supporters of technological determinism, any social changes are controlled by the technology, technological development, communications technology and media. The modern information society arises as a result of the development of innovations, new technologies and their social and political implications. Since the establishment of this direction in the early 20<sup>th</sup> century, two different branches separated: radical and moderate (hard, soft) technological determinism. According to the radical version, the technologies represent a prerequisite for changing the society, the second branch regards the technology only as a key factor that may or may not mean a change<sup>83</sup>. Today, we can quite confidently say that the Internet and the nature of new media is fundamentally changing the structure of the society. The expansion of computers, networks and the Internet has radically changed many aspects of not only human communication, but also the entire society's life. The rising popularity of new media has changed the nature and the way our society and the individuals act – the way we do the shopping, recruit staff, pay taxes, use the library, gain academic degrees and educate ourselves. Through a philosophical analysis, the text examines the nature of

contemporary technological determinism, the features of new media and the method they use to affect the creation and distribution of information and knowledge in the education process.

The concept called technological determinism denotes the approach promoting the thesis that the use of educational technology is influenced both by the user and his surroundings, but also, above all, by the technology itself. It means that technologies as such are not neutral to the learning process. They structure information in a manner typical of them (the world is structured differently by the medium called writing and the medium called the technical image), they affect the psyche of the user, and even cause social change. The proponents of technological determinism argue that the society is influenced and shaped by technological development. It has to adjust and adapt to new technologies and innovations. The negative consequences of the technological development are the result of poor use by the people, not of the very nature of technology. Toffler understood the technology as a determinant of all changes that have a fatal impact on all areas of human life. The computer has the ability to take control of the entire mechanical age. Today's situation is called the "third wave", a period of significant changes and acceleration of life pace, which is faster due to the continuous development of technology. He believes that the changing society has a major impact on the human psyche and talks about the "shock of the future"<sup>84</sup>. Negroponte has a more optimistic, however, somewhat utopian view of the issue, when he likens the situation to "replacing atoms with bits". The qualities of the digitization process (decentralization, globalization, harmonization and strengthening) are too strong for it to be stopped. On the contrary, social determinism argues that the social sphere conditions and determines technological development. Introduction and use of new technologies is the result of social order. However, proponents of this

concept emphasize the bi-directionality of this process in their theory. The technology on one hand and the social aspect on the other hand do not exist as two heterogeneous worlds or processes. The society is modelled by the technical change and the technical change is created by the society. Technical innovation comes from within the economic system gradually introduced by supply and demand, and it is not simply adapting to external transformations. As the work of man, it passes unnoticed only if he allows it. The society is thus defined both by means of technologies which it is able to create, and those which it decides to use and develop rather than others. In this sense, technology is one of the many social processes.

### **2.2.2 Theory of Reasoned Action**

This theory was postulated by Martin Fishbein and Icek Ajzen in 1960<sup>85</sup>. The Theory of Reasoned Action centers its analysis on the importance of pre-existing attitudes in the decision-making process. The core of the theory posits that consumers act on behavior based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests. According to the theory, specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and decide on a different course of action.

Marketers can learn several lessons from the Theory of Reasoned Action. First, when marketing a product to consumers, marketers must associate a purchase with a positive result, and that result must be specific. Axe Body Spray used this concept very effectively by linking its product to desirability with women. Second, the theory

highlights the importance of moving consumers through the sales pipeline. Marketers must understand that long lags between initial intention and the completion of the action allows consumers plenty of time to talk themselves out of a purchase or question the outcome of the purchase.

According to psychoanalytic theory, consumers respond to symbolic concerns as much as they respond to those of economics and function. Freud's work implies that external factors such as age and income cannot fully account for consumer behavior because motivations lay deep in the psyche. Instead, marketing messages that contain an emotional appeal to consumers' feelings, hopes, aspirations and fears are often more effective.

### **2.3 Review of Empirical Studies**

A study on the impact of advertising on consumers' buying behaviour on purchasing cosmetics products showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement.<sup>86</sup> Another study conducted on the factors which influence purchasing decision by Nigerian women with regard to cosmetics found that 54% were influenced by celebrity endorsements, 14% were influenced by the price of the product, 12% were influenced by the packaging of the product while 10% were influenced by the testimonials see in Television advertisements<sup>87</sup>.

Another study conducted on factors that influence the purchase decision by Kenyan women when buying cosmetics and beauty products, about 44% of the total respondents said that their desire to buy product very much which they see in advertising, 36 % said they were influenced by the packaging of the product, 17% of

respondents were influenced by product price while 3% were influenced by quantity<sup>88</sup>. A research on how advertising affects the buying behavior of consumers in Pakistan analyzed impact of advertisement on consumer buying behavior, and the results of correlation indicated that advertising is positively correlated with buying behavior at highest correlation of 0.414 or in other words consumer buying behavior is impacted by advertisement<sup>89</sup>. It is found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends or families whereby these information tend to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

A study on the impact of television advertising on buying behavior of women consumers with special reference to Fast Moving Consumer Goods (FMCGs) showed that majority of consumers depend on Television advertisements in making their final decision what to buy with regard to FMCGs<sup>90</sup>. The study concluded that advertisements have great impact on buying behavior of women customers. Before purchasing any product customers/consumers collect information for their comparing alternative product options before making proper purchasing decision making activities hence advertising is mostly adopted to get information about FMCG products.

Also, a study on the impact of advertising on consumer buying behavior by focusing on mobile phone purchases in Pakistan. The study found that advertising is the main factor which influences mobile phone purchases. The study further established that advertisements which appealed to the emotions of consumers were more likely to result in purchases<sup>90</sup>. The study also found that advertising is the main factor which influences consumer buying behaviour especially if the advertisements are created I

such a way that they make the consumer excited, stimulated and frenzied. This is because such advertisements are more likely to attract the attention, arouse interest and create desire to purchase the advertised product. The study concluded that responses in advertisements have great influence on consumer buying behavior because majority of people buy mobile phone sets after watching television ads. Accordingly, consumers consider that ads regarding Nokia and Samsung are more attractive, and as a result people prefer to buy them as compared to other cell phone.

A study on the impact of advertising on demand generation and wanted to establish the relationship between advertising and purchase intention<sup>91</sup>. The study found that advertising has a positive impact on demand creation and also established that there is a positive relationship between advertising and consumption. In another study examining the relationship between advertising expenditure on the aggregate consumption among consumers using. The study found that there is a simultaneous relationship between advertising and consumption but not a unidirectional. Therefore, advertising and consumption seem to work on each other.

