

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

Abimbola Omolade ODUBANJO

LCU/PG/002292

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Faculty of Management & Social Sciences, Lead City University, Ibadan, Oyo State
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(MSc) in Marketing**

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Certification

This is to certify that Abimbola Omolade ODUBANJO with Matriculation number LCU/PG/002292 carried out this research work titled '**Digital Marketing and Buyers Purchase Intention of Household Products in Abeokuta Metropolis, Nigeria**' in the Department of Management and Accounting, Lead City University, Ibadan, Oyo State, Nigeria for the award of Master of Science (M.Sc.) degree in Marketing and that this has not been previously submitted.

Dr. B.S. Adeleke

Supervisor

Date

Dr. T.M. Akinbo

Head of Department

Date

Dedication

I dedicate this research work to God almighty, who generously give me knowledge, strength and understanding. He has been the source of my strength and other resources to successfully accomplish this research

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“Even though the above institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any found in this work”.

Abstract

The increasing digitalization tools are causing serious problems for marketing people. They continue to experience growing, complex and rapidly changing markets that are beyond their control. Despite the growth rate of internet marketing, observations and inferences based on the strength of empirical substantiations show that the intensity of internet shopping acceptance in Nigeria is still very low irrespective of the current gush in the number of internet users. Hence, the main objective of this study is to examine the influence of digital marketing on buyer's purchase intention of household products in Abeokuta, Nigeria. The study adopted cross-sectional survey research design. The total population of the two local Government equates to four hundred and forty-nine thousand, and eighty-eight (449,088) households' buyers in Abeokuta, Ogun State. A sample size of 600 was obtained using Bowley sampling technique. Convenience sampling technique was adopted to select the respondents. A structured questionnaire was adapted and validated for data collection. Finding revealed that digital/online advertising have significant influence on buyers' purchase intention ($\beta = .473$; $t = 10.886$; $p < 0.05$). Furthermore, content marketing have significant influence on buyers' purchase intention ($\beta = .473$; $t = 10.886$; $p < 0.05$). Lastly, social media marketing have significant influence on buyers' purchase intention of household products in Abeokuta, Nigeria ($\beta = .622$; $t = 16.102$; $p < 0.05$). Based on the empirical findings, this study concluded that there was a statistically significant influence of digital marketing on buyers' purchase intention of household products in Abeokuta, Nigeria. The study recommended that management of household products in Nigeria especially Abeokuta should come up with sound digital marketing procedures which can be integrated in the day to day operations of businesses so as to be able to boost the sales of fast moving consumer goods and thus improve revenue.

Keywords: Buyers' Purchase Intention, Content Marketing, Digital Marketing, Digital/Online Advertising, Social Media Marketing

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