

**Online Advertising and Consumers' Purchase Decision of E-Commerce
Products in Lagos Metropolis**

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Dedication

This is dedicated to God Almighty for the gift of life and for His Mercies. I am forever grateful to my mother, Madam Julianna Taiwo Oni and my Late father Pa. Simeon Babatunde Jayeola for his care and fatherly role in my life. I appreciate my family members for their supports in the course of this program likewise my spouse Mrs. Tolulope Olufemi nee Ogunleye and our children for their understanding and encouragement.

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Abstract

The purpose of this study is to find out the role of Online advertising in influencing Consumers' purchase decision of e-commerce products within Lagos metropolis. To aid the Researcher in the study, certain Research Question were put forward. They are: Are the online shoppers aware of the advertisement of e-commerce products? What influence does online products advertisement have on consumer purchase decision? How effective is online advertisement on consumer purchase decision? What are the determining factors for the repeat purchase of e-commerce products? What are the challenges of availability and access to online advertising and consumer purchase decision making?

The study adopted the mixed Research design and made use of both the qualitative and quantitative methods. The study therefore made use of Online shoppers' questionnaire as research instrument for collecting data from customers of e-commerce products and the qualitative key informant guide from marketing managers representing four major e-commerce shops in Lagos

The study finds out that majority of Online shoppers are aware of online advertisements of e-commerce products before purchase. Findings from the research shows that online products' advertisements have the desired effect on the consumers' purchase decision in terms of them making more inquiries before taking purchase decisions. The study recommends that the Internet as an infinite social resource should be exploited more in the marketing of products to those physical areas that the manufacturers may not have representatives. Also, the study recommends that marketers and manufacturers should reach an consensus on online unique product positioning strategy and promotion that will expose and market products to the consumers. Furthermore, the study re commends that advertising and other online promotional activities must be up to date in terms of target market needs (promise of the product) and marketing intelligence. This recommendation is to ensure that customers' satisfaction is prioritized adequately by the Advertisers of goods and services. It is also recommended that more research should be done to explore other case studies outside e-commerce products to probe the infinity of online activities. This will make more information to be added to body of knowledge.

Keywords: Online Advertising, E-commerce, Consumers Purchase Decision, Advertiser, Online Shoppers

Word Count: 325

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Chapter One

Introduction

1.1 Background to the Study

The aim of this study is the examination of online advertising and consumer purchase decision of e-commerce products in the Lagos metropolis. This study is influenced by the fact that currently a lot of companies spend a huge part of their marketing budget on online advertisement. This trend seems to be in vogue in virtually every sphere of business across ages, niches, and other delineations. Online media presence today has become everybody's thing with almost all brands seeking presence in order to engage their target audience. Meanwhile, Advertising can be described as any paid form of non-personal presentation and promotions of ideas, goods, or services by an identified sponsor".¹ Due to its role and importance, it has become imperative that efficacy or otherwise must be measured in relationship to consumers' Purchase Decisions. This becomes necessary going by the view that advertising comes as a ready marketing strategy tool whose usage by brands and companies is to influence consumer's perception and buying decisions towards their brands.²

Through advertising, advertisers hope to create a positive interest and maximise the potential of their brands and products by bringing them into the limelight and making them to be more visible to the public. Due to this, it can be said that a significant purpose of advertising is to draw the attention of consumers to any kind of product or service. Advertising comes as a medium through which brands inform potential customers of their products and services. This is done by sharing in a brief audio, visual, graphics (or any combination) the functions and features of the product. And the intention is to persuade potential consumers or customers to purchase the advertised product. It has recently been observed that more advertisers have increased their advertising budget for online and new media.³ Also many advertisers now have separate budgets for online advertising. Apart from this, it has also been realized that marketers are adopting the

advantages of the new media, especially with the possible use of instantaneous multimedia access and, boundless availability. From all the advantages attached to the use of online advantages, one can conclude that the influence of the new media on advertising and marketing communications cannot be overemphasized. ⁴

It has been said that the internet has become a vital source of information and has come to overtake and even replace (to an extent) traditional media such as TV, radio, newspaper, and even outdoor. This is so because the Internet is a sure source for the mass dissemination of information with an ever-growing user base. With its advantage comes the ability to access current information and mass dissemination of information. ⁵

Apart from the above advantages- leveraged accessibility and availability across boundaries, the internet and online advertising possess platforms, connectivity, and interconnections of businesses, individuals, organizations, and social sites without the barriers of location, climes etc. Online advertising as such comes as a platform established on the application of internet capabilities to the process of carefully packaging non-personal communication messages to a specific audience in order to engender positive perception and influence purchase decisions of products and services.

Findings from various researches across the globe have revealed that online advertising by brands and companies is perceived to have a direct relationship with customers' purchase decision-making. For instance, it has been observed that there exists a significant positive relationship between the consumer purchase decisions making process and the infrastructure of the internet in Nigeria.⁶ For purchase decision making process, there are five important steps of;

1. Problem recognition

Problem or need recognition starts a long time before the purchase of a product. Problem recognition basically has to do with the recognition of the consumer to satisfy a need. The needs of a consumer may for instance be to cure a disease, fill a thirst, get a travel ticket,

and purchase a shirt or even to take a date to night club. This is the major reason why manufacturers should only produce and promote goods/products/ideas that can satisfy the needs of customers.

2. **Information Search**

Information search naturally follows the recognition of a need by a consumer. The need for information search comes when the consumer feels that there is a difference between the actual state and the desired state. To have the desired state, the consumer tries to find out as much as possible about the product's available brands.

3. **Evaluation**

The information available from the search above is then used to evaluate alternative brands in order to come up with the most suitable product for the needs and the desired state to be attained.

4. **Purchase decision**

This is the selection of the most suitable products. The decision to buy a particular product according to the pre-sets of consumer purchase decision making is based on manufacturer to produce the product to satisfy a need and for the advertising agency to promote the promise of the product in the right media and most appropriately with the most appropriate creative message.

5. **Post-purchase behaviour**

The post-purchase behavior is particularly the utility response to the purchase and use of the product. A product that is able create the desired state is good enough to be bought again while failed product is simply not successful and may be rejected as undeserving repeat purchase.

This is the result of satisfaction or dissatisfaction that the consumption provides. The buying process starts when the customer identifies a problem or when a need arises. It can be activated through internal or external stimuli.

From the above, it is obvious that Online Advertising, is effective in putting across customized and other relevant messages to the Target audience ⁷. The platform plays a key role in influencing consumers' preference, encouraging positive consumer attitude and influencing purchase of the advertised product or service⁸. Online advertising includes not only needs-based search or display advertising, but all types of marketing communications performed using web, social media, and / or mobile technologies⁹. Advertising generally plays an important role in influencing shoppers' behavior and attitudes towards the products and services advertised. Online advertising makes relevant information available to users through its multiple channels, marketing information required in order to be able to take buying decision. In achieving this, Online advertising makes use of various channels like social media, email, search engines, mobile apps, affiliate programs and websites to pass across messages to target audience. The rapid growth of information technology has made online advertising and information technology innovation more important. The Internet is by far the most attractive medium. In addition, the Internet has become, unarguably, the most important source of information for everyone due to its depth of available information and ease of usage.¹⁰

The growing popularity of Internet as the 'go to' source of information and the increasing trend of people to use it for shopping, has given advertisers more options in reaching out to consumers.

Advertising changes not only how a user consumes a product, but also the user's attitude towards the product. Consumer attitudes and behaviours are strongly influenced by advertising. Purchasing attitudes and behaviors are influenced by a variety of advertising that covers product ratings and brand awareness¹¹. As ad format conditions continue to change, marketers and advertisers need insights into which types of ads are effective in reaching and engaging

consumers. Online advertising is seen as a revolutionary form of advertising that offers manufacturers new ideas to try to do business. Advertising activities carried out through online channels enabled marketers to communicate directly with potential customers regardless of their geographic location

Since its emergence 20th century in the United States, Online Advertising has continued to grow among traditional and new direct marketers. Online stores now do many things just like brick-and-mortar stores. Things like display of products, special deals, taking orders from customers, and process credit card transactions processing which used to be exclusive preserve of Brick-and-mortar shops are now done online. It is worth mentioning the fact that initially consumers only relied on the internet for information on products while making their purchases in physical shops but now they can buy almost anything that catches their fancies online.

Advertising is an important part of the marketing mix for products and services of all brands¹². Advertising helps develop corporate branding and influence consumer awareness. It plays an important role for all the stakeholders- be it the Advertising Agency, the Advertiser, the media owner and the consumers. Advertising is a major source of revenue for media owners and it has been said that 75% of newspaper income comes from advertising¹³. Apart from its contribution to the business of various media channels, Advertising also add value to the entertainment character of the media business generally.¹⁴ One of the key objectives of Advertising is to ensure preference by consumers for a particular brand or service¹⁵. Therefore, advertising is a practical issue that is different from marketing. While marketing's key objective is to ensure that a product or service gets to the consumer, advertising ensures that consumers are piloted to the product or service¹⁶. Advertisement also stimulates demand, enhances other promotional mix elements, develops brand preferences, reduces costs and acts as a competitive weapon for marketers¹⁷. This type of advertising is great for creating initial awareness of a product or service, building an image, and enhancing the existing impression that consumers have on their brand.

During 'commercial break' a grouping of adverts of more than one advertiser are aired.

Commercial breaks are often placed near the beginning and end of programming. It has been said that, viewers of TV programs for example often avoid commercials shown near the top and bottom of commercial breaks. The implication of this is that most consumers are more interested in the programs than in the commercials which some viewed as bothersome.

Increasingly, advertising practitioners have generally come to view the role of Brands as going beyond reassuring consumers to encouraging them to take initiative and 'risks'¹⁸. Brand recall is always important in advertising. The success or failure of a brand is determined by the brand's recall at the time of purchase. Emotional reactions to ads and ad ratings are intended by negative effects and stimulated by positive effects¹⁹. This also points to the fact that consumer preferences / preferences for advertising can lead to the development of a positive attitude towards the brand, which can lead to higher consumer buying intent. Another key component advertisement is the use of figurative language which helps to conjure mental images in the minds of the consumers. Images-based messages evoke a more positive attitude towards ads and products than non-image-based ads²⁰, and this positive effect has been shown to occur across product categories and consumption contexts²¹. Many causes can be traced to this effect. One of which is the fun, creative and artful nature of adverts. Apart from this is the persuasive nature of Advertising²². Usage of figurative expressions in advertising may contribute to better appreciation of both the creative and message elements by the Target Audience²³. However, this appreciation may vary from one consumer to another due to different level of message processing²⁴.

Advertising can trigger emotional associations in the mind of the consumer. This often happen intuitively, automatically and effortlessly. The emotions triggered may be that of fear, love, and humor among others²⁵. These emotions may influence consumer's judgment while making purchase decision.

The emotion of fear and love evoked in advertising can make a difference in how consumers feel about an advert. However, emotions like humor may be more effective in eliciting positive attitude towards a particular product or service. Statistically, about half of all commercials in the world can be said to fall into either "funny" or "light-hearted" category ²⁶ Humorous adverts tend to leave a long-lasting impression in the minds of consumers thereby making them to be memorable. Humorously, Advertisers communicate their message to a captive audience without making them feel coerced to patronize their products or services. However, in order to achieve success, it is important that the humor is appropriate to both the product and the customer. Since it is only a thin line that separates a funny and an obnoxious advert, caution must be exercised by Advertisers to ensure that a balance is maintained²⁷. Advertising effectiveness may be improved through an increase in frequency in the media mostly consumed by the target audience ²⁸. It may also be improved through the placement of adverts in vantage positions that cannot be missed like the bottom stripe of the first page of a major newspaper or magazine favored by the Target Audience²⁹. Often, these two strategies are combined to ensure effectiveness.

History of Advertising

Etymologically, the word "Advertising" is derived from the Latin word 'advertere'. Literally, this word means '**to turn attention.**' Invariably, all types of advertisements are meant to turn the attention of the target audience toward the product, service, or idea being offered. ³⁰

Advertising has its origin in ancient culture. Egyptian, Babylonian, and Roman cultures all experienced some level of Advertisement of goods and services. Advertisements during their period contained written, pictorial, and verbal information. ³¹

The first printed advertisement appeared in England in 1472, on the door of one London church advertising prayer book. It is believed by many prominent scholars that Print advertising in Europe started with a French doctor named Theophraste Renaudot in 1630 via his Newspaper *La Gazette*³²

Various Nigerian societies have been advertising before the advent of colonization. Advertising during this period was done mostly by Word of Mouth and through the use of Town Criers³³ Contemporary history of advertising in Nigeria can be traced to the activities of multinational corporations such as Unilever (then known as Lever Brothers) and its advertising agencies like LINTAS³⁴. A more robust industry has since emerged with the telecommunication industry setting the pace in term of spend. This scenario does change, briefly during the election years. Over 16 billion naira was spent on television adverts alone by different political parties in Nigeria in 2019. This represents about 300% increase from 2015 estimated spend of 6.7 billion naira. 2023 campaign spend is expected to be over 40 billion naira.³⁵ Mobile advertising spend in the United States rose from \$770 million in 2010 to \$4.1 billion in 2012, and \$32.2 billion by 2017. This is expected to reach \$62.2 in 2022.³⁶ . The primary objective of Advertising is to persuade a consumer to patronize the advertised product or service³⁷. Multiple Brand association is important to ensure that more pathways are opened through which the Brands can be accessed by consumers³⁸.

Consumers are the final end users of the products; they keep the production cycle moving. Consumers do play a vital role in the economic system of any nation; thus, any nation will face crises if the consumers don't have the effective demand for goods produced. Advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promotes ideas, goods and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare³⁹.

Consumers are individuals who buy products or services for personal consumption⁴⁰ Consumer buying decision is a process and a major focus of consumers' behaviour. It is a process by which consumers identify their needs, collect information, evaluate alternatives and make purchase decisions. When purchasing a product, the consumer goes through a decision process. The

process consists of five stages which are need recognition, information search, alternative evaluation, purchase act and post-purchase evaluation.

Role of Advertising in national development

Advertisement provides consumers with useful information. It informs them of their choice of products and services. It helps them to compare features, benefits and prices. With more complete information, consumers and businesses often decide to purchase additional products and services.

Advertisement creates a chain reaction in the economy by promoting the industry's products and services, resulting in net gains in direct sales and employment. And as income gained through employment spreads throughout the communities, prosperity is achieved by more people.

Advertising also plays an important role in the business cycle. Advertising shifts its focus as the broader economy alternates between periods of growth and recession. During a recession, advertising can focus on the price of products and services. If one company cuts advertising and cuts costs during a recession, another may increase its advertising spend to attract customers and increase market share. Advertising helps stimulate economic growth. In a country where consumer spending determines the future of the economy, advertising motivates consumers to buy. By encouraging more purchases, advertising drives both increased employment and increased productivity, meeting increased demand and enabling all consumers to spend more.⁴¹

Economic Rationale to Create Advertising

Companies spend money on advertising because it increases sales of existing products, drives acceptance of new products, builds brand loyalty, and steals revenue from competitors. The exact

return on investment (ROI) varies widely by industry, company, campaign, and media channel, but research shows that for every \$1 spent on advertising, you can get anywhere from \$3 to \$20 in additional sales. To compete and succeed in today's diverse and ever-changing marketplace, businesses can efficiently reach their target customers and quickly alert them to new product launches, improved product designs, and competitive pricing. Advertising is the most efficient way to convey such information.⁴²

Economic Rationale to Accept Advertising

The advertising economy extends to media channels that rely on advertising revenue. Many forms of advertising support the creation of content and make that content available at a much lower (or even free) price. For example, approximately 75% of a newspaper's costs are covered by advertising. Without advertising, the cost of buying a Newspaper will be very high. Radio and television rely solely on advertising. People get news, music, and entertainment for free, and advertisers get audiences. The forms of media that the masses take for granted are either very costly to readers and viewers, or would simply go out of business without advertising revenue. The demand generated by advertising helps the economy grow.