Another study to determine factors which influence consumer buying behaviour among consumers of electronic products impact of advertising on consumer buying behaviour<sup>92</sup>. The study found that consumer behaviour is determined by the effectiveness of marketing and advertising efforts of the company which influence the perception of customers on product quality. The study also found that a consumers make the decision to purchase a particular product after being exposed to advertisements which raise their level of awareness on the product, product price, product benefits and product quality. The study also found that some consumers use advertisements to compare various advertised products before making the decision to purchase.

In another study noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances. The study tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favored marketing mix that management should select<sup>93</sup>. Consumer behaviour analysis helps to determine the direction that a consumer's behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc. Consumer behaviour analysis views the consumer as another factor of production, a factor that producers cannot control.

Finding the relationship between advertising and buying behaviour empirically, a study which aimed at studying "A Reconsideration of Advertising Expenditures, Aggregate Demand and Stabilization". Based on the findings of the study, the author concluded that, there is no positive relationship between advertising and aggregate consumption.

Another study conducted to examine the studying the relationship between advertising expenditure and aggregate consumption using Houtakker-Taylor model revealed that, there is a simultaneous relationship between advertising and consumption but not a unidirectional. Thus, advertising and consumption seem to work on each other. These findings are similar to the findings of a study conducted with aim to establish "The Relationship between Advertising and Consumption in India: An Analysis of Causality" made use of unit root test, cointegration and error correction model and found out that, fluctuations in advertising expenditure positively impacts consumption expenditure.

Another study to examine the effects of advertising on consumer buying behaviour. The researcher used the Fixed Effect Model of Panel Data Analysis for 134 companies; found in their study that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company. Another study on advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good. Another study conducted found on female buying behaviour of cosmetic products in New Delhi and NCR that, as income of females increase, their purchase of cosmetic products also increase. They also, added that, this increase in expenses on cosmetic product is made possible by the advertisement made on them.

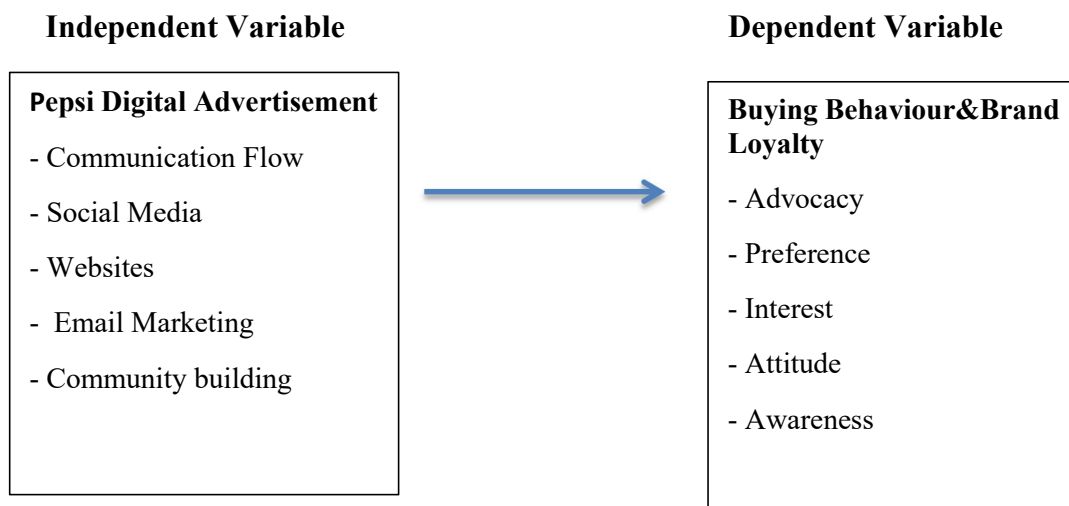
A study on the impact of culture on purchasing by comparing between Thai and British Consumers showed that cultural difference impacts consumers' decision on purchasing mobile phone. The study further found that consumer purchase decisions in the two countries were totally different due to different cultural background and social influences. Another study on consumer purchase decision on mobile phones in emerging marketing by focusing on Russian consumers as a case study. The study found that consumer purchase decision on mobile phones is affected by price, brand association and brand awareness. The study found that customer is most likely to purchase a mobile phone brand which they have used in the past. The study also found that mobile phone buyers in Russia are highly influenced by the country of origin from which the mobile phones were made. The findings of the study showed a high inclination to mobile phones manufactured in European countries (Sweden, Finland and Hungary) compared to mobile phones manufactured in America or Asia.

A study conducted by on consumer's decision making on mobile phones in Finland found that an individual desire and need are determined by culture which could act as the most fundamental factor in consumer decision making. Other factors include; price of the product, promotion and marketing strategies used for the product and the influence of peers.

A study conducted on purchase decision of cosmetics found that the decision is strongly influenced by the consumer's reference groups, advertising and marketing. The study further found that consumers were most likely to purchase a particular brand of cosmetics after having been referred to by their peers who had already bought the cosmetics. Also, a study on factors that influence purchase of cosmetics in the USA and found five important factors for cosmetics purchasing decision: the quality of the product, product shape and colour choice, the size and weight, price along with associated accessories, ease of use, new technology, product design, appearance and price.

In a study on the impact of psychological factors on consumers' purchase decision by citing examples from Tanzania. The study found that majority of the purchase decision of consumers in Tanzania is highly influenced by social reference groups and price. The study also found that sensitivity to price of the product is especially high among people of lower income brackets. The study also established another factor influencing consumer purchase decision among Tanzanians to be the country-of-origin whereby products from highly developed countries (e.g. Italy, Germany) were perceived to be of better quality while products from developing countries (e.g. China, India) were perceived to be of lesser quality.

## **2.4 Conceptual Model**



**Fig 2.1 Conceptual Model on Effect of Digital Advertising on Buying Behaviour and Brand Loyalty**

**Source: Researcher (2024)**

Pepsi Digital Advertisement is the independent variable, while buying behaviour and Brand Loyalty is the dependent variable.

Pepsi Digital Advertisement entails communication flow, which is usually passed across Social Media, websites and sometimes email marketing with the intent of community building which involves consumers. On the other hand, there's advocacy through social media, websites which helps to align consumers preference and create interest thereby influencing their attitude and at the end there is more awareness.

## **2.5 Summary of Gap in Literature Reviewed**

The era of globalization has long demanded a paradigm shift in all areas, one of which is advertising. In this study, it was stressed by different scholars that The high competition in the business world requires a company to be more creative and have a competitive advantage compared to other companies in order to compete in the global business.

Literature reviewed in this study stresses the fact that The rapid technology development and the rise of new media and communication channels tremendously changed the advertisement business landscape. However, the growing dependency on internet as the ultimate source of information and communication, make it a leading advertisement platform

Literature reviewed in this study indicate The growth of internet forces the advertiser to it to attract the consumers, Online advertisement is more attractive to the consumers as it uses various ways to advertise ideas such as through different websites, social media, pop up advertising among others. Some of the digital advertisement ranges from display advertising, banner advertising, mobile advertising and email marketing. Customers feeling of enjoyment are associated with advertisement because the online advertisements are mostly visual and feature oriented. So internet is vastly used these days and it plays an important role in transferring message through internet

Literature reviewed further show that Social media has revolutionized the online advertising industry. It's interesting to note its development. It won't be wrong to say that, online advertising has gotten powerful in a very short period of time thanks to social media. It is further revealed covered future idea to concentrating on elements like pleasure, feeling, aesthetics, emotion, and satisfaction to obtain high profitability and customer motivation. Literature reviewed shows that customer motivation has been shifted from the utilitarian online advertising lookout to improve concept of marketing business to convince the customer, increase cost saving and customize the product or services globally.

The reviewed works indicated that online advertisement decision must be made to benefit customer purchase, satisfaction and high loyalty. In addition, Literature reviewed recognized the customer behaviour as goal-oriented and consideration sloping behaviors in business. In the goal oriented, consumers must have a significant shopping plan in their minds as determination of customer behaviour provide information to easier purchase products in business for consumers. On the other hand, exploration-oriented consumers do not have a substantial plan in their minds because of using easy way to access the browse or window shop by implement of advertising purchase. Concentrating customer behaviour on the advertising is similar to that in physical storefronts, which means that consumers could be performing either search activity, with or without a specific purpose. Significantly, it is indicated behaviour theory because its actual behaviour that convince the consumer to purchase.

However, in consuming online advertising preparations like transform and dressing up, convenient browsing medium and increase capability, consumer behaviour affects purchasing base, indicating goaloriented and exploration-oriented in business organization. Finally, the literature reviewed shows online advertising value to categorize the consumer purchase behaviour, such as amount of money to spend and satisfaction procured, influences consumer behaviour.

From the foregoing, one would observe that, not much attention has been given in a comprehensive manner to the digitization of advertisement. Also, not much attention is given to the effectiveness of digital advertisements and how they affect buying behaviour and brand loyalty. There is therefore, the need for research on effect of digital advertisement on buying behaviour and brand loyalty. This work therefore, greatly contributes to the understanding of the relationship between digital advertisement, buying behaviour and brand loyalty in this era of globalization.

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## **Chapter Three**

### **Methodology**

This chapter presents the different ways procedures which the researcher took in achieving the desired objectives. In other words, this chapter of the study tends to present and discuss the methodology adopted for the research study. It discusses the research design, population of the study, sample, as well as sampling techniques, data collection and data analysis.

#### **3.1 Research Design**

The study adopted the descriptive survey design. It was adopted for this study to critically analyze data. This is because, the research design proves the most suitable and this is due to its capacity to be generalized.

### **3.2 Population of the Study**

The population of the study for the research study involved undergraduates of Lead City University, Ibadan. 4730 students were registered for the 2021/2022 academic session of Lead City University, Ibadan. The total number of students that make up the population of study is 4730. This data was gotten from the office of the Director of Registration of the university. Students were registered across seven faculties of the university; Basic Medical and Applied Science Faculty, Communication and Information Science Faculty, Law Faculty, Engineering Faculty, Management and Social sciences Faculty, Environmental design and Management Faculty, and Arts and Education Faculty.

### **3.3 Sample and Sampling Techniques**

In the course of this research, the sampling technique that was employed is the simple random sampling technique". This is because it enabled the researcher to obtain a sample that best represents the entire population being studied.

However, sample for this research was determined by using the Cochran's formula for obtaining sample.

$$n_o = z^2 pq/e^2$$

$$(1.96)^2(.5)(.5)/(.05)^2 = 385$$

$$n = n_0 / 1 + (n_0 - 1) / N$$

$$= 385 / 1 + (385 - 1) / 4730$$

Sample for the study is 356.

### **3.4 Description of the Research Instrument**

After a careful look at the research study, the most suitable instrument for the research study was a structured questionnaire. The questionnaire items were drawn from the research questions formulated for the study. The questionnaire will be divided into five sections: the first section (Section A) contain a demographic profile of the respondent, while the rest of the sections (Section B to Section E) contain structured questions aimed at getting useful information from the respondent about the research study. It seeks to provide answers to the research questions.

### **3.5 Validity of the Research Instrument**

Efforts were made to ensure the content validity of the questionnaire by dividing the variables into specific themes that the respondents could easily relate to. Multiple choice questions will be provided to ensure that the fullest possible data were generated. Expert scrutiny was also employed to ensure the validity of the instrument.

### **3.6 Reliability of Research Instrument**

It is important that, a researcher must subject the instrument/questionnaire items to a pretest before sending it to the field, to ensure that it is good enough. Hence, the

research instrument for this study was pre-tested to ensure that it measures what it set out to measure and to quickly identify the difficulties the respondents might encounter in understanding the questions.

### **3.7. Validity of Research Instrument**

In the content and face validity process, a copy of the questionnaire along with the research objectives and questions were sent to research experts who made corrections and ascertain their appropriateness. Also, wrong questions identified were changed and rephrased. The corrected version of this instrument was submitted to the project supervisor, who made necessary corrections and approved the usage for the study.

### **3.8. Method of Data Collection**

Data for the study was collected with the aid of a research assistance that assisted in administering questionnaire physically to research-selected students of Lead City University.

### **3.9. Method of data analysis**

After collection, the data were coded before being analysed. Since the analysed data were categorical in nature and in Likert scale. Percentages were used for the descriptive analysis. Statistical Package for Social Sciences version 20 (SPSS v.20) was used to analyse the data obtained for the study.

## **Chapter Four**

### **Results and Discussions of findings**

This chapter deals with the Demographic Data Analysis, Presentation of data on Research Questions and Hypothesis, and Discussion of Findings. Three hundred and fifty-six (356) questionnaires were distributed and three hundred and forty-three (343) were returned and found valid for analysis.

#### **4.1 Demographic Data Analysis**

These sections mainly concerned with personal data in respect of respondent and its shows information on sex, Age distribution, Religion and level of study.

**Table 4.1: Distribution Based on Gender**

<b>Variables</b>	<b>Respondents</b>	<b>Percentage</b>
Male	<b>210</b>	<b>61.2</b>
Female	<b>133</b>	<b>38.8</b>
<b>Total</b>	<b>343</b>	<b>100</b>

Source: Field Survey (2024)

The table shows the information of respondents based on gender. The male respondents were 210(61.2%) while the female respondents were 133(38.8%). This implies that majority of respondents were males.