Advertising supports art. Advertisers need music that draws attention to their brands. A music artist visits an advertising agency, meets with a music director, and proposes songs for use in an advertisement. They come to agencies because they know companies spend tens of millions of dollars buying media. Many musicians became famous because their songs were used to promote big brands.⁴³

Economic Rationale to Use Advertising

Known as the information economy, this perspective shows how consumers benefit from viewing advertisements. By providing information, advertising reduces consumers' search costs (time spent looking for a product) and reduces frustration (frustration or loss of value) from choosing the wrong product. Ads serve the following functions:⁴⁴

a) new product description and its features;

- b) Informing consumers of product availability and where to purchase
- c) Show consumers what to look for in-store
- d) enable consumers to distinguish between competing options
- e) advice on pricing information and advertising opportunities;
- f) Saving consumers money by promoting competition and putting downward pressure on prices

Advertising Contents Enhance National Economic Development

According to a world- renowned advertising guru, David Ogilvy, “If it's a well-written ad, people will read it for a long time..., is the magic wand that draws consumers to products and buys them.”⁴⁵. If your content is interesting and meaningful to your target audience, consumers will do anything to purchase your product. The purchase of products has three or four economic aspects. These are:

- 1) Advertisers: Advertisers are the producers who advertise in the media. Consumers buying products means more money going to manufacturers
- 2) Advertising Agencies: The advertising agency's duty is to package the advertising message for public awareness using the mass media. Agencies go as far as finding the right media to get their advertising message across to the public.
- 3) Media: It is the Media that draws attention to products by making its availability known to the public.
- 4) Consumers: Consumers buy products and are happy to get value for their money. In this regard, all four categories of advertising stakeholders benefit from advertising in cash or in kind. Extracted and analyzed from these four specific areas, the evolution of the nation becomes the responsibility of a rectangular spread of advertisers who pay to advertise their products.

At every different stage in the transmission and processing of an advertising message from an advertiser to a consumer, there is a series of closely related actions to successfully deliver the content of the advertising message and increase the popularity of the product. On the other hand, the popularity of the product makes it available to any general public who spends their hard-earned money to purchase the advertised product.

In this respect, both advertising agencies and mass media are bridges that connect advertisers from one end to consumers on the other end. They ensure that product choices are available to the consumers and make the advertisers to continue in business by making sure that their goods and services receive the necessary attention that can lead to sales⁴⁶

1.2 Statement of the Problem

A lot of companies and organisations are creating and utilising various business opportunities over the Internet. This trend is expected to continue in the coming years. Currently, majority of e-commerce transactions take place in the developed countries, with the developing countries trying to catch up for economic reasons, competitive edge and the developmental stages.

Since its birth in the mid-90s, online advertising has been experiencing phenomenal growth. This is expected given the increased level of internet penetration globally. From the traditional banners to today's rich media ads, online advertising has evolved and is evolving in its desire to capture the imagination of Internet users. As a result of its undeniable success, Internet advertising presently represents a significant marketing channel for various categories of businesses ranging from small scale to huge multinationals.

Due to the interest being generated by online advertising, academic scholars from various fields have tried to explain in detail why products' promise and its differentiating factors in unique selling proposition result into competitive edge for online advertisers. However, due to the fact that Online Advertising is still in its developmental stage in the Nigerian media market, there has

been relatively little knowledge and empirical research on its role in influencing consumers' purchase decision particularly within the context of e-commerce. This study therefore considers online advertising from the perspective of its influence on consumer purchase decision of E-commerce products.

1.3. Objective of the Study

The objective of this study is to examine the influence of online advertising on consumer purchase decision making process of e-commerce products. The specific objectives are to:

1. Investigate customers' awareness of online advertisement of e-commerce products.
2. Examine the influence of online advertising on consumers purchase decision making process of e-commerce products.
3. Examine the effectiveness of online adverts on consumers' purchase decision making process of e-commerce products.
4. Identify factors contributing to repeat purchase of e-commerce products.
5. Examine the challenges of availability and access to online advertising and consumer purchase decision making.

1.4. Research Questions:

In approaching the study, the following Research questions were put forward:

1. Are the online shoppers aware of the advertisement of e-commerce products?
2. What influence does online products advertisement have on consumer purchase decision?
3. How effective is online advertisement on consumer purchase decision?
4. What are the determining factors for the repeat purchase of e-commerce products?
5. What are the challenges of availability and access to online advertising and consumer purchase decision making?

1.6. Significance of the Study

The study is expected to be of benefit to businesses and organisations in the e-retail shopping and manufacturing industry. It would bring into focus factors that contribute to the success and failure of online advertisement. Also, the findings will enable online shop owners to be aware of certain features and product elements that consumers consider influential in their purchasing intention and shopping experience. This would enable the manufacturers to improve on their products.

It is hoped that through the completion of this investigation, a body of knowledge is added to the marketing communication and promotion area of advertising.

1.7 Scope of the Study

This research is to examine Online Advertising and consumer purchase decision of E-commerce products. The scope is limited to Lagos metropolis. Of particular interest to the research are adult Males/ Females who have access to Internet facilities and use it for shopping purposes. Of particular interest to the study are the E-commerce platforms –Jumia, OLX, Payporte and Konga. The study focused on finding out if online advertising affords Online shoppers the opportunity of getting to know and continually patronize products advertised by the aforementioned E-commerce shops.

1.8 Operational Definition of Terms

Some words are key to this work. These words are therefore defined:

Advert Likeability: This is a situation that occur when viewers, listeners or readers develop a cognitive desire for an advertising message passed across through T.V or any other channel. This may be achieved through repetition of an advert over time.

Advertising frequency: This is the number of times the target audience is exposed to the advertisement.

Advertising Media: These are the communication channels that carry messages from advertisers to their target market.

Advertising Recall: The ability of target consumer to remember commercials, seen, heard or experienced.

Advertising: This is any paid form of non-personal presentation of ideas, goods or services by an identified sponsor done through media outlets or channels.

Brand Attitude: This can be likened to what a brand stand for. It is what a Brand represents in the mind of people. It is the core value and the characteristics of a brand.

Brand identification: Consumer-recognized brand names, communication styles, logos, and other visual elements.

Brand: Brands are names, terms, symbols, designs, or combinations thereof that are intended to identify a product, or service

Consumer behaviour: This is how individuals, groups and organizations select, buy and dispose of goods and services, ideas, experiences to satisfy their needs and want.

Consumer buying decision: It is the process by which consumers identify their needs, collect information, evaluate alternatives and make purchase decisions.

Consumer: This is a person who buys products or services for personal consumptions.

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Chapter Two

Literature Review

This chapter provides conceptual reviews, theoretical frameworks, empirical reviews, and literature summaries on online advertising and consumer purchasing decisions. It contains critiques of scholars' work on the subject under discussion. This section also contains gaps in the previous literature that formed the rationale for the choice of sub-variables in the study.

2.1 Conceptual Review

2.1.1 Concept of Advertising

“Advertisement” as defined by the Advertising Regulatory Council of Nigeria (ARCON) is a “communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of transferring information about a product, service, idea or cause.” Advertising has as its primary objective the intention of persuading the target audience to subscribe to the message being passed and follow through by taking actions

. “Advertising has the mandate to sell the advertiser’s goods and help the consumers to shop wisely”¹. Its objective is to make available information about a product, good, service or idea to those who need them. By so doing, advertising help to stimulate demand and encourage innovations.

The commonly held definition of advertising refers to a “paid” message from an “identified sponsor,” in “mass media” with the goal of trying to “persuade”². The textbook definition of advertising is an example of a feature- based concept; that is, people’s representations of a concept are thought to include a set of defining features that are necessary and jointly sufficient for category members³. The absence of one feature renders the category inapplicable. Thus, a marketing communication tool that does not possess all four features cannot be labeled as ‘advertising’. However, advertising as a concept is an invention that experts have devised for arbitrarily labeling a class that has associated defining features⁴. Advertising is an important pillar that must be present in the marketing mix of any brand⁵. Advertisement plays an important role in modern business. It helps to develop business brands and also seeks to influence consumer perception positively⁶.

Advertising plays a very important role from right from the Agency that produces it to the Advertisers, the media house that is used to disseminate the message, and the target audience ⁷. Media houses, for instance, see advertising as a very important source of income that contributes about 75% of what is required to keep them in business⁸. Apart from contributing to the business survival of the Media houses, Advertising also adds glamour to the entertainment characters of the Media ⁹.

From this point of view which majorly forms the point of view of marketing, “advertising is a marketing tool whose sole aim is to build preferences for advertised brands or services”¹⁰. Advertising is critical in building general awareness of a product or service, creating Brand image, and reinforcing consumers’ perception of the Brand. Advertising encourages demand, enhances other promotional mix elements, develops brand preferences, reduces costs and acts as a competitive weapon for marketers¹¹. Advertising is a practical issue that is different from marketing. The difference is that while Marketing guides products and services to consumers, Advertising guides consumers to products and services¹².

Many methods of assessing the effectiveness (or quality) of advertising have been advocated and implemented. A group of the leading advertising agencies on the topic of advertising copy testing. Of the nine principles which were the consensus of these views, the preeminent, first principle cited is that "A good copy testing system provides measurements which are relevant to the objectives of the advertising"¹³. In this vein, ". . . the primary goal of advertising is to effect positioning"¹⁴. Thus, if positioning is the primary goal of advertising, then a major component of the evaluation of copy should therefore be the assessment of the strategic positioning message communicated, reflecting its strategic quality. Clearly, advertisements should be assessed to monitor the degree to which they communicate the desired positioning, or in other words, to assess how well these messages deliver the intended strategy.

Advertising differs from publicity in that advertising is paid communication that identifies the message sponsor. Publicity, in contrast secures editorial space in media (i.e., space that is not paid for) for promotion purposes, and does not identify a sponsor. Although publicity is not controllable by marketers, it can be influenced in a favorable way, which constitutes the main task of public relations. Having no control over message content is crucial to marketers and can lead to disadvantages of publicity compared to advertising.

Advertising has also been found to have a direct impact on consumer thinking. Advertising seeks to inform and persuade many people through communication. Advertising is best known and is widely used to meet marketing needs such as increasing new business, gaining a larger share of existing business, maintaining business, and attracting repeat businesses. Ads are used to create or maintain a brand identity. It is no exaggeration to say that advertising platforms create many benefits, primarily consisting of brand promotion (achieving brand awareness) and effectively communicating the meaning of the brand (achieving brand identity). International, domestic or regional, advertising reminds viewers, readers or listeners of the existence of a brand. The whole purpose of this is to inform and differentiate one Brand from the other in the market place¹⁵.

The Institute of practitioners in advertising (IPA) defines advertising as the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost. This represents a highly practical and profit-oriented view of the role of marketing communications through advertising messages. This definition highlights the crucial role that advertising plays in company's strategy to drive sales growth¹⁶. Advertising consists of non-personal transmission of persuasive information about a product, product, service, and idea, usually in return for payment, through ideas identified by sponsors through various media¹⁷. The key feature that differentiates advertising from other forms of marketing communications is that it is non-personal communication intended for a mass audience and not individual.

Advertising serves several valuable purposes in providing information about products and services thereby saving potential buyers time and effort. It thereby enables them to conduct their search activities more efficiently. Advertising stimulates healthy competition; the availability of price information through advertising lessens price differentials, pushing competing sellers toward "uniformity of prices". Advertising helps to maintain a desirable balance between production and consumption by encouraging consumption.

Furthermore, advertising awakens the impulse to buy and sell. In other words, Advertising stimulates purchase and consumption. Advertising provides a great amount of information on economic and cultural trends which can be used by relevant governmental and non-governmental agencies presently or later in the future.

2.1.2 Online Advertising Concept

“Online advertising, also called Internet advertising ("Internet marketing") is when businesses leverage Internet technologies to deliver promotional advertisements to consumers. Online advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites, and affiliates programs.”¹⁸.

Online advertising is interactive and as a result, brings brands closer to the target audience. It reaches more audience and is generally cheaper when compared with billboard advertising, for example. Increasingly, more Brands worldwide now rely more and more on Online advertising in their marketing efforts¹⁹.

Online advertising includes search engine marketing (SEM) and search engine optimization (SEO). These refer to buying traffic through paid search listings or earning traffic through free listings. Also included in Online Advertising are display ads. These are ads on different websites such as traditional banner ads or larger text billboards, social media ads on different social media sites, such as Facebook, Instagram and Twitter.

Advertising's impact or effectiveness may be determined using parameters such as awareness, perceived value and accessibility, emotional connection and loyalty²⁰. Questions have been raised on whether some parameters are important than others when considering overall brand image. It can be said that all external opinions about a brand are subjective and therefore rely on each individual's personal experience with that particular brand. Perception of Brands may be a reflection of their market share or awareness.

Advertising can be described as a mean to directly sell or promote a product or a service. Within this context of advertising, we have two categories. These are Tactical advertising and Branded content. Branded content primarily aims to shape the brand image in people's minds. This can be, for example, content that takes part in relevant events or community's interests, videos, articles and podcasts.

On the other hand, Tactical advertising refers to advertising with clear sales figures in the mind of the marketer. Tactical ads are clear and easy to consume. They include clear call to actions, prizes, and pictures of the product or a service²¹. Performance marketing goes within tactical advertising and is conducted in such a way that the marketers are paid only when successful

transactions are made through the ads²². Tactical marketing and content advertising decisions are informed by the Advertisers' marketing strategy²³.

Online advertising can be described as a form of marketing promotion that makes use of the internet to deliver marketing messages in order to attract customers²⁴. Online advertising has various kinds with various technologies²⁵. Primarily, online advertising is advertisement that appears online. This can be on web browser, social media apps, or other destinations and properties across the internet. Online advertising is a way of bringing marketing messages to consumers using the internet. Show your ads and news to your audience using media such as social media, email, search engines, mobile apps, affiliate programs, and websites.

Currently, online Advertising is in many forms and uses various channels. These channels include social media, video streaming sites like YouTube, Pay-Per-Click (PPC) ads among others. Online advertising as a term is generally used to cover several different types of marketing strategies that are deployed through the internet. Some of these Media Strategies include:

1. **Pay-Per-Click (PPC):** This channel is very popular and widely used by Advertisers to reach their customers. As the name implies, payment is made based on the number of clicks made by interested consumers on the page of the Advertisers. The popularity of this medium can be seen in the steady growth of Advertising spend on the platform over the years. Ad spend on the platform was \$10.1 in year 2017, with more than 7 million advertisers displaying their various adverts. This increased by about 40% in 2018. 2019, 2020 and 2021 also witnessed increase in spend on PPC by Advertisers.²⁶
2. **Social Media.** Social media sites like Facebook, Twitter, and Instagram are key. They and other social media sites provide platforms to reach targeted and interested audiences. Advertising on these platforms is of two varieties-paid or organic. This can include

sponsored posts on users' feeds or viral campaigns, online reviews, and other contents placed at no cost.

3. **Video.** In the last decades, there has been increase in the usage of Video in conveying advertising message online. In Video advertising, traditional advertising may be deployed including Q & As section to educate consumer.
4. **Search Engine.** Search Engine is an internet-based tools that helps internet users to access information needed across the net. A good website and other reference to a particular product or service can contribute in making it come up when someone is searching for the product. If an organization consciously go out to ensure that its product or service rate high during search, it is engaging in search engine optimization. In search engine marketing (also known as PPC), an organization pay for every click on its action page by target consumers.
5. **Display ads.** This is also known as banner ads. They are usually static images or graphics that displays the advert and CTA. These adverts are usually used to generate new leads and expand Brands visibility. Consequently, they may be placed on other websites to achieve this objective.

Online advertising can contain video, animation and audio and is at least as compelling as television ads. Today as consumers use online tools and networks more than before, Online advertising is the most suitable way to reach and affect them. Online advertising has distinguishing features and advantages²⁷.

- i. Online advertisements provide two-way communication between advertisers and users thereby ensuring more effective advertisement
- ii. Online advertising makes direct connection to products possible.
- iii. Online advertisement can used to target consumers taking note of their media consumption habit.

- iv. Online advertisements are globally accessible and available on 24/7/365 basis.
- v. Online advertisements are dynamic and as result can be easily transmitted, exhibited, preserved and improved on.
- vi. Online advertisements can be evaluated and monitored.

Traditional form of advertising, usually, follows a 'spray-and-pray approach'. It hits the consumers, but the effectiveness viz-a-viz return on investment cannot be determined. The online advertising, is data driven and can provide details of campaigns and results. User data availability and extensive targeting options make online advertising an important tool for businesses to engage with their audience. Online Advertising offers many ways to reach and interface with consumers. However, it should be noted that there is a difference between free or "organic" and paid or "in-organic" methods of achieving this. Online advertising is an "inorganic" way to reach and interface with consumers of product and service. Online advertising is of paramount importance to Brand building due to the fact that consumers journey can be tracked.

The dynamic nature of online Advertising has contributed immensely to its general acceptability. Due to the fact that technologies and by extension, webpages develop all the time, Advertisers have to keep up and adopt new skills to keep the competition up. The emergence of Smartphones has made Online advertising to be larger than ever. This development can be traced the launching of the first iPhone more than 10 years ago.²⁸

2.1.3 History of Online Advertising

The emergence of Online Advertising can be traced to October 27, 1994 when the first advertising banners appeared on HotWired.com (Wired Magazine's first website). The advert was for AT & T to make a virtual tour of seven museums around the world. This advert got a whopping 44% Click through Rate (CTR) which was highly unprecedented. This event coupled with the release of Google AdWords in 2000, Google AdSense in 2003, and Facebook Ads in 2007, has made Online Advertising to enjoy tremendous growth. Consequently, small business owners can now track, optimize, and manage ads. Currently, online advertising can be used to drive traffic to assigned website, generate leads, increase brand awareness, establish thought leadership, build engaged communities, and generate sales. ²⁹

2.1.4 Online Advertising Formats

Since its emergence in 1994, online advertising has continued to evolve. Today's diverse online advertising landscape is made up of different ad formats. One can also merge the two ad categories to create a new category. For example, one can use display advertising remarketing to reach existing visitors and encourage them to make purchases. This section lists the five most commonly used online advertising formats

DO NOT



Figure 2.1: Online Advertising Formats. ³⁰

1. **Search Engine Marketing (SEM):** When a search is conducted on search engines like Google or Bing, a search result is seen tagged with "ad" at the top of the Search Engine Results Page (SERP). These are the result of search engine marketing. Search engine marketing (SEM) is perhaps the most commonly used ad format. In SEM, companies, organizations, Brands among others bid on keywords. When the keywords are included in search, the winning Brands advert are displayed at the top-end of the search page. SEM ads can be either pay-per-click (PPC) (pay each time a user clicks on an ad) or Cost Per Mille (CPM) (pay for every 1000 impressions of an ad, (regardless of click).
2. **Display Ads:** Display ads primarily use text and images and are typically displayed on third-party websites affiliated with search engines and other ad networks. Many websites also host display ads themselves. The most common types of display ads are image, mobile, text, banners, pop-ups, and video ads.
3. **Social Media Ads:** The time spent by a potential consumer/ costumer on social media, provides a great opportunity to promote your brand. Brand or product can be promoted using social media platforms such as Facebook, Twitter, YouTube, Instagram, LinkedIn,

and Reddit. Social media ads can help in building communities, generate leads, increase attendance at events, convert websites, install apps, and increase traffic to retailers.

4. **Native Advertising:** Native ads can appear on social media sites and other websites and don't look like regular ads. They appear under "Recommended Readings", "Related Articles" or "Promotional Articles" that visually match the content you are reading. You will only be redirected to the advertiser's website if you click. Native ads are typically routed through content discovery sites such as Taboola, Outbrain, and Columbia.
5. **Remarketing:** This is the act of engaging Target audience or prospective customers who have previously visited a website in order to encourage them to take action.

Another term commonly used in online advertising is AdTech. There are two main entities in the advertising ecosystem. Advertisers and publishers. The objective of the Advertiser is to target the right audience with a well-crafted advertising message using the right channels. Advertiser also track advertising costs and their results while finding ways to optimize bidding process and advertising costs. A publisher (the company that owns the website) is the equivalent of a newspaper or magazine or an online version that is "delivered" in online terms. They provide "space" for the ads they display, manage advertising order from different advertisers, collect campaign data, and interface with the customers.

2.1.5 Aspects of Online Advertising

Having examined the concept and various formats of online advertising, we will now take a look at the main aspects of online advertising.



Figure 2.2: Aspects of Online Advertising.³¹

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1. Online Advertising Metrics: “Tracking marketing is a cultural thing. Either tracking matters or it doesn’t. You’re in one camp or the other. Either you’re analytical and data-driven, or you go by what you think works. People who go by gut are wrong.”³² Metrics helps Advertiser to make confident decisions about the next steps. This section describes the five online advertising Metrics that should be tracked

a. Reach and Impressions: Reach is the number of users who could see your ad. "Number of impressions" is the number of times the ad has been displayed. Impressions can often be higher than "reach" because the same user can view the ad multiple times.

b. Click-through rate: Click-through rate (CTR) is the ratio of clicks to impressions. So, if you click twice for every 100 impressions, your CTR will be 2%. This metric can be used to understand the effectiveness of different advertising campaigns. For example, if the same number of impressions for two different campaigns are received, the CTR for the high-click campaign will improve performance.

c. Conversions: "Conversions" are the number of users who clicked on an ad according to a subpoena (CTA) and completed the desired action. The action can be an eBook download, a product purchase, or a sign-up to a service.

d. Cost per acquisition (CPA) measures the total cost required to acquire a paid customer. The total cost of the campaign can be measured by dividing it by the number of conversions.

e. Return on Investment: Return on Investment (ROI) is the ultimate indicator for assessing the effectiveness of a campaign. ROI, also known as Return on Investment (ROAS), measures the revenue generated by a campaign compared to the cost of running the campaign.

2. Online Advertising Best Practices: “What really decides consumers to buy or not to buy is the content of your advertising, not its form.”³³ At this juncture we will have a look at some key elements that are required for the online campaign.

- a. Make a powerful call to action: CTA works to gently tweak your audience. Mentioning active verbs like "Download Now", "Buy Now", "Details", and "Register Now" may prompt the target user to take the next line of action in the process.
 - b. **Simple:** The saying that "less is more" is also applicable to online advertising. Long-worded texts may detract from the effectiveness of an advert. Keep it simple.
 - c. **Adverts should be Device and Channel Responsive:** Most Consumers live in a multi-device, multi-channel world. There is a need for Creatives to be developed in a way that not only works well on all devices and screen sizes, including mobiles, laptops, desktops and tablets, but also on the media and the platform itself. Ads designed for TV will not work on the web or mobile phones.
 - d. **Follow Brand Guidelines:** A brand identity separates it from others. To ensure your ad is in the spotlight, brand identity design should be strategically placed.
 - e. **Test, Test, and Test:** A / B testing is a common method used by marketers and advertisers to find out if a particular advert will resonate with their target audience. This is part of advertising best practice that helps Advertisers to ensure positive result.
2. **Online Advertising Frauds:** However, despite the inherent benefits that online advertising brings to brands and the advertising industry in general, it is sad to notice that the medium is infested with some unscrupulous practitioners. These are hackers and fraudsters that make use of unethical practices that eat up a massive chunk of advertisers' budget. Their activities, according to *Statista*, the industry watcher, will be responsible for of \$44 billion for brands in 2022. This will be \$23 billion more compared to that of 2018. Some of the ways these nefarious activities are carried out are hereby highlighted.



Figure 2. 3: Online Advertising Frauds. ³⁴

- a. **Bot:** Some unscrupulous publishers make use of botnets (groups of bots) to direct a lot of traffic and clicks to their websites. This allows publishers to reach their revenue goals, but advertisers have no purpose. Botnets can also trigger denial of service (DoS) attacks by chipping web servers beyond their capacity and making websites unavailable to target users. The human equivalent of a bot is a click farm. There are inherently low-cost resources, the only job of which is to click on the ad, which does not bring real benefits to the advertiser.
- b. **Pixel Stuffing:** This is, also known as iframe stuffing. This is a technique for placing ads that are 1 * 1 pixel in size. This size is invisible to the human eye but capturable by machine. This way, impressions are recorded for each page view, even if the visitor isn't looking at your ad. Advertisers end up paying for nothing at all.
- c. **Pop-under:** Volatile websites primarily use pop-under-the exact opposite of pop-up windows. It is displayed below the main window instead of above it. Even if the visitor rarely sees the ad, it still records a legitimate impression. Pop-under isn't exactly fraudulent, but it still doesn't bring value to advertisers.
- d. **Domain Spoofing:** Here, advertisers are made to believe that their ads will appear on the relevant premium websites, even though they don't actually appear. Domain spoofing uses a variety of techniques to trick advertisers and visitors. This benefits only the scammers.

- e. **Ad stacking:** This is very similar to Popunders. This method stacks ads so that only one ad is displayed, but impressions are recorded for each ad. Users will not see any other ads charged to the advertiser.

Online Advertising Challenges: Adverts would not be complete until one cannot find any elements that needs to be removed or added.³⁵ In addition to ad fraud, there are other challenges facing advertisers and publishers in Online Advertising. These include:

- a. **Ad blockers:** These automatically block ads that should be seen on websites and mobile apps. On the positive side, Ad blockers are influencing advertisers and publishers to find a way of improving the user experience of their visitors. Meanwhile, Publishers seem to have found a way around this issue by making use of native ads. Native ads are displayed as part of your website's interface, so they are less likely to be blocked by ad blockers.
- b. **Increased Ad Costs:** Over the years, the advertising rate for social media and SEM have been going up. This has made more money to be spent by advertisers to reach their potential customers.
- c. **Lack of Transparency:** Has indicated earlier, transparency or lack of it has become a major issue in the online advertising industry. Fraud, absence of standard practices, and how to determine accurate indicators are causing friction in the relationship between a brand and a publisher.
- d. **Ad Blindness:** Shoppers are becoming more discerning than before. They can decide to ignore what they don't think is of relevance to them even when it is starring them in the face.

Online Advertising Trends: However, in spite of multiple challenges facing Online Advertising, the medium has continued to generate more acceptability. Currently, there are some interesting trends in the medium. These are:



Figure 2.4: Online Advertising Trends ³⁶

- a. **The Ascent of Video Advertising:** The usage of video advertising became more popular in 2017. This trend continued until 2018 and became more popular in 2021. Rather than lose steam, new variations of the trend have come up. Usage of live video and 360-degree video has made it possible for Advertisers to generate more engagement with their consumers.
- b. **Native Advertising:** Native ads are unobtrusive and allow you to blend your ads into the content of your page. Native ads display content related to what your users are reading, rather than promoting your brand directly. This makes it possible for it to add value at the same time maintain the user experience.
- c. **Making the Most of Micro-Moments:** Micromoments are specific instances of a user using a smartphone to look up details, go somewhere, do something, or make a purchase. Ability to plan a search engine marketing campaign tailored to micromoments combined with modern location-based database advertising will go a long way in ensuring Brands success in 2022 and beyond.
- d. **AR Becomes a Reality:** Augmented Reality (AR) when combined with location-based games can bring about wonderful experience for gamers as shown in Pokemon. The

introduction of Google Lens and Apple ARKit to the market will enable advertisers to make use of augmented reality in their ads.

- e. **Let Voice Search Be Heard:** The advent of conversational commerce and the proliferation of online assistants, voice search in 2021 has become extremely difficult to ignore. This has made it more imperative for advertisers to optimize the SEM campaign for voice search.

2.1.6 Types of Online Advertising

Many Online Advertising types and format have emerged over the years. They all seek to engage the audience and create value for the all stakeholders. In this section, some of the most important types of Online Advertising format will be examined.

2.1.6.1 Banner Advertising

This type of Online Advertising is also known as Web-banner. This is a form of Online advertising that is delivered through an ad server. The primary objective of this type of online advertising is to bring in consumers to the website of the advertisers by linking the web-banner to the advertisers' website. Banner application can be static, animated and interactive. In Banner advertisement, it is possible for the campaigns to be monitored real-time. Apart from this advantage, Banner ads are often cheaper than traditional form of advertising. Apart from this, a click on the Banner advert will take a potential customer directly to the Advertisers web site where he or she may see an array of products and services to choose from.³⁷ Banner advertising types create brand awareness³⁸. It has been said, however, that the Click-through rates that is the percentage of times an ad was clicked divided by the percentage of times the ad was shown, in Banner Advertising are often low.³³ On the positive side, Banner Ad may influence consumers to look for the advertised product later on when the need for it is required.³⁹.

2.1.6.2 E-Mail Marketing

This is sending of messages that are of commercial value to a group of potential or current customers. This may be done using product catalogue, and newsletter. In some cases, the sender, which in this case is the advertiser, may decide to make use of interactive features and hyperlinks in the email in order to secure the attention of the receivers.⁴⁰ Through email marketing, Companies are able to disseminate vital information about their products and services to their target customers effectively and gather consumer feedback⁴¹.

2.1.6.3 Social Media Advertising

Social Media is 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. This person may be a friend, relative, colleague or even those that are now called social media influencers. Although the global economic development has changed the way consumers shop, and how they spend their money, what has not changed is that consumers trust the opinions of friends and family, as well as people they do not even know, usually more than anything the advertiser has to say about the company or their products. This has presented a challenge for advertisers in identifying the influences of word of mouth (WOM) campaign and how to harness its potentials using influencers who will resonate with their target audience.⁴²

With the continued ascendancy of this form of advertising, it has become more possible for advertisers to engage more with their customers both current and potential⁴³. With Social Media, organizations/ companies are able to interface with their end-consumer directly at relatively low cost which will ultimately result in higher levels of efficiency in term of service delivery. This shows the relevance of social media to all advertisers whether big, small or medium⁴⁴.