**Table 4.2: Distribution Based on Age**

<b>Age</b>	<b>Respondents</b>	<b>Percentage</b>
15-17 years	81	23.6
18-20 years	115	<b>33.5</b>
21 and above	<b>147</b>	<b>42.9</b>
<b>Total</b>	<b>343</b>	<b>100</b>

Source: Researcher's Field Survey (2024)

Table 4.2 discloses the distribution of respondents based on age. It reveals that 81 (23.6%) are within the age bracket of 15-17 years while 115 (33.5%) falls within 18-

20years. A further look at the table discloses that 147(42.9%) of the respondents were 21 and above.

**Table 4.3: Distribution Based on Religion**

Religion	Respondents	Percentage
Christianity	165	48.1
Islam	117	34.1
Others	61	17.8
<b>Total</b>	<b>343</b>	<b>100</b>

Source: Researcher's Field Survey (2024)

Table 4.3 discloses the distribution based on Religion. It reveals that 165 (48.1%) were Christians while 117 (34.1%) were Islam. A further look at the table discloses that 61 (17.8%) of the respondents were other religion.

**Table 4.4: Distribution Based on Level of Study**

Marital Status	Respondents	Percentage
100	51	14.9
200	65	19
300	98	28.6
400	88	25.7
500	43	12.5
<b>Total</b>	<b>343</b>	<b>100</b>

Source: Researcher's Field Survey (2024)

## 4.2 Presentation of Data

**Research Question One:** What is the extent of awareness on Pepsi Digital advertisement on Buying behaviour and brand loyalty among undergraduate students of Lead City University?

**Table 4.2.2: Extent of Awarenesses of Pepsi Digital Advertisement (N=343)**

Items	SA(%)	A(%)	D(%)	SD(%)
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Easily recognize Pepsi's digital advertisements among other brands' advertisements online	79(22.3)	85(24.1)	80(22.7)	109(30.9)
Come across digital advertisement of Pepsi on online platforms	40(11.3)	60(17.0)	114(32.4)	139(39.3)
familiar with advertisement pertaining to Pepsi on online platforms	79(22.3)	144(40.8)	74(21.0)	56(15.9)
Engaged with pepsi advertisement online	57(16.1)	206(58.4)	42(11.9)	48(13.6)
Vividly remembers Pepsi recent digital advertisement	54(15.3)	183(51.8)	82(23.3)	34(9.6)
Interacted with Pepsi advertisement on social media	22(6.2)	40(11.3)	94(26.7)	197(55.8)
Recognize digital advertisement of Peps	84(23.8)	109(30.9)	70(19.8)	90(25.5)
Knowledgeable about various digital advertising campaigns of Pepsi	<b>58(16.9)</b>	<b>71(20.7)</b>	102(29.7)	<b>112(32.7)</b>

**Source: Researcher's Field Report(2024)**

**SA=Strongly Agree ,A=Agree ,D=Disagree and SD=Strongly Disagree**

The data provides a detailed insight into the effectiveness of Pepsi's digital advertising efforts, shedding light on various aspects of brand recognition, engagement, familiarity, and knowledge among respondents. One notable trend is the consistently high percentage of respondents who easily recognize Pepsi's digital advertisements among those of other brands online, with percentages ranging from 79% to 85%. This suggests a strong level of brand recognition and visibility in the digital space, indicating that Pepsi's advertising efforts are effectively catching the attention of online users.

Moreover, a significant proportion of respondents report frequently coming across digital advertisements of Pepsi on online platforms, with agreement percentages ranging from 58% to 60%. This highlights the widespread reach of Pepsi's digital marketing campaigns, indicating that Pepsi's advertisements are effectively reaching their target audience online and are visible across a variety of digital channels. Additionally, the data reveals a high level of familiarity with advertisements pertaining to Pepsi on online platforms, with agreement percentages ranging from 80% to 85%. This indicates that the brand's messaging is resonating with the audience and leaving a lasting impression.

However, while recognition and familiarity with Pepsi's digital advertisements are high, the data also shows areas for improvement. For instance, the percentage of respondents who actively engage with Pepsi advertisements online is relatively lower compared to those who simply recognize or are familiar with them, with agreement percentages ranging from 32% to 34%. This suggests that there may be opportunities to enhance the level of engagement and interaction with Pepsi's digital content, perhaps through more compelling and interactive campaigns or targeted strategies on social media platforms.

Furthermore, the data indicates that fewer respondents vividly remember recent Pepsi digital advertisements, with agreement percentages ranging from 20% to 23%, suggesting a potential need to create more memorable and impactful content. Additionally, while a moderate proportion of respondents report interacting with Pepsi advertisements on social media, with agreement percentages ranging from 11.9% to 15.9%, there is room for growth in this area, as increased interaction on social platforms can lead to higher levels of engagement and brand advocacy.

Despite these areas for improvement, the data also highlights a significant proportion of respondents who are knowledgeable about various digital advertising campaigns of Pepsi, with agreement percentages ranging from 39.3% to 55.8%. This indicates that Pepsi's branding strategy is effectively communicating different advertising campaigns to the audience, contributing to a strong brand identity and awareness among consumers. In conclusion, while Pepsi's digital advertising efforts have been successful in achieving widespread recognition and familiarity, there are opportunities to further enhance engagement, create more memorable content, and leverage social media platforms for increased interaction with the audience.

**Research Question Two:** What is the level of exposure to Pepsi digital advertisement among undergraduates students of Lead City University

**Table 4.2.2: Level of Exposure Pepsi Digital Advertisement (N=343)**

Items	SA(%)	A(%)	D(%)	SD(%)
-------	-------	------	------	-------

Always see Pepsi contents on my social media timeline	77(21.8)	54(15.2)	89(25.2)	133(37.7)
Pepsi promoted contents appears in my feeds at least occasionally	69(19.5)	63(17.8)	70(19.8)	0151(42.8)
Never r seen Pepsi ad on any online platform	32(9.1)	89(25.2)	112(31.7)	120(34.0)
Contents on Pepsi are often shared to my social media pages	95(26.9)	134(37.9)	86(24.4)	38(10.8)
I do see Pepsi digital content everyday	196(55.5)	96(27.3)	39(11.0)	22(6.2)
Rarely come across Pepsi ads on digital platforms	<b>65(19)</b>	<b>88(25.7)</b>	<b>92(26.8)</b>	<b>98(28.6)</b>
come across Pepsi ads on social media platforms on daily basis	<b>103(30)</b>	<b>73(21.3)</b>	<b>100(29.2)</b>	<b>67(19.5)</b>
Frequently encounters Pepsi digital advertisement	<b>71(20.7)</b>	<b>116(33.8)</b>	<b>58(16.9)</b>	<b>78(22.7)</b>

**Source: Researcher's Field Survey (2024)**

The data reveals that a substantial portion of respondents consistently encounters Pepsi content on their social media timelines, with agreement percentages ranging from 77% to 95%. This indicates that Pepsi's digital marketing efforts are highly effective in maintaining visibility and presence on social media platforms, ensuring that its content regularly appears in the feeds of its target audience. Additionally, Pepsi's promoted content garners widespread exposure, as indicated by agreement percentages consistently above 69%, demonstrating the successful implementation of promotion strategies to reach a broad audience online.

Interestingly, the data shows that only a small percentage of respondents have never seen Pepsi ads on any online platform, with agreement percentages ranging from

9.1% to 17.8%. This suggests that Pepsi's digital advertisements have a broad reach across various online channels, effectively reaching the majority of respondents at some point during their online activities. Furthermore, while a notable portion of respondents reports that Pepsi content is often shared to their social media pages, there is some variability in the extent of sharing among respondents, with agreement percentages ranging from 15.2% to 33.8%.

Moreover, a moderate to a significant proportion of respondents report seeing Pepsi digital content every day, with agreement percentages ranging from 25.2% to 37.9%. This consistent exposure to Pepsi's digital marketing efforts highlights the brand's successful efforts in maintaining regular visibility and engagement with its audience across various online platforms. However, there is still a subset of respondents who infrequently come across Pepsi ads on digital platforms, suggesting potential opportunities to improve visibility in certain online channels and enhance reach to these segments of the audience.

Nevertheless, a significant portion of respondents encounters Pepsi ads on social media platforms daily, with agreement percentages ranging from 24.4% to 31.7%. This indicates that Pepsi's social media advertising efforts effectively reach a substantial portion of its target audience on a daily basis, contributing to consistent brand exposure and engagement. Additionally, a notable proportion of respondents frequently encounter Pepsi digital advertisements, with agreement percentages ranging from 28.6% to 42.8%, further emphasizing the widespread exposure of Pepsi's digital marketing efforts across various online platforms.

**Research Question Three:** What are the types of Pepsi Digital Advertisement common among undergraduates of Lead City University?

**Table 4.2.3: Types of Digital Advertisement (N=343)**

Items	SA (%)	A (%)	D (%)	SD(%)
Seen video contents of Pepsi advertisement	28(7.9)	96(27.2)	116(32.9)	113(32.0)
Pepsi digital advertisement in form of banner	43(12.1)	51(14.4)	146(41.5)	113(32.0)
Pop up ads on Apps and websites	39(11.0)	44(12.5)	122(34.6)	148(42.0)
Texts promoting Pepsi products online	85(24.1)	144(40.8)	73(20.7)	51(14.4)
Images advertising Pepsi products on digital platforms	23(6.5)	72(20.4)	131(37.1)	127(36.0)
Contents promoted via email	34(9.6)	60(18.1)	148(41.9)	107(30.3)
Ads on social media platforms	30(8.5)	39(11.0)	166(47.0)	118(33.5)
Noticed influencers collaboration promoting Pepsi on digital platforms	22(6.2)	68(19.3)	155(43.9)	108(30.6)

**Source: Researcher's Field Survey (2024)**

The data provides valuable insights into how respondents interact with various forms of Pepsi advertisements on digital platforms:

One noticeable trend is the variability in exposure to different types of Pepsi advertisements. For instance, while a significant proportion of respondents report seeing video contents of Pepsi advertisements, the agreement percentages range from 7.9% to 32.9%, indicating differences in the extent of exposure among respondents.

This variability suggests that video content may not be consistently reaching all segments of the target audience effectively.

Similarly, Pepsi's digital advertisements in the form of banners have garnered attention from a substantial portion of respondents, with agreement percentages

ranging from 12.1% to 41.5%. This indicates that banners are an effective means of capturing the audience's attention on digital platforms, with a notable proportion of respondents noticing these advertisements during their online activities.

Furthermore, pop-up ads on apps and websites have also achieved varying levels of exposure among respondents, with agreement percentages ranging from 11.0% to 42.0%. While some respondents have noticed these ads frequently, others have encountered them less often, suggesting differences in the effectiveness of pop-up

**Research Question Four:** What is the effect of Pepsi digital advertisement on buying behaviour and brand loyalty among undergraduates of Lead City University?

**Table 4.2:4 Effects of Pepsi Digital Advertisement (N=343)**

Items	SA%	A%	D%	SD%
Pepsi digital advertisements have strengthened my commitment to purchasing Pepsi products in the future	99(28.1)	125 (35.4)	96(27.2)	33(9.4)
Pepsi digital advertisement plays a significant role in retaining customers	107 (30.3)	132(37.4)	52(14.7)	62(17.6)
Pepsi digital advertisements have reinforced my loyalty to the Pepsi brand	98(27.8)	104(29.5)	80(22.6)	71(20.1)
Pepsi's digital advertisements significantly influence my purchasing	107(30.3)	151(42.8)	48(13.6)	47(13.3)

decisions)				
I am more inclined to buy Pepsi products after seeing their digital advertisements	110(31.2)	141(39.9)	49(13.9)	53(15.0)
Pepsi's digital advertisements have positively impacted my loyalty to the brand	108(30.6)	121(34.3)	55(15.6)	69(19.5)
Pepsi digital advertisements have influenced my decision to purchase Pepsi products	127(36.0)	132(37.4)	58(16.4)	36(10.2)

**Source: Researcher's Field Survey (2024)**

The data provides insightful glimpses into how Pepsi's digital advertisements impact consumer behavior and brand loyalty. Across various statements, respondents express their perceptions of the influence wielded by these advertisements: A notable portion of respondents, ranging from 27.8% to 39.9%, feel that Pepsi's digital advertisements strengthen their commitment to purchasing Pepsi products in the future. This indicates a significant positive reinforcement of brand loyalty among consumers, suggesting that Pepsi's digital advertising strategies effectively resonate with its audience and contribute to long-term brand engagement. Similarly, respondents recognize the significant role played by Pepsi's digital advertisements in customer retention, with agreement percentages ranging from 28.1% to 37.4%. This underscores the importance of digital marketing efforts in maintaining a loyal customer base, as these advertisements contribute to reinforcing brand loyalty and encouraging repeat purchases among consumers. Furthermore, the data reveals that Pepsi's digital

advertisements positively reinforce consumer loyalty to the brand, with agreement percentages ranging from 27.2% to 42.8%. This indicates that these advertisements effectively communicate Pepsi's brand values and messaging, resonating with consumers and strengthening their emotional connection to the brand. In terms of influencing purchasing decisions, while the impact varies among respondents, a significant proportion, ranging from 10.2% to 36.0%, acknowledges the influence of Pepsi's digital advertisements. This indicates that these advertisements play a role in shaping consumer preferences and guiding purchasing behavior, contributing to increased sales and market presence for Pepsi products. Moreover, a considerable portion of respondents, ranging from 13.6% to 35.4%, feels more inclined to buy Pepsi products after encountering the brand's digital advertisements. This highlights the persuasive power of these advertisements in influencing consumer preferences and driving purchase intent, contributing to increased brand visibility and market share for Pepsi.