Organisations are making use of social media not only for Online advertising and promotions. They are also using it to handle customer service issues, innovation ideas, and customers engagement.⁴⁵

2.1.6.4 Mobile Advertising

Mobile advertising, refers to all type of advertising that are communicated through mobile devices such as smartphones tablet computers. Advertising on this platform is usually done via SMS and Banner adverts that are embedded on the websites.

In some countries, Internet penetration is powered by mobile phone usage. This has made new mobile applications like MMS, games, music, and online photography to emerge as avenue for consumers' engagement. Unlike SMS that is limited to 160-character, MMS messages can include pictures or video clips which makes it more interactive platform for passing across marketing information.⁴⁶

Furthermore, we can describe Mobile advertising as the act of conveying marketing communication that has bearing on products, services and feedbacks that can be used for promotional purposes via mobile devices like smartphones and computer tablets among other⁴⁷.

Mobile advertising is interactive and can be used to target an individual. Since the mobile phone is a very personal device that allows an individual to be accessed virtually any time and anywhere, mobile advertising must be more personalized and may take different forms. Based on different strategic applications, wireless marketing can be permission-based, incentive-based, or location-based. Permission-based advertising differs from traditional advertising in that messages about specific products, services, or content are sent only to individuals who have explicitly indicated their willingness to receive the message.

Consumers often impatiently ignore the message when interrupted by an advertisement. Incentive-based advertising provides specific financial rewards to individuals who agree to receive promotions and campaigns⁴⁸.

The ascendancy of mobile advertising is aided by developments in the field of mobile technologies; this development, has brought about increase in the usage of mobile devices by various categories of people in both developed and developing economies. Through mobile advertising, advertisers are able to establish a direct one on one relationship with customers making them to feel appreciated in the scheme of things. ⁴⁹.

2.1.6.5 Advergaming

Over the years, branded entertainment is becoming more popular as an advertising vehicle. It is worth noting that the ascendancy of this platform coincides with the decline in the confidence of Advertisers in the traditional advertising formats. Advergaming can be described as the deployment of interactive gaming technology to pass across marketing information to consumers-both current and potential⁵⁰. Advergaming is a branded entertainment with the sole objective of creating more elaborate virtual experiences for the brand⁵¹.

Advergames, most especially those designed for Brand purpose are designed with entertainment as the key objective. They are meant to build a consumer relationship with the Brand in a subtle way ⁵². Advergaming is a form of “immersive advertising” that helps to reinforce brand image, build Brand love and affinity.⁵³ A lot of organizations are making use of the opportunities inherent in this platform to reach out to the customer- current and potential ⁵⁴.

2.1.7 Importance of Online Advertising

At one-point, online advertising was just a new and different way to market. It opened up a new form of media on which to peddle goods and services. But within just a few years, the importance of online advertising has become enormous. It has become an integral part of what a business is to its customers. It is no longer enough to have a website or run some unfocused Ads campaign. The question has become, do you have integrated Online advertising strategies working for your business? As the Internet becomes entwined with everything we do,

the importance of Online advertising is becoming more crystal clear by the day.⁵⁵ Various factors are responsible for this. They include:

1. **Reaches People Where They Spend Their Time and Money:** It is interesting to note that most Internet users have multiple social media accounts. Most of these people go online every day and spend an average of 2 hours on daily basis to check their social media account. Online advertising can reach consumers via social media where they invariably spend their time
2. **Levels the Playing Field for Small Business:** You've seen it happen before. A huge company like Walmart comes to town and wipes out 100's of local specialty shops. Starbucks rolls in and mom and pop coffee and bagel shops close down. We've seen the Online equivalent of this with Amazon. It's hard to compete with the name recognition or the millions that they put into advertising and reputation management. That's where the importance of Online advertising shines as a beacon of hope for small businesses. It's the same for brick & mortar, ecommerce, and personal brands alike. Online advertising allows you to compete with your competition by exposing you to a wider audience on a much smaller advertising budget.
3. **More Targeted:** Online advertising makes it possible for Advertisers to sift through huge demographics and reach out to their target audience. A form of Online Advertising is Search advertising, aalso known as PPC (pay per click). This makes it possible for an advertiser to be placed near the top of searches when certain key words are searched for through search engines.

Using this format, it becomes possible to target consumers using many parameters like

- i. Challenge
- ii. Goal

- iii. Profession
- iv. Education level
- v. Buying behaviour
- vi. And more

- 4. Can Be Hyper-Personalised:** Email advertising, a very important aspect of Online advertising, makes it possible for targeting to be done almost down to the individual level. When you send them content that is highly relevant to your targets, they stay on your list and continue to buy again and again. You can see where in the importance of Online advertising lies in a repeat lifetime customer. There are basic programs that will allow you to add a person's name or certain information automatically to an email. But we're talking about a much more advanced approach that's proven its ability to get results for our clients, like the improvements in the chart below. That's email segmentation, automation, and personalization. With segmentation, you're collecting data about each email subscriber. You use this data to sub-divide your list based upon certain traits or behaviours identified through analytics. Once, divided, send each segment content that is most relevant to that segment.
- 5. More Advanced Analytics:** How do we determine if, for example, a TV advert was effective? One can determine best times for the ad to air and best frequency if testing is done. A focus group can be created to drill down on the data that will aid in decision making process. But generally, the business owner only know its reach according to the agency and whether it increased buzz, sales, or met a similar advertising goal. This is not the case with Online advertising as he can evaluate his advert performance on daily basis.
- 6. Easy to Scale & Adapt:** As with any advertising, there is initial investment required to get traffic flowing. But the importance of Online advertising to small businesses becomes very clear when a business owner see how easy it is to scale and adapt as his business

grows. For example, with social media campaigns, display ads and search ads you can choose a daily budget. You know exactly how much that campaign will cost you.

- 7. Best ROI:** Email advertising has been adjudged to deliver the highest return on investment (ROI) compared to other advertising method. It can get a whopping 3800% return. That's \$38 in revenue for every \$1 you spend. About 20% of companies are seeing an ROI of \$70 to \$1 spent. Email advertising is a conversion machine. They deliver highly relevant content to a subscriber's inbox. This is most often accomplished through a combination of social media advertising and content advertising. But these advertising methods have an impressive ROI of their own. Content advertising can generate 3X the leads for about 62% less than traditional advertising. Of course, when we say "lead" we're not just talking about website traffic. These are people who are very likely to buy your product and become loyal customers as you nurture that relationship. Social media's ROI can be indirect at times. But a Forbes study found that companies using social media outsell 78% of businesses who don't use social media. IBM found that a lead that comes in through social media is 7X more likely to become a paying customer. More likely to convert also means you're spending less money trying to convert people who will never become paying customers.
- 8. Aligns with How People Today Shop:** Indeed, most consumers now tend to look for products, services or anything they want Online. Most of them are also impatient and won't go beyond the first 5 pages of the search results. So, you shouldn't stop with just having an Online presence. You have to be ahead of your competitors. This is how SEO works for your business. If your website is well optimized, then it will easily be discovered by users whenever they search a keyword relevant to your brand.
- 9. Consumers Media channel Preference:** Many consumers tired of traditional advertising's approach. They therefore sift through various advertising messages and select the ones that are of interest to them. This attitude is also reflected in Online advertising.

Consumers learned that they do have a choice when it comes to advertising message consumption. It has been estimated that 20% of 16- to 34-year-olds use an ad blocker Online. Overwhelmingly, people flee websites that pop up annoying invites and ads when they first land on the page. They're choosing to consume media that doesn't force them to sit through commercials. It seems cliché. But people want respect. They want someone to provide them with information that helps them make informed decisions. They want to buy from brands that value what they value. They want you to be part of their conversations.

10. Integrates Advertising with Mobile Technology: Mobile transactions are increasing at the lightning-fast speed of 35% year over year. Beyond the actual buying and selling on mobile. People are at reviews and product information while shopping in physical shops in order to know more about a product before making a buying decision. This mobile experience can be integrated with the physical experience to achieve a competitive advantage. You can send an alert to let your prospects know that something they were interested in is on sale.

2.1.7 Advertisement and Consumers choice

2.1.7.1 Buying Habits

There is variation in the consumer's purchase process. This can vary from low-involvement and high-involvement situations⁵⁶. High-involvement purchase refers to the purchase of products that have high perceived risk, while in low-involvement purchase, there is low risk. In low-risk purchases, the decision making may require little information or evaluation.

There are various stages involved in decision making process. They include;

1. Need recognition
2. Information search, and outlet selection and purchase decision,
3. Post purchase evaluation.

Need recognition: At this stage, at this level the consumer recognizes his need for a product or service.

In the information search stage: Here the consumer may take a casual stance. He may read or listen to adverts that catch his attention. Advertising helps this process by providing information on goods and services that will meet his need. In need outlet selection stage, the consumer makes a choice of the outlet to patronise, evaluate the offerings and make a purchase. The last stage is the post purchase evaluation. Here the consumer looks at what he bought and provide justification of his decision to himself! Repeated purchase of a particular product can be as a result of preference which one have for the product over others. This becomes the Buying habit of the person. However, if the preferred product is not available, an alternative may be purchased. Preference for a particular product or service may result in Brand loyalty. Brand loyalty are often fuelled by: brand quality difference, difference in price, social class or standard, location of brand, choice, advertisement and psychological belief⁵⁷.

Quality difference has been shown to be the most important aspect of brand as far as the consumer is concerned. It is the quality of the brand that is of advantage to the consumer. In other words, if the quality of the product is good, the consumer gains satisfaction, meaning that his money has not been wasted. Price and difference in price are some of the factors that have contributed to the consumer's preference and loyalty to a particular brand. The consumer is faced with the problem of making a choice between two different brands of a product, both with average quality but different prices, the percentage of the consumer buying the cheaper one would be higher than that of those buying the expensive one⁵⁸. The standing or social class of a consumer may influence his Brand preference. The people of the same social class do exhibit similar socio-economic belief system. This becomes a behavioral pattern. The higher people are in socio-economic class, the more the tendency to go for product and services that may be deemed extravagant by others.

Location of a Brand may influence its preference and loyalty. For example, if a Brand is generally available in a particular location, it has more opportunity for it to be purchased there. This is usually the case with regional Brands which are usually preferred and loved by their consumers. The Brand preference may be fueled by the fact that the people in the location due to the absence of more qualitative Brands have repeatedly used the Brand and have come to develop strong affinity to it. This may explain why cases of national brands being outperformed by regional brands in some locations do occur.

Through its persuasive messages, Advertisement brings to the table a lot of Brands from which a consumer may make his choice. Apart from providing information, advertising convinces people to tow a particular line of action in fulfilling their needs. Another feature of buying decision is psychological beliefs. Consumers have been quoted to have claimed that their loyalty to a particular Brand is due to how the usage of the Brand affect them psychologically. People sometimes exhibit total loyalty or fondness to a particular brand because of the effects the brand has on them psychologically. The Brand may be any product- alcoholic beverage, CSD, Ice-cream or even suit or a particular Airline. Consumer often claimed to have feel recharged, happy, and relaxed among others after using their preferred Brand.

2.1.7.2 Family Living Room Experience

Post-broadcast analysis of Online advertisement shows that just like TV, viewers may enjoy what can be termed “family living room experience”. Consequently, Online advertising messages may become a ‘transformative identity resource’ as a result of this⁵⁹ In this regard, children and young adults may make use of words and actions they see in the adverts to display to their parents and others their level of literacy sophistication and competence⁶⁰. Advertising, in whatever form, is intrusive. This informs the discomfort of ‘puritans’ in allowing advertising to penetrate into the hallowed space of families. Some researchers have been conducted to examine how ‘media multitasking’ and ‘time-shifted’ program viewing impact how commercial breaks

are perceived in the family living room⁶¹. A lot of advances have been made in the field of advertising. However, more need to be done in investigating impact of commercial breaks on viewers of TV and Online program.⁶²

2.1.7.3 Buying Motives

Actions are generally fueled by motivation. Motivation helps an individual or group to embark on a particular line of action. There is a need to understand what motivates consumers of Online media in order to understand what motivates them in taking buying decisions. Advertising professionals can be described as 'cultural intermediaries'. This is so because they create symbolic meanings for goods in society⁶³. Research into advertising practitioners' practices and views provides opportunities to explore how the commercial 'culture of production', its ritualized conventions and routines professional knowledge and decision making, inform that meaning-making process⁶⁴. Indeed, research has found that the epistemological and political cultures of advertising practitioners differently affect how they imagine advertising audiences, and, therefore, the types of messages they believe motivate consumers.

Numerous researchers into advertising practices have shown the importance of creativity in advertising production⁶⁵. Creativity is very important to advertising practitioners and could be likened to the very soul of impactful adverts without which adverts will be dull and drab. Advertising practitioners often select from ensembles of visual, textual and auditory signs already active in society, and drawing on their own personal experiences to come with advertising messages which will resonate with their audience⁶⁶. There is no one set of experts or logics that ultimately determine advertising content. Apart from major motives like fear, sex, anger and happiness. There are other motivating factors considered by consumers. These are desires which may include; time saving, recognition and supremacy, power, entertainment and security.

2.1.7.4 Culture and Habits

In some parts of the world, consumers' market decisions are guided by custom and tradition. While some people may be motivated to amass as much wealth as possible in order to acquire whatever catch their fancies. It has been said that our various societies are gradually evolving into one in which the focus is mutual respect with lesser intimidation of less privilege with power or money. Greater consumer autonomy is also emerging as a trend⁶⁷ Contemporary consumers have more disposable income than before and as result are willing to 'experiment'. They are in position to consider personalized products for their consumptions. Business organization can take advantage of this by offering personalized products to these discerning consumers⁶⁸.

2.1.8 Advertising Effectiveness

This can be measured using these yardsticks: awareness, advertising likeability, and brand attitude and purchase intention⁶⁹. Apart from this, for advertising effectiveness to be measured, other factors like; unaided recall, attitude toward the ad, and attitude toward the brand will have to be taken into consideration.

2.1.8.1 Advertising awareness

Attitude towards the Brand

Attitude of consumers towards a Brand may be a more appropriate measure than purchase intention for both low- and high-involvement products and can be an early indicator of later behavioral change⁷⁰.

"Attitude toward the ad" is an even earlier indicator of behavioral change and a favorable attitude toward the advertisement ("ad liking," as opposed to cognitive attitude toward the advertisement) serves a "gatekeeper" function to discern advertisements that are liked and are processed to those that are not liked and are avoided⁷¹. Generally, viewers pause programs to do something else. For this reason, they may pay little attention to the pause advertisement displayed while they carry out this other task. It is very likely, therefore, that pause

advertisements receive less attention than normal online television advertisements, which most often are 15 seconds or 30 seconds in duration.

The ability of an ad to generate the most effective mental images is contingent on several factors. Timing is crucial, because "advertising is after all a communication of ephemeral meaning"⁷². Advertisers need to take cognizant of timing or seasons "One doesn't advertise winter clothing at winter time or summer clothing at Christmas"⁷³. Furthermore, advertisers have to pay attention to what times the greatest number of people in the locality or region will have the greatest amount of or access to disposable income.

2.1.8.2 Advertising Likeability

Calculated repeat of Advertising messages may contribute to consumers developing positive attitude towards a Brand. 'Advertising likeability' ("ad liking") is related to other yardsticks that is used to measure advert 'effectiveness'. These include terms like 'attention', 'recall', 'purchase intention', 'attitude toward brand' and 'brand loyalty'⁷⁴. It is generally believed that a likeable advert can be memorable making such adverts to have a greater chance of being remembered at the point of purchase decision⁷⁵.