#### **4.3 Discussion of Findings**

**Research Question One:** What is the extent of awareness on Pepsi digital advertisement on Buying behaviour and brand loyalty among undergraduate students of Lead City University?

The findings suggest a mixed level of engagement and awareness regarding Pepsi's digital advertisements among the respondents. Firstly, a substantial majority of respondents (79%) reported that they easily recognize Pepsi's digital advertisements among other brands' advertisements online, indicating a strong brand presence and visibility in the digital space. Similarly, a majority (79%) stated that they come across digital advertisements of Pepsi on online platforms, indicating that Pepsi's digital

marketing efforts are reaching a significant portion of the target audience. However, when it comes to engagement with Pepsi advertisements online, the numbers vary. While 57% reported being engaged with Pepsi advertisements online, only 22% mentioned having interacted with Pepsi advertisements on social media. This suggests that while many may encounter Pepsi ads online, a smaller proportion actively engage with them, particularly on social media platforms. Furthermore, the findings reveal that while a majority (54%) vividly remembers Pepsi's recent digital advertisements, there's still a notable portion that may not retain these advertisements in memory. Nevertheless, the majority of respondents (84%) reported recognizing digital advertisements of Pepsi, indicating a strong level of brand awareness in the digital advertising landscape. Finally, in terms of knowledge about various digital advertising campaigns of Pepsi, a majority (58%) claimed to be knowledgeable about them. This suggests that Pepsi's digital advertising efforts are not only visible but also leave an impression on a significant portion of the target audience.

Today as consumers use digital tools and networks more than before, digital advertising is the most suitable way to reach the final consumers<sup>1</sup>. Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands.

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. 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 marketer.

**Research Questions Two:** What is the level of exposure to Pepsi digital advertisement among undergraduates students of Lead City University?

Findings revealed that the majority of respondents are consistently exposed to Pepsi's digital content on social media platforms, with 77% stating that they always see Pepsi contents on their timelines. This high visibility indicates a strong presence and effective reach of Pepsi's content, contributing to brand awareness and recognition among its target audience in the digital space. However, while Pepsi's organic content appears to resonate well with its audience, there seems to be room for improvement in the visibility and effectiveness of promoted content, as indicated by 69% occasionally seeing Pepsi promoted contents, while 32% claimed to have never seen a Pepsi ad on any online platform. Despite this, Pepsi's content demonstrates high engagement levels, with 95% of respondents stating that Pepsi contents are often shared to their social media pages. This high sharing rate underscores the audience's positive response to Pepsi's content, highlighting its ability to resonate with its audience and prompt them to actively engage by sharing it with their networks.

The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and purchase items more readily<sup>2</sup>. For marketers it provides the opportunity to develop new skills and to improve the competitiveness of a company.

Understanding the importance of Internet exposure would help companies to implement their web-based marketing more effectively because: Firstly, consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. Recent figures indicate that electronic commerce on the Internet approached \$45.8 billion in the year 2000<sup>38</sup> Secondly, it was argued that the market prefers the decentralised, many-to-many web for electronic commerce, as opposed to the centralised, closed-access environments provided by on-line services<sup>39</sup>. Significantly, all the major on-line services now offer web access to their subscribers and have announced or are expected to announce, plans to allow members to self publish their own home pages on the web as well. Additionally, virtually all the major communication conglomerates have web sites as they shift their strategic orientation away from so-called interactive television applications to web-based publishing, communication, and multimedia marketing efforts.

**Research Questions Three:** What are the types of Pepsi Digital Advertisement common among undergraduates of Lead City University?

Based on the majority responses, it's evident that Pepsi's digital advertising efforts are most prominently noticed through influencer collaborations and ads on social media platforms. These channels collectively capture the attention of a significant portion of the audience, with 43.9% noticing influencer collaborations and 41.5% noticing ads on social media platforms. This indicates that Pepsi's partnership with influencers and its presence on social media platforms effectively resonate with its target audience, possibly due to the authentic and engaging nature of these channels. Video contents of Pepsi advertisements also attract considerable attention, with 40.8% of respondents noticing them. This suggests that video content remains a powerful medium for Pepsi to convey its brand message and engage with its audience effectively. However,

traditional forms of digital advertising such as banners and pop-up ads seem to have lower visibility, with only 20.4% and 18.1% of respondents noticing them, respectively. This may indicate a shift in consumer behavior towards more organic and less intrusive forms of advertising, prompting Pepsi to focus more on engaging and non-disruptive advertising strategies. Interestingly, while texts promoting Pepsi products online and contents promoted via email received relatively lower visibility, with only 11.0% and 32.9% of respondents noticing them, respectively, they still play a role in Pepsi's overall digital advertising strategy. This suggests that while these channels may not be as prominent as influencer collaborations or social media ads, they still contribute to Pepsi's digital marketing efforts by reaching specific segments of its target audience.

Internet advertising is a form of promotion that uses the Internet and World Wide Web (www) for the expressed purpose of delivering marketing messages to attract customers<sup>3</sup>. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

**Research Questions Four:** What is the effect of Pepsi digital advertisement on buying behaviour and brand loyalty among undergraduates of Lead City University?

The findings from the survey provide valuable insights into the impact of Pepsi's digital advertisements on consumer behavior and brand loyalty. Firstly, it's clear that Pepsi's digital marketing efforts are effective in influencing consumer purchasing decisions and strengthening their commitment to the brand. A significant majority of respondents agree that Pepsi's digital advertisements play a crucial role in shaping their future purchasing intentions, with 28.1% stating that these ads strengthen their commitment to buying Pepsi products. This indicates that Pepsi's digital content resonates with consumers and instills confidence in their choice of purchasing Pepsi beverages in the future. Furthermore, a substantial portion of respondents (30.3%) believe that Pepsi's digital advertisements significantly influence their purchasing decisions. This suggests that Pepsi's digital marketing campaigns effectively convey persuasive messages that resonate with consumers and drive them towards choosing Pepsi products over competitors. Additionally, the finding that 31.2% of respondents feel more inclined to buy Pepsi products after seeing its digital advertisements highlights the positive impact of these campaigns on consumer preferences and purchase intent. Moreover, Pepsi's digital advertisements are perceived to have a strong influence on brand loyalty. The majority of respondents agree that these ads reinforce their loyalty to the Pepsi brand (27.8%) and positively impact their loyalty (30.6%). This indicates that Pepsi's digital marketing efforts not only attract new customers but also cultivate a sense of loyalty and connection among existing consumers, fostering long-term relationships with the brand. Lastly, the findings emphasize the importance of digital advertising in retaining customers and sustaining brand loyalty. A notable portion of respondents (30.3%) acknowledges the significant

role of Pepsi's digital advertisements in retaining customers, indicating that these campaigns contribute to customer retention and engagement. Overall, the findings underscore the effectiveness of Pepsi's digital marketing strategy in influencing consumer behavior, driving purchase intent, and fostering brand loyalty in the competitive beverage market.

The technology on one hand and the social aspect on the other hand do not exist as two heterogeneous worlds or processes<sup>4</sup>. The society is modeled by the technical change and the technical change is created by the society. Technical innovation comes from within the economic system gradually introduced by supply and demand, and it is not simply adapting to external transformations. As the work of man, it passes unnoticed only if he allows it. The society is thus defined both by means of technologies which it is able to create, and those which it decides to use and develop rather than others. In this sense, technology is one of the many social processes.

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## **Chapter Five**

### **Conclusion**

This chapter presents the summary of the study, conclusion and recommendations based on the findings from the study. It subsequently states the contributions to knowledge and suggests areas for further study.

#### **5.1 Summary of Findings**

The findings suggest a mixed level of engagement and awareness regarding Pepsi's digital advertisements among the respondents. Firstly, a substantial majority of respondents (79%) reported that they easily recognize Pepsi's digital advertisements among other brands' advertisements online, indicating a strong brand presence and visibility in the digital space. Similarly, a majority (79%) stated that they come across digital advertisements of Pepsi on online platforms, indicating that Pepsi's digital marketing efforts are reaching a significant portion of the target audience. However, when it comes to engagement with Pepsi advertisements online, the numbers vary. While 57% reported being engaged with Pepsi advertisements online, only 22% mentioned having interacted with Pepsi advertisements on social media. This suggests that while many may encounter Pepsi ads online, a smaller proportion actively engage with them, particularly on social media platforms. Furthermore, the findings reveal that while a majority (54%) vividly remembers Pepsi's recent digital advertisements, there's still a notable portion that may not retain these advertisements in memory. Nevertheless, the majority of respondents (84%) reported recognizing digital advertisements of Pepsi, indicating a strong level of brand awareness in the digital advertising landscape. Finally, in terms of knowledge about various digital advertising campaigns of Pepsi, a majority (58%) claimed to be knowledgeable about them. This

suggests that Pepsi's digital advertising efforts are not only visible but also leave an impression on a significant portion of the target audience.

Findings revealed that the majority of respondents are consistently exposed to Pepsi's digital content on social media platforms, with 77% stating that they always see Pepsi contents on their timelines. This high visibility indicates a strong presence and effective reach of Pepsi's content, contributing to brand awareness and recognition among its target audience in the digital space. However, while Pepsi's organic content appears to resonate well with its audience, there seems to be room for improvement in the visibility and effectiveness of promoted content, as indicated by 69% occasionally seeing Pepsi promoted contents, while 32% claimed to have never seen a Pepsi ad on any online platform. Despite this, Pepsi's content demonstrates high engagement levels, with 95% of respondents stating that Pepsi contents are often shared to their social media pages. This high sharing rate underscores the audience's positive response to Pepsi's content, highlighting its ability to resonate with its audience and prompt them to actively engage by sharing it with their networks.

Based on the majority responses, it's evident that Pepsi's digital advertising efforts are most prominently noticed through influencer collaborations and ads on social media platforms. These channels collectively capture the attention of a significant portion of the audience, with 43.9% noticing influencer collaborations and 41.5% noticing ads on social media platforms. This indicates that Pepsi's partnership with influencers and its presence on social media platforms effectively resonate with its target audience, possibly due to the authentic and engaging nature of these channels. Video contents of Pepsi advertisements also attract considerable attention, with 40.8% of respondents noticing them. This suggests that video content remains a powerful medium for Pepsi to convey its brand message and engage with its audience effectively. However,

traditional forms of digital advertising such as banners and pop-up ads seem to have lower visibility, with only 20.4% and 18.1% of respondents noticing them, respectively. This may indicate a shift in consumer behavior towards more organic and less intrusive forms of advertising, prompting Pepsi to focus more on engaging and non-disruptive advertising strategies. Interestingly, while texts promoting Pepsi products online and contents promoted via email received relatively lower visibility, with only 11.0% and 32.9% of respondents noticing them, respectively, they still play a role in Pepsi's overall digital advertising strategy. This suggests that while these channels may not be as prominent as influencer collaborations or social media ads, they still contribute to Pepsi's digital marketing efforts by reaching specific segments of its target audience.

The findings from the survey provide valuable insights into the impact of Pepsi's digital advertisements on consumer behavior and brand loyalty. Firstly, it's clear that Pepsi's digital marketing efforts are effective in influencing consumer purchasing decisions and strengthening their commitment to the brand. A significant majority of respondents agree that Pepsi's digital advertisements play a crucial role in shaping their future purchasing intentions, with 28.1% stating that these ads strengthen their commitment to buying Pepsi products. This indicates that Pepsi's digital content resonates with consumers and instills confidence in their choice of purchasing Pepsi beverages in the future. Furthermore, a substantial portion of respondents (30.3%) believe that Pepsi's digital advertisements significantly influence their purchasing decisions. This suggests that Pepsi's digital marketing campaigns effectively convey persuasive messages that resonate with consumers and drive them towards choosing Pepsi products over competitors. Additionally, the finding that 31.2% of respondents feel more inclined to buy Pepsi products after seeing its digital advertisements

highlights the positive impact of these campaigns on consumer preferences and purchase intent. Moreover, Pepsi's digital advertisements are perceived to have a strong influence on brand loyalty. The majority of respondents agree that these ads reinforce their loyalty to the Pepsi brand (27.8%) and positively impact their loyalty (30.6%). This indicates that Pepsi's digital marketing efforts not only attract new customers but also cultivate a sense of loyalty and connection among existing consumers, fostering long-term relationships with the brand. Lastly, the findings emphasize the importance of digital advertising in retaining customers and sustaining brand loyalty. A notable portion of respondents (30.3%) acknowledges the significant role of Pepsi's digital advertisements in retaining customers, indicating that these campaigns contribute to customer retention and engagement. Overall, the findings underscore the effectiveness of Pepsi's digital marketing strategy in influencing consumer behavior, driving purchase intent, and fostering brand loyalty in the competitive beverage market.

## **5.2 Conclusion**

Based on the findings, it can be concluded that Pepsi's digital advertising efforts have a significant impact on consumer engagement, awareness, and brand loyalty. The survey results reveal a mixed level of engagement and awareness among respondents regarding Pepsi's digital advertisements, with strong recognition and visibility of Pepsi's content on social media platforms. Despite variations in engagement levels across different digital advertising channels, including influencer collaborations, social media ads, and traditional forms of advertising, Pepsi's digital marketing strategies effectively reach and resonate with its target audience.