2.1.8.3 Repeat Advertisement

Advert effectiveness can be improved through a tactical repeat of an advertising message within a given time interval.⁷⁶ In general, increasing the number of advertisements has been found to be positively related to advertising effectiveness⁷⁷. Consistent with the mere exposure theory, repeated exposures are effective in increasing viewers' familiarity with both advertisements and the products they promote. Advert repetition help to solidify previous messages in the mind of current and potential consumers. This will them to recall the adverts more easily⁷⁸.

A study conducted has argued that increasing exposure to advertisements would enhance learning and information acquisition rather than driving such behavioral dimensions as purchase intentions or actual purchase⁷⁹. General findings have indicated a positive relationship between

advertising repetition and recall⁸⁰. It should be noted that when an advert is repeated at the right time and moment, that advert is more likely to be recalled than an advert that was displayed only once. Also, it has been demonstrated that an increase in advertising frequency has a role to play in positive Brand recognition and summary evaluation.⁸¹ Achieving an effective threshold of Advertising frequency may be determined by the level of knowledge of the consumers and their motivation ⁸².

Nonetheless, according to the “two factor” theory, as repetitions of stimuli increase, message recipients would experience two distinct psychological processes in encoding those stimuli positive habituation and burnout. Positive habituation implies that, as exposure to a novel stimulus increase, the uncertainty of a stimulus decreases, and characteristics become clear in the early processing stage. As the number of presentations goes beyond this stage, however, message effectiveness drops because message receivers are likely to experience burnout (e.g., boredom and tedium). Some studies have observed that overexposures might cause counter-effects on an advertised brand because exposure beyond an optimal frequency may lead to less favorable evaluations of advertisements⁸³ There is need to adhere to frequency threshold in advertising in order to avoid over-exposure which may result in black-lash with both current and potential consumers becoming exasperated with Brand messages and by extension the Brand ⁸⁴.

2.1.8.4 Advertising Language

Consumers form inferences about products and services being advertised through verbal cues⁸⁵ This shows the importance of verbal element of advertising in influencing the consumer behaviour.⁸⁶ Figurative language is the use of words and expressions employing their indirect meaning, to convey an additional connotation beyond that of their lexical sense. Researches in advertising have commonly found and generally believes that figurative language evokes positive effect on attitudes across contexts⁸⁷.

How the language of communication also known as linguistic style contribute to advertising message reception⁸⁸. This is to say that words are powerful tools in eliciting intended images in the minds of the receivers of messages.⁸⁹ In persuasion literature, language power are deliberately studied⁹⁰. Speeches that are filled with uncertainty, tag questions, intensifiers, and hedges are powerless and mostly results in negative evaluations of speaker credibility, intelligence, competence, sociability, and status. This is unlike powerful language that usually led to positive evaluations of the speaker⁹¹.

Although it is generally agreed among researchers that language power influences persuasion, there is lack of consensus on why and how this process occurs. Some studies suggest for example, that powerless language results in more negative perceptions of the speaker than powerful language irrespective of the recipients' processing style⁹² Some researches also suggests that that the effectiveness of language power is more audio or audio visual than writing. They also suggest that the effectiveness is dependent on the heuristic processing of the consumers of the message⁹³ Meanwhile, some researchers have speculated that language power may affect persuasion in a number of different ways by serving various roles in a persuasion setting⁹⁴.

2.1.8.6 Audience Motivation

Some level of motivation may be required in processing advertisement messages while paying attention to its argument in support of Brands being advertised⁹⁵. Adverts processed in this manner are more likely to be remembered by the consumers compared to advertisements in which only the slight aspects of the message, such as the pictures or the fonts used, are given attention⁹⁶. Adverts that are consumed when the motivation of the Target audience is low is more likely to have poor remembrance when compared to adverts consumed with high motivation ⁹⁷.

2.1.8.6 Duration of advert

Studies suggest that adverts of longer duration make it possible for the Target Audience to process the message and form an opinion due to the fact that there is enough time for the value of the Brand to be amplified⁹⁸. Amplification of the Brand value makes it possible for the message to stick to the memories thereby making ad recall possible. Recalling an advert may not always lead to a positive outcome. An advert may be recalled for all the wrong reason which may not lead to purchase. Normally, having positive thought of a brand advert may lead to having a favorable brand attitude which can translate to patronage.⁹⁹.

2.1.8.7 Rational and Emotional Appeals

Which is more effective between rational and emotional appeal in advertising? It can be argued that their effectiveness depends on the information that needs to be communicated. Informational appeals may bring about higher effectiveness ratings than emotional appeals in some situations. This is because they provide the required information needed by consumers in making purchase decision.¹⁰⁰. Meanwhile, it has been suggested that there are higher purchase intentions for rational commercials than for mood commercials due to the fact their content is considered more credible, resulting in more positive beliefs. This supported by a study that suggests that rational appeals are superior to emotional appeals due to the fact that they help reduce some of the uncertainty that often associated with purchase of goods and services ¹⁰¹.

It is worth nothing that argument for rational appeal is premised on the assumption that consumers engage in the processing of advertising messages before making purchase decisions. The main pillar of this school of thought's argument is that logical and utilitarian objective guides consumers purchase decision. On the other hand, proponents of the Emotional appeal hinge their position on the fact that while initial purchase may be led by logic, consequent purchases will be about how the product makes the consumer feel. It is how a Brand makes consumer feel that makes favorable brand associations possible. Adverts with Emotional appeals try to conjure either negative or positive emotions leading to purchase motivation¹⁰². Use of

emotional platforms like fear, guilt and shame appeals gets people to do things they should or they should not do.

Emotional and rational appeal can be described as acquisition of knowledge by acquaintance and by description¹⁰³. Knowledge acquired by acquaintances is immediate and direct. They are 'self-evident' knowledge.'¹⁰⁴. In contrast to this is 'knowledge by description'. This is acquired through interpretation of sensory data. For example, knowledge of a physical object is not direct knowledge but a product of awareness. ¹⁰⁵.

Both the emotional and experiential forms of advertising are critical in making advertising appealing to the consumers without which adverts will be very dull and drab. How effective an advertising type is may be more dependent on how the message is communicated or/ and the product being advertised¹⁰⁶

It has been suggested that advertising appeal should 'match' the product type. That is, a more emotional (value-expressive) appeal should be used for a value-expressive product and a more rational (utilitarian) appeal should be used for a utilitarian product¹⁰⁷. It has been demonstrated that adverts with emotional appeal draw consumers attention and can leave a long-lasting impression in their minds which can result in Brand love or Brand 'hate' depending on their experience after usage.

Pure emotions or feelings have been postulated to have the potential of affecting the thought process. It can influence thought process or information processing through various states of mood. This works through the creation of a positive attitude toward the advert. This positive attitude will encourage positive assessment of the Brands' attributes which will then make Brand preference possible¹⁰⁸. However, there is lack of consensus among scholars how emotion should be conceptualized. Should it be done along various dimensions like pleasure, arousal and dominance or along emotional categories or specific types like joy, sadness and fear?

Generally speaking, emotional appeals can lead to a more favorable attitude towards an advert and by extension the brand. It is believed by scholars that emotional or affective approaches can provide a motivation for purchase without the consumer getting into the complex information processing and rational/logical cognitive arguments. Customers use various search quality options for arriving at a purchase decision, whereas experience qualities are something which get developed after purchase is being made or during consumption. There is a third set of qualities called 'credence qualities'¹⁰⁹. The level of responses that individuals give to advertising messages with emotional intensity may differ, and this level may also significantly influence the attitude formation. Research has shown that individuals do differ widely in the intensity of their emotional response to affect laden stimuli¹¹⁰.

Numerous studies have showed that situational factors, measurement variables and respondent characteristics affect copy test results¹¹¹. Females are more susceptible than males to persuasion, sex, age and brand usage were significantly related to commercial ratings and that brand usage had a stronger correlation with these ratings than either demographic or situational variables¹¹². She specifically found that users of the advertised brand react more favorably to the brand and to the commercial execution. She also found that women and older viewers respond relatively more positively than men or younger viewers. Research has revealed an association between attitude and usage in several consumer product categories¹¹³

2.1.9 Humor and Threat

Humor is one of the most widely employed message techniques in modern advertising. According to humor theories, humor has a fundamental structure; arousal/tension is generated amidst a play manipulation, followed by a mechanism that allows one to reduce the tension and enjoy the arousal¹¹⁴. Play manipulation refers to offering a play cue (e.g., playful voiceover) to let the receiver know that the message should not be taken seriously¹¹⁵. Cognitively speaking, humor can lower perceived negativity and facilitate threat information processing by reframing

the message¹¹⁶. A humorous ad can communicate the same threat information through a positive and playful lens, allowing the viewer to perceive the message as less threatening and more approachable.

Emotionally, humour elicits mirth, or positive feelings of pleasure and amusement. These feelings could, to some extent, neutralize the negative feelings generated by threat information. Threat information is often unpleasant because it is negative in valence and cognitively challenging to process because it provides out-of-the-ordinary and important information that concerns our well-being (regarding health, safety, etc.)¹¹⁷. As a result, not everyone is likely to have the same motivation and capacity to process such information¹¹⁸.

According to the protection motivation theory (PMT), threat persuasion motivates change by communicating severe consequences that may arise from a high-risk-associated issue¹¹⁹. It presents threatening consequences as the problem (e.g., cigarette smoking increases chances of lung cancer) and recommends changes in behavior to reduce the risks of the threat (e.g., quit smoking). Although perceived efficacy (i.e., perceived effectiveness of the recommendation and perceived ability to follow the recommendation) does have an impact on persuasion, threat information remains a crucial determinant of message effectiveness.

2.1.10 Consumer Purchase Decision

This may also be called the buyer decision process. It is the process that helps markets to identify how consumers complete their journeys from knowing about a product to making the purchase decision. This process is of importance to marketing and sales teams. This is because it helps in setting up marketing plans that will address the consumers in the process.

In making buying decision, the consumer passes through the following processes; Problem recognition, search, evaluation, and purchase decision. At the post-purchase level, the consumer at this point regrets or feels good about his purchase decision. The buying process starts when the customer identifies a need or problem or when a need that should be addressed arises.



Figure 2.5: Buyer/Consumer Decision Process ¹²⁰

Consumers go through 5 stages in deciding to purchase any goods or services.

5 Stages of the consumer decision process (buyer decision process) are;

1. Problem Recognition or Need Recognition.
2. Information Search.
3. Evaluation of Alternatives.
4. Purchase Decision.
5. Post-Purchase Evaluation.

When making a purchase, the buyer goes through these 5 stages of the decision process.

Clearly, the buying process starts long before the actual purchase and continues long after. The first step of the buyer decision process is the need recognition stage. Here the consumer recognizes a need or problem and feels a difference between the actual state and some desired state. They try to find goods to satisfy such needs.

This leads to the second stage of searching for information about the product. The consumer tries to find out as much as possible about the product's available brands.

At the Third stage, is consumer uses the information to evaluate alternative brands.

After that, the buyer makes the purchase decision at the fourth stage by selecting the most suitable product.

The fifth stage is the post-purchase evaluation, and it is the most important one. Depending on the level of satisfaction or dissatisfaction, the consumer will become a loyal customer or actively avoid the brand and tells others to do so via online reviews and word of mouth.

1. Problem or Need Recognition

Need recognition of Problem Recognition is the first stage of the buyer decision process. During need or problem recognition, the consumer recognizes a problem or need satisfied by a product or service in the market.

The buyer feels a difference between his or her actual state and some desired state. Internal stimuli can trigger the need. This occurs when one person's normal needs, such as hunger, thirst, sex, rise to a level high enough to become a driver. External stimuli can also trigger a need.

At this stage, the marketer should study the buyer to find answers to some important questions.

These are:

- i. What kinds of needs or problems arise?
- ii. What is the root of these needs or problems?
- iii. How they led the buyer or customer or consumers to a particular product?

This could be a simple as "I'm hungry; I need food."

The need may have been triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as advertising or word of mouth).

When a consumer becomes aware that there is a difference between the desired state and an actual condition, problem recognition occurs. Every individual has unsatisfied needs and wants that create tension or discomfort.

Certain needs can be satisfied by purchasing and consuming goods and services. Deciding what to buy starts when a need that can be satisfied through consumption becomes strong enough to stimulate a person. A problem can be said to have occurred when a buyer's need cannot be met. One daily basis, consumers recognize purchase or consumption-related problems.

A consumer problem may have routine or unexpected. A routine problem occurs when a consumer runs out of daily necessity. Unexpected problems often major. They can happen if for instance the consumer's car developed fault and he will need to repair it. Apart from these, there is another type of problem that is subtle and evolves slowly over time. Desire to buy expensive household goods fall into this category. Consumer decision-making process is triggered when an individual recognizes a problem or need that is needs to be met.

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Need / Problem Recognition Process

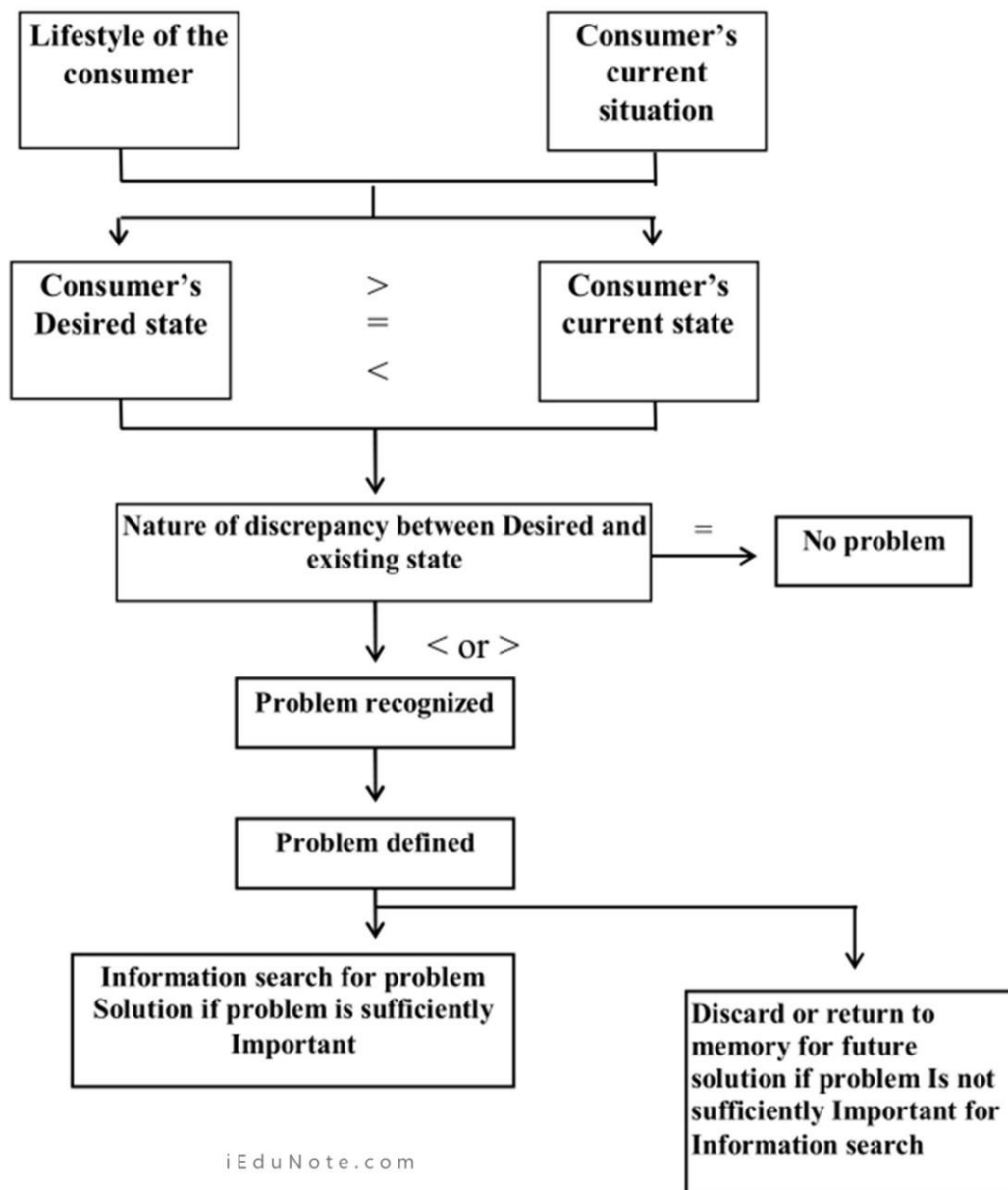


Figure 2.6: Need Recognition Process¹²¹

The above figure we can see the desired state and existing state of the consumers. If the desired and the existing state of the consumer are the same, then there will be no issue. If there exists a discrepancy between these two states, there would be a need to be met. If a consumer perceives a discrepancy between his desired and current state, he will recognize that he is having a problem that needs to be addressed.

The level of the importance ascribed to a particular problem by the consumer determines the level of the desire to resolve the problem. If the dichotomy between the current need and desire is high there is the probability for the consumers to seek resolution fervently since the problem is a serious one. After identifying the problem, the consumer has to define it in such a way to enable him commence action(s) that will enable him to solve his problem. If for instance, a buyer recognizes that he is having a status related problem, he is in problem recognition stage. He will have to define in a way that is understandable, what could be the cause of the problem. A problem may be active or inactive. An active problem is the one that is known currently or may be known by a consumer later. An inactive problem is a problem that a consumer is not aware now or may not be aware of later.

Factors that bring about Problem Recognition

There are many factors that can be bring about recognition by individuals or organizations that there is or are problem[s] that need to be addressed. These situations may include;

- i. Low Stock of Goods
- ii. Dissatisfaction or Discontentment with the Stock
- iii. Changes in the Environmental Characteristics
- iv. Changes in the Financial Status
- v. Promotional Activities
- vi. Consumer's Previous Decisions
- vii. Individual Development
- viii. Efforts of Consumer Groups and Governmental Agencies
- ix. Products availability

➤ **Low Stock of Goods:** Stock depletion is perhaps the most common situation leading to problem recognition by a consumer. This often occur when a consumer runs out basic

necessities that he requires for his day-to-day activities. The moment this happens, a problem is identified.

- **Dissatisfaction or Discontentment with the Stock:** The moment a consumer is dissatisfied with the products he makes use of; a problem that needs to be addressed is identified.
- **Changes in the Environmental Characteristics:** A change in an individual's or family's environmental characteristics may bring about a problem that may require solution, For example, when a family moves from one stage of its life cycle to another stage, it requires different types of products and services, and as a result, problems occur. More so, friends and reference groups' influence may demand new and different products to be bought by an individual or a family. Such a situation also leads to the recognition of a problem.
- **Changes in the Financial Status:** This may also lead to problem recognition. For example, if an individual's financial position improves or worsens or anticipates an improvement or deterioration, he may recognize a problem associated with his actual or anticipated changing financial position.
- **Promotional Activities:** Advertising of a particular good or service may trigger problem recognition in the mind of a consumer. Through advertising, a discrepancy may be created between actual and desired states of consumers. This can trigger problem recognition in consumers.
- **Consumer's Previous Decisions:** Purchases made by a consumer may also lead to problem recognition. For example, if an individual buys a television, it may trigger buying an antenna or a voltage stabilizer. The purchase of a computer may lead to the recognition of the problem of not having a printer.
- **Individual Development:** The socio-economic development of an individual may bring about a problem recognition in an individual.

- **Efforts of Consumer Groups and Governmental Agencies:** Advocacy by some interest group and governmental policies may redefine consumption pattern. This will bring about problem recognition by consumers. If, for example, a consumer groups advocate environmentally friendly products, the need to comply will bring about problem. Likewise, if an embargo is put on usage using private vehicles on the city's main roads by the government, consumers may have to purchase bicycles. This is a problem that needs to be addressed.
- **Availability of Products:** The stock visibility of a product in the market place brings about awareness by buyers which may make them to desire it. The desire may lead to also lead to problem recognition.

2.1.10 Consumer Behaviour

This is the social science, which seeks to understand, predict and explain behavior of a buyer¹²²
 The consumer's behaviour includes mental, affecting and actual activities which individuals perform at the time of purchase of good and/or services. Simply put, Consumer behavior is made up of a set of cerebral and tangible processes which a consumer engages in before, during and after the actual consumption¹²³.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Consumer behaviour: This is the study of all the activities that can be linked with the buying, usage and disposal of goods and services. It studies how the consumer's emotions, attitudes and preferences affect their buying decisions. The study of Consumer behavior as a distinct sub-discipline of marketing started in the 1940s. It has however, over the years become an inter-disciplinary social science that blends elements of psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics.

Consumer behavior interrogates factors like demographics, lifestyle, and personality among other factors in order to gain understanding of people's wants and consumption. It also studies how various groups like family, friend, sports, Brand influencers and opinion leaders among others contribute to individuals purchase decisions.

2.1.11.1 Nature of Consumer Behaviour:

1. **Influenced by various factors:** The various factors that influence the consumer behavior are as follows:
 - a. Marketing factors such as product design, price, promotion, packaging, positioning and distribution.
 - b. Personal factors such as age, gender, education and income level.
 - c. Psychological factors such as buying motives, perception of the product and attitudes towards the product.
 - d. Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
 - e. Social factors such as social status, reference groups and family.
 - f. Cultural factors, such as religion, social class—caste and sub-castes.
2. **Undergoes a constant change:** Consumer behavior is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colorful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear. The change in buying behavior may take place due to several other factors such as increase in income level, education level and marketing factors.
3. **Varies from consumer to consumer:** All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behavior are due to

individual factors such as the nature of the consumers, lifestyle and culture. For example, some consumers are techno-holics. They go on a shopping and spend beyond their means. They borrow money from friends, relatives, banks, and at times even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who, despite having surplus money, do not go even for the regular purchases and avoid use and purchase of advance technologies.

4. **Varies from region to region and country to county:** The consumer behavior varies across states, regions and countries. For example, the behavior of the urban consumers is different from that of the rural consumers. A good number of rural consumers are conservative in their buying behaviors. The rich rural consumers may think twice to spend on luxuries despite having sufficient funds, whereas the urban consumers may even take bank loans to buy luxury items such as cars and household appliances. The consumer behavior may also vary across the states, regions and countries. It may differ depending on the upbringing, lifestyles and level of development.
5. **Information on consumer behavior is important to the marketers:** Marketers need to have a good knowledge of the consumer behavior. They need to study the various factors that influence the consumer behavior of their target customers.

The knowledge of consumer behavior enables them to take appropriate marketing decisions in respect of the following factors:

- a. Product design/model
- b. Pricing of the product
- c. Promotion of the product
- d. Packaging
- e. Positioning

f. Place of distribution

6. **Leads to purchase decision:** Positive consumer behavior leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behavior to increase their purchases.
7. **Varies from product to product:** Consumer behavior is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle- aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on.
8. **Improves standard of living:** The buying behavior of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprive themselves of higher standard of living.
9. **Reflects status:** The consumer behavior is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners.

2.1.12 Advertisement and Branding

Advertisement is an idea for the business and it is also a process of creation to inspire people¹²⁴. Simply put advertisement is a process of branding. It is a process of understanding about business ideas where they come from, thus generation of ideas with respect to advertisement is the soul of business. Some scholars on the other hand, opined that advertisement is not limited to promotion of branded products but it involves the enhancement of image for the organization.

Therefore, advertisement is not only important for sells of products but it is more important to breathe the organization itself. It appears as material thing like texts but its character is like metaphor of soul in living animals on which it prospers or becomes inert¹²⁵

For success and failure of a brand depends upon the strategy of advertisement. Strategies are foundation on which brands are built. They keep the advertising and other marketing elements on track and build a clear and consistent personality. They represent the soul of a brand and a crucial element is success¹²⁶. Brand identity which easily comprise of an image, phrase, logo helps audience to know about the brand. If the ultimate goal is not about getting brand recognition, then the company might seek for niche or providing unique service. Whatsoever the goals are by doing advertising the companies enlarge interaction with its audiences.

It has been argued that branded items are more reliable than unbranded items. Brands are connected with the image of organizations that's why it needs to influence on organization and vice versa. It is argued that branded products are not costlier than unbranded but the higher prices of branded products include the value of good quality, reliability, performance and after sales service. Furthermore, the strength of a brand is reflected in Brand awareness, brand beliefs, brand association and brand loyalty¹²⁷. Branding usually develops from a distinctive identification with a product. Brand is an experience, when one talks about a brand; one is talking about an experience that the brand gives and how much satisfaction one gets when using it.

Advertising attempts to notify and convince a large number of people with a solitary communication and its sole mission is to develop the brand, by improving the brand value. In organizations it has to do with improving sales and profits¹²⁸. But it requires investing in advertisement more and more. Brand value consists of quality, performance and investment made for the brand. Brand value is an intangible asset for the organization. Brand involves product and set of values. According to them product is visible symbol but it preserves hidden

and imaginary set of values. Values are also determined as a perceived quality of the product or perceived value for money¹²⁹.

If an advertisement is halted the business suffers. This may lead to a loss of brand value. Stopping advertisement is a good decision, but again it could be a time bomb. Those who take this view argue that authentic ability about consumers – how they buy, why they buy and area they buy – is accidental as it is accessible to dispense helpless buyers into departing with their money in acknowledgment for products that they do not want¹³⁰.

2.1.13 Method of Determining Advertising Effectiveness

It is imperative when evaluating the effects of a particular sales promotion or advertising, to first take a critical look at the level of awareness. It is important for organizations to evaluate how effective their adverts are in order to curb waste of resources. The checks will help to know if a particular advert should continue to run or if it should be rested, or tinkered. These checks can be done in line with techniques for measuring the effectiveness of advert: copy testing and forced exposure testing, recognition test and recall test.

In copy testing adverts are shown to the sample or a collection of people considered to be representatives of the target market. Forced exposure technique is commonly used television adverts. The advertisers will bring some consumers which are scientifically chosen to represent their targets to the theatre where they are shown a television program. The intended advert will now be shown at the end of the program. The selected consumers' reaction to the new advert will be taken and will guide the advertiser's decision.

In Recognition technique, testing is done after an advert has been aired to the public. Research is done on target consumers who might have seen the campaign. This is done in person or through telephone call. They are usually asked if they have seen the advert in question. In Recall test, consumers are interviewed on the adverts advert they most easily remember. Although these research techniques are very important in deepening our understanding of consumers, they

however fail to show the influence advert messages have on consumer patronage. This is key in knowing whether an advert has helped in the promotion of sales and services of a products or not. In evaluating advertising effectiveness, it is imperative for us not to lose focus on the sales angle most especially if the advert is intended to arouse immediate interest on a product or service.¹³¹

2.1.14 Opportunities and threats of Online advertising

People behave differently in the Online world than they would, for instance, when reading a magazine. This is to refer to the behavior that goes along with Online content consumption. The volume of content is perpetual, and usually we do not give too much thought to all the ads we are seeing. On average, people scroll through the height of Statue of Liberty per day. We should be making content at the speed of “feed” (i.e., Facebook feed) because that is the speed of people¹³². This is one-way companies can create better Online advertising strategies, by understanding how people consume content.

The future of Online advertising will lead towards more personalized marketing. This is possible due to the amount of data customers are giving away each time they purchase products or services, and sign up for loyalty programs. In Online world, companies like Amazon are taking advantage of personalization. They showcase products and recommend purchases purely based on data they have collected over time based on each customer’s action on the web site¹³³.

Online advertising has a lot of opportunities due to improvements in technology (for instance, Internet of Things and Augmented Reality) and innovative solutions to market. For example, live videos engage about six times more people than other content on social media because they give the chance to interact with the viewers on real time and bring that extra excitement of “What is going to happen next?” A lot of possibilities are a head of us and only the sky is the limit when thinking about future prospects of Online advertising.

However, with possibilities, there come threats. Advancements in technology, Online and mobile tools create customer journeys and service features that if managed poorly, can lead to

unsatisfied customers and bad customer experiences¹³⁴. Also, companies who use influencers and celebrities in their Online marketing can face backlash, if the influencer has strong political or religious stances, does something that harms their image or just is not liked by the public. Using these popular figures in Online advertising directly reflects on the brand and its personality¹³⁵. Also, sometimes in Online advertising, where targeting options can be very specific, there is a risk of advertising to a target audience that is not at all interested in the product/service. Other risks include having outdated information, links and services that do not work and spending money on advertisement that does not create results¹³⁶.

2.2 Theoretical Framework

The theories upon which this study was based are: the cultivation theory, Uses and gratification theory and consumer behavior theory.

2.2.1 Technological Determinism Theory

The term 'technological determinism' was coined by Thorstein Veblen. The theory revolves around the proposition that technology in any given society defines its nature. Technology is viewed as the driving force of culture in a society and it determines its course of history.¹³⁷

Technological determinism is a reductionist theory and it aims to provide a causative link between technology and a society's nature. It tries to explain to whom or what could have a controlling power in human affairs. The theory questions the degree to which human thought or action is influenced by technological factors.¹³⁸

Karl Marx is believed to have envisioned the theory in his writings and thoughts on dialectical materialism. His thoughts are geared towards conviction that technological progress leads to newer ways of production in society and this ultimately influenced the cultural, political and, economic aspects of society.¹³⁹

2.2.1.1 Applying the Theory to the Study

Technological Determinism theory helps explain why development in the area of interconnectivity, internet, smartphones and PCs have made it possible for the emergence of e-commerce shops making online transactions possible.¹⁴⁰ The theory indicates that there exists causal relationship between Technological developments and the behaviors and of the people in a given society.

2.2.2 Uses and Gratification Theory

In this theory, it assumed that the media audience has alternate choice to satisfy their needs. Due to this, they therefore seek out a media source that best fulfils their needs.¹⁴¹ This theory recognizes the role of media consumer in influencing the effect process. This is the case since he actively participates in determining the message he wants to consume. In this theory the focus is on media consumption function and not media production and transmission. Question like “who uses which contents from which media under which condition and for what reasons” have become more important.

2.2.2.1 Application of the Theory

The uses and gratification theory moves away from what the media does to what the users want or does with the media advert. This theory tries to explain why audience will seek a mobile advert. For instance, audiences that are bored with their product or need reassurance of the quality and desirability of their phone may use advert for that purpose. Thus, the uses and gratification theory explain the effect of audiences to purchase products on E-commerce shops on the basis of what the audiences want but uses the media for “encouragement”

2.2.3 The Consumer Behavior Theory

This theory regards consumer is a rational being who goes through a hierarchy of psychological effects in the attempt to be convinced that an advertised brand is appropriate for his personal use,

and as result should be purchased¹⁴². This theory is used generally to determine how effective an advertisement is in the scheme of marketing management.