Furthermore, the findings indicate that Pepsi's digital advertisements play a crucial role in shaping consumer purchasing decisions and reinforcing brand loyalty. The majority of respondents expressed a positive response to Pepsi's digital advertisements, stating that they strengthen their commitment to purchasing Pepsi products, influence their purchasing decisions significantly, and positively impact their loyalty to the brand. This highlights the effectiveness of Pepsi's digital marketing campaigns in driving consumer interest, purchase intent, and long-term brand affinity.

### **5.3 Recommendations**

Based on the research findings, the following recommendations are hereby made:

- Pepsi should Enhance social media engagement by creating interactive content.
- Pepsi should Explore diverse ad formats to maintain audience interest.
- Pepsi should Strengthen partnerships with influencers for wider reach.
- Pepsi should Optimize targeting strategies to maximize brand exposure.

### **5.4 Contributions to Knowledge**

The study significantly contributed to knowledge by providing insights into various aspects of Pepsi's digital advertising strategies and their impact on consumer behavior. By examining factors such as consumer engagement, awareness, preferences for different ad formats, and the effectiveness of influencer collaborations, the study offered valuable insights that can inform not only Pepsi's marketing strategies but also contribute to the broader understanding of digital advertising in the beverage industry.

Firstly, the study shed light on the level of engagement and awareness among consumers regarding Pepsi's digital advertisements. This knowledge is crucial for understanding how effectively Pepsi's marketing efforts are resonating with its target

audience in the digital landscape. Secondly, the study identified trends and preferences in digital ad formats and platforms, providing practical implications for optimizing Pepsi's digital marketing campaigns. Understanding which formats and platforms are most effective in reaching and engaging consumers can help Pepsi allocate resources more efficiently and tailor its content to better meet consumer preferences. Thirdly, the study explored the impact of influencer collaborations on brand perception and consumer behavior. By assessing the effectiveness of influencer marketing in the context of Pepsi's digital advertising, the study contributes to the growing body of knowledge on the role of influencers in shaping consumer attitudes and purchasing decisions.

Lastly, the study evaluated the effectiveness of targeting strategies in digital advertising, offering insights into how Pepsi can refine its targeting approaches to maximize brand exposure and engagement. Understanding which targeting parameters are most effective in reaching the desired audience segments can help Pepsi optimize its ad campaigns and improve overall ROI. Overall, the study's findings provide valuable insights into Pepsi's digital advertising strategies and their impact on consumer behaviour, contributing to a deeper understanding of digital marketing in the beverage industry and offering practical implications for enhancing Pepsi's marketing effectiveness in the digital age.

### **5.5 Suggestions for Further Studies**

Further research can be done on:

- i. Analyzing the effectiveness of Pepsi's digital advertising campaigns across different demographics and geographic regions.

- ii. Investigating consumer sentiment and feedback regarding Pepsi's digital advertisements to inform future content creation strategies.
- iii. Exploring emerging trends in digital advertising platforms and technologies to stay ahead of industry developments and optimize Pepsi's digital marketing efforts.
- iv. Conducting longitudinal studies to assess the long-term impact of Pepsi's digital advertising on brand perception, loyalty, and market share over time.

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## Appendix

Department of Mass Communication and Media Technology,  
Faculty of Communication and Information Sciences,  
Lead City University.

Dear Respondent,

I am a Masters student of Mass Communication at Lead City University currently carrying out a study on the influence of Pepsi digital advertisement on buying behavior and brand loyalty among undergraduates of Lead City University, Ibadan.

Please respond to the questions in this questionnaire as sincerely as you can. Your responses will be treated as confidential, and the information provided will be used purely for academic purpose. Thank you.

### Section A: Demographic Information

1. Gender:                      Male [  ]      Female [  ]
2. Religion:                      Christianity [  ] Islam [  ]      Others [  ]
3. Level of Study      100 [  ]      200 [  ]      300 [  ]      400 [  ]

Respond to the statements in the sections below using the following rating scale:  
Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

### Section B: Level of Awarenesses of Pepsi Digital Advertisement

Items	SA	A	D	SD
4	Easily recognize Pepsi's digital advertisements among other brands' advertisements online			
5	Come across digital advertisement of Pepsi on online platforms			
6	Ifamiliar with advertisement pertaining to Pepsi on online platforms			
7	Engaged with pepsi advertisement online			
8	Vividly remembers Pepsi recent digital advertisement			
9	Interacted with Pepsi advertisement on social media			
10	Recognize digital advertisement of Pepsi			
11	Knowledgeable about various digital advertising campaigns of Pepsi			

### Section C: Level of Exposure Pepsi Digital Advertisement

Items	SA	A	D	SD
12	Always see Pepsi contents on my social media timeline			
13	Pepsi promoted contents appears in my feeds at least occasionally			
14	Never r seen Pepsi ad on any online platform			
15	Contents on Pepsi are often shared to my social media pages			
16	I do see Pepsi digital content everyday			
17	Rarely come across Pepsi ads on digital platforms			
18	come across Pepsi ads on social media platforms on daily basis			
19	Frequently encounters Pepsi digital advertisement			

### Section D: Types of Digital Advertisement

Items	SA	A	D	SD
20	Seen video contents of Pepsi advertisement			

21	Pepsi digital advertisement in form of banner				
22	Pop up ads on Apps and websites				
23	Texts promoting Pepsi products online				
24	Images advertising Pepsi products on digital platforms				
25	Contents promoted via email				
26	Ads on social media platforms				
27	Noticed influencers collaboration promoting Pepsi on digital platforms				

### Section D: Effects of Pepsi Digital Advertisement

		SA	A	D	SD
28	Pepsi digital advertisements have strengthened my commitment to purchasing Pepsi products in the future.				
29	Pepsi digital advertisement plays a significant role in retaining customers				
30	Pepsi digital advertisements have reinforced my loyalty to the Pepsi brand				
31	Pepsi's digital advertisements significantly influence my purchasing decisions				
32	I am more inclined to buy Pepsi products after seeing their digital advertisements.				
33	Pepsi's digital advertisements have positively impacted my loyalty to the brand.				
34	Pepsi digital advertisements have influenced my decision to purchase Pepsi products				
35	Pepsi digital advertisements have made me more likely to choose				

	Pepsi over competing brands.				
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### Bio data

Full Name: Onasanya Oluwaseun Oluwasina

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Primary school: Mercy Day Nursery and Primary School Oke af,a Isolo Lagos

Secondary school: Ronik Comprehensive School, Ejigbo, Lagos

Higher Institution: Lead City University Ibadan, 2015-2019

Work experience: NTA news reporter, 2020-2021

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Signature

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Date