2.2.4.1 Application of the Theory

The consumer behavior theory intends to reconcile the advert effect of E-commerce advert on the knowledge of media audiences. The theory suggest that people will buy a product because inherent in the advert is a rational reason why they need it. Because humans are rational, thus it follows that advertisement must convince them of the need to buy a product. In other words, adverts are educational.

2.3 Review of Empirical Literature

The emergence of Online as key medium for advertising and Brand engagement within few decades is very striking. This development has brought about a lot of advances media technology and applications¹⁴³. “Does Emotional Appeal Work in Advertising?” attempts to assimilate the current thinking on the use of emotional appeals in advertising, positioning and communication in order to build a favorable attitude towards a brand¹⁴⁴. The study elucidates the areas where emotional appeals would work best, while pointing out the possible pitfalls in employing such a strategy across the board. Further, an attempt has been made to interpret the current body of knowledge on the subject and create a context for general application of emotional appeal in advertising. The paper identifies products and services for which emotional advertising appeals will be more suitable. It also elaborates the risk involved in using emotional appeals. Factors influencing effectiveness of emotional appeals are discussed in detail and guidelines are drawn for effective use of emotional appeals. The authors have suggested future direction of research in the area of use of advertising appeal and its influence on brand attitude formation.

The study examines how consumers perceive the disclosure in a mobile phone company's advertisement through visual priming of the disclosure. The results reveal that visual priming affects consumers' attention toward the disclosure. When the disclosure is visually displayed, consumers perceive higher levels of trust toward the advertisement and have stronger attitudes toward the advertisement¹⁴⁵. Moreover, the impact of consumers' perceived trust toward the advertisement on their attitudes toward the mobile phone company is mediated by their attitudes toward the advertisement. This study's results promote the effectiveness of mobile marketing through two main approaches: adopting visual communication of advertising disclosure, and implementing more responsible advertising practices.

Study on "How Much Is Too Much? The Collective Impact of Repetition and Position In Multi-Segment Sports Broadcast" explored the collective impact of repetition and position on advertising effectiveness as evidenced through recognition and likeability of advertisements that were broadcast at different times in the Super Bowl¹⁴⁶. The findings indicate that brands advertised more in the first half and brands that appeared in both halves but shown more in one half than the other were better recognized than those equally promoted in both halves. Meanwhile, advertisements presented in both halves but repeated more in the second half were less favored than those evenly shown in both halves. The results support theories of repetition and primacy effects.

The study titled "What Works Best, When Combining Television Sets, PCs, Tablets, or Mobile Phones?" explored advertising effect across Television Sets, PCs, Tablets, or Mobile Phones. According to them Advertising research often confounds device effects (e.g., television sets, radios, and personal computers) with communication format effects (e.g., respectively, video, audio, and Web sites). Across four experiments, the study documents empirical patterns of cross-device effects among television sets, PCs, iPods, and mobile phones. In three experiments, the format was identical across devices, and the device ' made no difference to advertising

effectiveness. The fourth experiment—with different formats and devices—showed sequential synergy effects. Synergy can strengthen or weaken advertising campaigns that combine multiple communication devices. The combined results of four experiments suggest possible cross-format synergies but not cross-device synergies¹⁴⁷.

Another study that majors on mobile product advert was “The Impact of Value Creation Practices On Brand Trust and Loyalty In a Samsung Galaxy Online Brand Community In Iran” by Seyed and Maryam (2013). It was discussed that the new and emerging modes of communication and advertising such as word---of---mouth have enthralled many to discover cheaper and more effective ways of marketing goods or services. Even some of the recent arrivals in the field, such as social media, are stepping into similar fields of identifying how value is created and spread¹⁴⁸. Thus, the paper explores whether value creation practices have positive effects on brand trust and brand loyalty. For this purpose, 196 users of Samsung Galaxy cell phones in Shiraz, Iran were selected as the statistical sample and issued a Standard questionnaire developed¹⁴⁹. To discuss the relationship between the research Variables Pearson’s correlations was used; path analysis was used for hypothesis testing to evaluate the structure of the recommended framework. Results show that only one of the practices (community engagement) contributes to brand trust.

A study titled “Involvement, Tolerance for Ambiguity, and Type of Service Moderate the Effectiveness of Probability Marker Usage in Service Advertising”. The Results of the two experiments reveal that the use of probability markers in advertisements affects brand attitude and purchase intentions, and that this is moderated by the type of service, customers’ involvement, and their level of tolerance for ambiguity. Services in the study were classified as more or less hedonic/utilitarian, and more or less involving. Probability markers affect consumers’ brand attitude and purchase intentions for less-involving services, while this effect is not significant for more-involving services. In addition, higher tolerance for ambiguity results in

preference of hedges over pledges or no probability markers, while for consumers with lower tolerance for ambiguity the opposite holds.

With regards to service type, for more-hedonic, less-involving services the use of hedges in advertising copy increases brand attitude and purchase intentions, while for more-utilitarian, less-involving services pledges result in highest levels of brand attitude and purchase intentions.

A model of how advertising works and how it should be measured. It seeks to demonstrate the importance of measuring emotional response to advertising and illustrates the flaws in conventional pre-testing measures of persuasion, cut-through, and message receipt¹⁵⁰. The study was titled “How Emotional Tugs Trump Rational Pushes. The Time Has Come to abandon 100-Year-Old Advertising Model” and it drew on empirical data; it shows how an emotional model of advertising and emotional measurement can lead to greater effectiveness and efficiency and to better planning and decision making.¹⁵¹

Paper titled “Are contextual advertisements effective? The moderating role of complexity in banner advertising”. It was enumerated in the study that internet environment has changed the format of internet advertising¹⁵². One emerging form of online marketing communication is 'contextual advertising', in which marketers strive to develop customized images or texts more relevant to customers based on the content of web pages. The study investigates the effectiveness of internet contextual ads. In particular, they examine the effect of internet contextual ads on brand memory (i.e. recall and recognition) and attitudes towards the advertisement and/or brand using the theory of priming effect. They found that the complexity of banner ads moderates the relationship between a contextual advertisement and its effectiveness, and generates two distinct priming effects. The results demonstrate that the internet contextual advertisement enhances brand recognition and induces favorable attitudes towards the ad. In addition, consumers have higher recall rates and attitudes towards the brand when they are exposed to a less complex contextual advertisement or when they are exposed to a complex, non-contextual advertisement.

Evaluation of “Chinese advertising practitioners' conceptualization of gender representation” revealed how Chinese advertising practitioners' cultural perceptions of gender influence their creation of advertising representations¹⁵³. The research is based on interviews with creative directors, copywriters, art directors, and strategic planners working in China's advertising industry. The findings shed light on the decision-making processes and cultural, professional and social imperatives, as well as perceptions of audiences that support particular approaches to the encoding of gender in Chinese advertising. The study also provides insight into how advertising practitioners' representation of gender is guided by global (western) and local (Chinese) influences that inform their stereotypical conceptualization of gender differences in terms of shopping behaviors, purchasing power and use of products.

“Influence of Television Advertising on Consumer Buying Habits of Guinness Stout In Ikeja Community of Lagos State” enumerated on the Influence of Television on Consumer Buying Habits of Guinness Stout in Ikeja Community of Lagos State. It started with general introduction to the research, statement of the problem and purpose of the study¹⁵⁴. This was followed by comprehensive literature review of television advertising on consumer buying habits of Guinness Stout in Ikeja community of Lagos State. The researcher made use of the survey design to gather necessary information. Simple random sampling was used to select a sample of the population. Through the research methodology involving collection of data from a sample of residents of Ikeja in Lagos State, the researcher applied self-administered questionnaire to obtain primary data which was later analyzed by simple percentage and the hypotheses were tested using the chi- square analysis method. The result showed that television was viewed as the most preferred medium of advertisement of Guinness Stout. The researcher made the recommendation based on the findings that more attention should be focused on using television medium for advertisement of Guinness Stout

2.4 Summary of the Literature Review and Gaps in the Study

Literature review was discussed under conceptual review of literature, theoretical framework and empirical review of literature. The conceptual review covered topics such as advertisement, brand attitude, television advertising, advertising effectiveness, likeability, repeat advert, and branding. The theories are: Technological determinism, Uses and gratification theory, and consumer behavior theory. The empirical literature review examined works which form the major variables in this study that: repeat purchase, brand attitude, brand image, branding, pod length, timing and position.

A critical review of the literatures under advertisement so far has provided vital information on the subject under study. These literatures offer important insights into how advertising works and the need to exercise extra care in identifying the conditions under which they hold. Which are how to measure the worth and how to maximize synergy across media¹⁵⁵ and attain advert effectiveness¹⁵⁶. Also, it was observed that various shows have different self-selected audiences, program competition, signals of upcoming advertising breaks, key program events, and the like, so they have distinctive advertising tuning levels and patterns beyond general genre effects¹⁵⁷.

The gaps in most of the studies are existing within the television media industry in Nigeria and among customers; we were able to affirm this through the pilot study carried out at the beginning of this study. Although covering the effect of 'advert position', 'advert duration/length', and 'advert timing' may play a role in influencing the advertising exposure levels and repeat advertisements during a broadcast¹⁵⁸. Furthermore, 'advertising likeability' ("ad liking"), is related to other methods of measuring advertising effectiveness. Other methods include 'attention', 'recall', and 'purchase intention', 'attitude toward brand' and 'brand loyalty' could not clearly demonstrate a link with repeat advertisement¹⁵⁹.

Most adverts placed in Nigeria are not properly channeled towards capturing the interest of the gate openers who have the stimulating power to create demand and extend the level of awareness to an higher level within a home and to the society at large, this are the mothers and children,

they are the ones that create demand of a product and mostly are the consumers of such a product which in turn relates and extends the testimony of satisfaction of the consumed product to other family members and friends at large. ¹⁶⁰

The challenges and gaps in some of the literature range from difficulties of marketing managers to develop a valid inter-media comparison system within an aggressive increase in advertising fundamental stage and the classification of exposure vary for different media¹⁶¹. Also, there are instance were capturing the attention of the audience to positively affect their recall and attitude calls for the systematical implementation of humor and threat which most firms fail to implement in adverts. Also, with aggressive increase in advertising on media and devices marketing managers fail to understand fundamentals in synergy which stipulates those devices make no difference to advertising effectiveness and that format differences can generate multiplicative sequential synergy effects¹⁶². Despite some of these gaps, the study focuses on the gaps about Brand attitude and its effect on behavioral change in relation to advertising and motivators of viewers, hearers and readers.

Also, this study will investigate the gaps of advertising assumption on likeability in other to verify brand recall¹⁶³. The gaps this study intends to also fill are the effect of 'pod position', 'pod length', and 'pod timing' and how they influence Online advertising exposure levels.

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Chapter Three

Methodology

This chapter outlines and lists the methods and concepts used to carry out the survey. This chapter describes survey design, survey population, sample size and sampling techniques, survey tool descriptions, survey tool validation, data collection procedures, data analysis methods, and ethical considerations.

3.1 Research Design

Research design spells out the required data and the process of collection. It also lay out how the research questions were answered. A Research purpose can be for description, explanation, exploration, prediction and evaluation¹. To put it in another way, research design can be described as a framework that is used by researchers to collect and analyze data². The study adopted the Mix Research design and made use of both the qualitative and quantitative research methods. The study therefore made use of the quantitative online shoppers' questionnaire instruments for collecting data from customers of e-commerce products and the qualitative key informant guide for the four marketing managers representing online marketers.

3.2 Population

'Population' of research study can be described as the sum total of individuals in a particular environment or within a particular group from which a researcher selects a sample for the purpose of his study. ³

Residents of Lagos were used for this study. The online shoppers' questionnaire was administered to the target using SurveyMonkey (now known as Momentive). The choice of Lagos state was due to the fact that it is the financial capital of Nigeria. Also, the state is believed

to be the most populous in Nigeria, although it was ranked second in the last official headcount. The state has 20 local government areas and according to the 2006 official census, its population figure was Nine million, one hundred and thirteen thousand, six hundred and five people (9,113,605).⁴ It is interesting to note however, that *World Population Review* estimate for 2021 puts the state population at 14,862,111.14.

Table 3.1.: 2006 Lagos population distribution by Age

S/N	Age Bracket	2006 Population Figure
1	0-9 years	2,109,862
2	10-19 years	1,708,267
3	20-29 years	2,212,811
4	30-39 years	1,490,124
5	40-49 years	836,473
6	51-59 years	424,997
7	60-69 years	194,607
8	70-79 years	80,593
9	80 + years	55,871
	Total	9,113,605

Source: NPC Data

Of interest to this research work are individuals who were within the range of 20 to 69 years. This translated to Five million, one hundred and fifty-nine and twelve (5,159,012) people, both male and female. However, of particular interest to this research were individuals who shop online and did so at least once in the last 3 months.

The number of internet subscribers in Lagos State dropped from 19 million as of Q3 2020 to **18.9 million** at the end of Q4 2020 ⁵. This figure should be taken within the context that many people subscribed to different Internet Service Providers (ISP) simultaneously.

This research's sample size was drawn from the population of 2.51m active online shoppers who were based in Lagos ⁶.

3.3 Sample Size and Sampling Technique

The sample size in this study was highly dependent on how close the sample population was to the quality and characteristics of the general population. To obtain the sample size for the study Yaro Yamane is applied.

Applying the Yaro Yamane Formula: $n = \frac{N}{1+N(R)^2}$. We can now obtain the sample sizes for the study.

The computation for this is expressed below.

$$n = \frac{N}{1 + N(R)^2}$$

Where:

N= Study population (2,510,000),

R= 0.05;

n= sample size

n= 99, 99

However, to make the computations easy, the sample size was approximated to 100. Furthermore, 30% of the total sample size is added to increase response rate caused by incomplete questionnaires, un-returned questionnaires and other issues that might bring about setbacks or delay.

The addition of 30% of 100 brings the total sample size to 130. Taking cognizance of year-on-year population increase of 2.5%, this translates to 40. To get our sample size, we multiply 2.5 by 100. This means our target is to achieve response from 250 people via the online channel.

3.4 Description of Research Instruments

The study utilized a structured questionnaire and a Key Personality Interview guide to gather primary data from online shoppers and 4 marketing managers. The questionnaire was used

because it was the most reliable tool for data collection in socio-economic research. Questionnaire for this study was divided into two major sections: the socio demographic section and the online advertising and consumer decision making process section.

3.5 Validation of Research Instrument

Face value test was carried out by the supervisor in order to test the validity of the research instruments. This was done to make sure that the research instruments actually measured the objectives of the study in both the online shoppers' questionnaire and the key personality interview administered on the four on-line marketing managers of E-commerce products.

3.6 Reliability of the Research Instrument

A pretest of the key personality interview guide was carried out on 2 marketing managers of online products in Lagos metropolis in order to test the reliability of the research instruments to actually measure and report on the variables among smaller version of the respondents.

3.7 Data Collection Procedure

Pieces of the Shoppers' Questionnaire were distributed to the identified targets using *SurveyMonkey* in order to achieve efficiency of spread. Also, key personalities interviews were conducted with selected marketing managers of four E-commerce shops.

3.8 Method of Data Analysis

The data collected was analyzed according to statistical principles and presented in a simple percentage and frequency distribution table

Endnote

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Chapter Four

Result and Discussion

This chapter discusses the data collected for the study and discussion of the findings. The research instruments used were 250 pieces of the online shoppers' questionnaire and the Key Personality Interview guide administered on managers of four marketing managers of e-commerce products. The results and discussion of findings are presented based on demographic characteristics of the respondents, research and questions. A total of 237 pieces of the 'Online Shoppers' Questionnaire' were retrieved from the *SurveyMonkey*. The result and discussion are as stated below:

4.1. Demographic Characteristics of Respondents

Figure 4.1: Distribution of respondents by sex

Sex	No of Sample	% of Sample	Cumulative %
Male	103	43	43
Female	134	57	100
Total	237	100	

Source: Field Survey, 2022

The data from the above table shows that out of the total 237 respondents' i.e. online shoppers, 103 (43 %) were males while the rest 134 (54%) were females.

Figure 4.2.: Distribution of respondents by age

Age	No of sample	% of sample	Cumulative %
20-30	81	34	34
31-40	87	37	71
41-50	39	16	87
51-60	22	09	96
60-69	08	03	100
Total	237	100	

Source: Field Survey, 2022

The data on the table above shows that out of the total 237 respondents that are online shoppers, 81 (34%) are within the age bracket of 20-30 while another 87 (37%) were between the ages of 31-40 years. Another 39 (16%) were between the age bracket of 41 year to 50, 22 (09%) respondents were between 51 and 60 years while the rest 8 (03%) were between the ages of 60 and 69 years.

4.3.: Distribution of respondents by marital status

Marital Status	No of sample	% of sample	Cumulative %
Married	109	46	46
Single	112	47	93
Widowed	09	04	97
Divorced	07	03	100
Total	237	100	

Source: Field Survey, 2022

The data from the above data shows that 109 (46%) respondents were married, 112 (47%) were still single, 09 (04%) were widowed while the rest 07 (03%) were divorced.

4.4.: Distribution of respondents by level of education

Educational attainment	No of sample	% of sample	Cumulative %
Primary school	00	00	00
Secondary school	10	4.2	4.2
Technical school	13	5.0	9.2
Polytechnic education	62	26	35.2
University education	137	58	93.2
Postgraduate education	15	6.3	100
Total	237	100	

Source: Field Survey, 2022

The data from the table above shows that none of the respondents was a primary school holder, 10 (4.2%) respondents were secondary school certificate holders, 13 (5%) respondents were technical school certificate holders while another 62 (26%) were polytechnic school certificate holders. 137 (58%) respondents were holders of various university certificate holders while the rest 15 (6.3%) respondents were holders of postgraduate certificate holders.

4.5.: Distribution of respondents by occupation

Occupation	No of sample	% of sample	Cumulative %
Civil service	57	24	24
Professionals	45	19	43
Businessmen/women	62	26	69
Artisans	32	13.5	83.5
Traders	41	17.2	100
Total	237	100	

Source: Field Survey, 2022

The table above shows that 57 (24%) respondents were civil servants, 45 (19%) of the respondents were professionals such as doctors, lawyers etc, 62 (26%) were either businessmen or businesswomen. 32 (13.5%) respondents were artisans while the rest 41 (17.2%) were traders.

1. Research Question 1: Are the online shoppers aware of the advertisement of e-commerce products?

Table 4.6.: Distribution of Respondents by Being Online Shoppers

Are you an online shopper	No of sample	% of sample	Cumulative %
Yes	237	100	100
No	00	00	100
Total	237		

Source: Field Survey, 2022

The table above reveals that all the respondents numbering 237 (100%) reached by the researcher through the SurveyMonkey were all online shoppers that were exposed to online advertising as a means to customer purchase decision making.

Table 4.7.: Distribution by Possibility of Purchase of an Online Product

Possibility of Purchase	No of Sample	% of Sample	Cumulative %
Through my friends	15	06	06
Online advertisements	158	66	72
Billboards	12	05	77
Electronic adverts	49	20.6	97.6
Newspapers	02	01	98
Radio and T.V.	01	0.4	100
Total	237	100	

Source: Field Study 2022

The data in the table presented above shows that 15 (06%) of the total respondents first came in contact with online products through friends, a total of 158 (66%) respondents got to know the possibility of purchasing online products through online advertisements, 12 (5%) respondents were intimated of the possibility of online purchase by coming in contact through billboards while 49 (20.6%) respondents was exposed through electronic adverts. 02 (1%) respondents were aware of the possibility of online purchase through the print medium of newspapers while the 01 (0.4%) got first information through the broadcast media.

Table 4.8.: Distribution of Respondents by known Delivery of Online Products

Delivery of Online products	No of Sample	% of Sample	Cumulative %
Yes	237	100	100
No	00	00	100
Total	237	100	

Source: Field Survey, 2022

The data reported in the table above shows that all the respondents totaling 237 (100%) had at one time or the other been able to take delivery of ordered products from manufacturers. None had been denied access to ordered products.

Research Question 2: What influence does online product advertisements have on consumer purchase decision?

Table 4.9: Distribution by Impetus for Online Advertisement for Specific E-Commerce Products

Impetus for online advert.			
For specific E-Commerce			
Products	No of Sample	% of Sample	Cumulative %
Personal need	120	50.6	50.6
Friend's satisfaction	25	10.5	61.1
The brand	42	18	79.1
Utility value	50	21	100
Total	237	100	

Source: Field Survey, 2022

The above table shows that 120 (50.6%) respondents have the impetus for checking online advertisements of e-commerce products gingered by personal needs, 25 (10.5%) respondents by expressed friends' satisfaction, 42 (18%) respondents were propelled by likeness for the various brands while 50 (21%) were by utility value.

Table 4.10.: Distribution by Specific Efforts to Access online advertisements of E-Commerce Products

Efforts	No of Sample	% of Sample	Cumulative %
Personal consumer search of brands	67	28	28
Personal consumer search of specific brand	98	41	69
Through recommendation by friends	61	26	95
On impulse when online advertisement is sighted	11	4.6	100
Total	237	100	

Source: Field Survey, 2022

Data from the above table shows that 67 (28%) respondents personal made consumer search of specific brands, 98 (41%) made personal consumer search of specific brand, 61 (26%) made personal consumer search after personal recommendation by friends while the rest 11 (4.6%) made personal consumer search on impulse when online advertisements were sighted.

Table 4.11.: Distribution by Evaluation of Online Advertisement

Evaluation	No of Sample	% of Sample	Cumulative %
Promise of a specific product	100	42	42
I compare promises of different brands	82	34	76.5
Availability, access, prices, target market	55	23	100
Total:	237	100	

Source: Field Survey, 2022.

Table 4.11. Above the distribution of respondents by the evaluation of online advertisements. Responding 100 (42%) respondents evaluated online advertisements on the promise of specific products, 82 (34%) evaluated promises of different brands while the rest 55 (23%) evaluated the availability, accessibility, prices and target market of online advertisements.

Research question 3: How effective is online advertisement on consumer purchase decision?

Table 4.12.: Distribution by Factors essential to Purchase Decision Making

Factors to Purchase			
Decision making	No of Sample	% of Sample	Cumulative %
My personal needs addressed by the Advertisement.	189	80	80
Influence of friends my friends on the product	26	11	91
popular views on particular product	22	09	100
Total	237	100	

Source: Field Survey, 2022

From the data above, it is seen through factors essential for purchase decision making on online advertisements that 189 (80%) considered that the personal needs of the consumers addressed by the advertisements was an essential factor, 26 (11%) respondents considered the influence of friends as essential factor while the rest 22 (09%) made the popular views expressed on particular product, the essential factor for purchase decision making.

Table 4.13.: Distribution by Important Point of Purchase

Important Points of Purchase	No of Sample	% of Sample	Cumulative %
Quality of information of the online advertising	165	69.5	69.5
Creative and persuasive online advertisement	57	24	93.5
Evaluation of different brands of online products	07	03	96.5
Platforms of online Advert.	08	3.3	100
Total	237	100	

Source: Field Survey, 2022.

From the table above, 165 respondents representing (69.5%) considered quality of information displayed on online advertisements as important in making purchase decision, 57 (24%) respondents preferred the creative and persuasive online advertisements, 07 (03%) respondents considered the evaluation of different brands of online products as an important factor for making a consumer to reach purchase decision making while the rest 08 or (3.3%) of the respondents considered platforms of online advertisements as important to purchase decision making.

Table 4.14.: Distribution by Purchase through online Advertising

Purchase through online advertising	No of Sample	% of Sample	Cumulative %
Yes	217	91.5	91.5
No	20	8.4	100
Total	237	100	

Source: Field Survey, 2022.

The data presentation above shows that 217 (91.5%) respondents purchased e-commerce products through online advertisements while the rest 20 (8.4%) did not.

Research Question 4: What are the determining factors for the repeat purchase of e-commerce products?

Table 4.15.: Distribution by Repeat Purchase Decision

I stopped to buy	No of Sample	% of Sample	Cumulative %
Yes	15	06	06
No	222	94	100
Total	237	100	

Source: Field Survey, 2022.

The data presented in table 4.15 above shows that only 15 (06%) respondents did not buy the products again while the rest 222 (94%) respondent made repeat purchase of previous used products.

Table 4.16.: Distribution by Reasons for Repeat Purchase of Used Products

Reasons for repeat			
Purchase decision	No of Sample	% of Sample	Cumulative %
Fulfilled advert promise	155	65	65
Prompt delivery of ordered products	50	21	86
Popularity of the product	08	03	89
Undecided	24	10	100
Total	237	100	

Source: Field Survey, 2022

The data above shows 155 (65%) respondents not making repeat purchase as a result of the failure of the purchased product to fulfill the promise made in the online advertisements, 50 (21%) respondents bought the products again because it was delivered promptly, 08 (03%) respondents bought again because of the growing popularity of the products while the rest 24 (10%) were undecided.

Research Question 5: What are the challenges of availability and access to online advertising and consumer purchase decision making?

Table 4.17.: Distribution by Availability Accessibility of Online Advertisements for E-Commerce Products

Availability and accessibility of online advertisements for all e-commerce products			
	No of Sample	% of Sample	Cumulative %
Yes	132	55.6	55.6
No	105	44.3	100
Total	237	100	

Source: Field Survey, 2022.

The data presented in Table 4.17 shows that 132 (55.6%) respondents were of the opinion that online advertisements were always available and accessible to customers while the rest 105 (44.3%) customers believed that online advertisements were not always available and accessible.

Table 4.18.: Respondents by Challenges of Accessing of Online Advertising on E-Commerce Products

Challenges of availability			
of online advertisements	No of Sample		% of Sample
Cumulative %			
None availability of			
of internet access	48	20	20
Cost of internet accessibility	56	23.6	43.6
None availability of online			
Advertisements	22	09	52.6
No challenges	111	47	100
Total	237	100	

Source: Field Survey, 2022

The data above shows that 48 (20%) respondents opined that none availability of internet access was a major challenge to availability of online advertisements, 56 (23.6%) proposed that cost of internet accessibility was a challenge, 22 (09%) believed that none availability of online advertisements was a negative challenge while 111 (47%) respondents stated that there was no challenge.

4.2. Results of Key Personality Interview

To further support to support findings from the quantitative online shoppers' questionnaire, the researcher presented responses from the Key Personality Interview (KPI) in boxes from Box 1 to Box 7.

Box 1.: Are the online-shoppers aware of online advertisements of e-commerce products?

All the Key Personality Interviewees representing the top four e-commerce (Mrs. Olajumoke Kujero of Jumia, Mr Ajibola Olaiwola of Konga, Ms Fifemayo Ayesimoju formerly of OLX and Mr. Mobolaji Raji of PayPorte) all agreed that the online shoppers were aware of on-line advertisement of e-commerce products. This assertion was supported by the interviewers who concluded:

1. That online shoppers are monitored and reached through appropriate social media platforms like Facebook, Twitter, Instagram and so on. It is also important to note that interviewer who are marketing managers mentioned the fact that traditional media and other modes of advertising to include road side electronic platforms, billboards etc. were used to inform online shoppers of e-commerce.

2. All the Key Personality Interviewees noticed increased participation in e-commerce products' sales after each online advertisement in the last three years.

September, 2022

Box 2: Do you have any means of ascertaining customers' awareness of e-commerce awareness?

To the marketing manager of Jumia every advertising campaign needs monitoring in order to judge

Performance and bring in creativity so as to meet the advertising objectives. The marketing

manager of PayPorte also stated that awareness monitoring of online shoppers is important for following up on responses, purchases and delivery. Others also reported that online shopping is continuous and that online awareness and participation was done through standardized marketing information system.

September, 2022.

Box 3.: What influence does online product advertisement have on consumer purchase decision?

The influence of online product advertisement on consumers' purchase decision was generally adjudged as positive as more enquiries were made and more products were bought online.

As attested to by the Marketing Manager of Konga, purchase of e-commerce products doubled between 2019 and 2021 while others exercised restraint but acknowledged to have sold more products.

September, 2022

Box 4.: What are the determining factors to ensure online purchase of your products?

For all the four marketing managers, advertisement is essentially creative, research oriented, quality assured and cannot be done by intuition. For purchase decision making, emphasis was laid on customers' needs recognition as the major reason for manufacturing a product. Creating awareness and other kinds of promotion were agreed to be sequential. The ability for the advertiser to deliver on the product's promise was also agreed by the interviewees' power to the measurement of the utility value and repeat purchase quests of satisfied customers.

September, 2022

Box 5.: Do you normally envisage online advertisements from competitors?

All the marketing managers submitted that competition for online advertisement is real and existing especially when talking about manufacturers of products of same value. Also, the advantages of the internet in terms of speed, interaction, immediate feedback availability, access and space are too much to ignore for all. It was recognized and admitted that competition was strong and ongoing. Also that it is normal for companies to watch other companies in order to perform better and gain competitive edge.

September, 2022

Table 6. Are your online advertisements for e-commerce products readily available?

Expectedly, the interviewees all agreed that the companies' online advertisements are readily available to and for online shoppers to hasten transaction and purchase.

September, 2022.

Table 7: Is there any challenge to access and availability of online advertisements to consumers?

All the interviewees agreed that while they produced creative messages as promotion for sales on regular basis, access can be denied by outside factors that may include internet access from

providers, like MTN, GLO etc, the cost of being online notably by the consumers and of course general constraint of a nationwide electricity supply.

September, 2022

4.3. Discussion of Findings

The findings from the above analyses were done using data from online shoppers' questionnaire and responses from the Key Personality Interview guide. The researcher found from the analyses that online shoppers were aware online advertisements of e-commerce products before purchase. Being aware of online advertisement of before purchase is an important factor in consumer purchase decision making as it basically induces needs generation, recognition, and evaluation and possibly buying decision. On the part of the manufacturers and as confirmed by a scholar, the most valuable product needs promotion that can trigger awareness, interest, desire and finally action to buy or ignore. This saying that without aware, a product is not exposed and buyable. All the marketing managers of e-commerce products engaged in the Key Personality Interview agreed to this.

The findings from the research showed that online products' advertisement had the desired effect on the consumers' purchase decision in terms of making more inquiries about particular products/brands to the point of making purchase of such brands. This finding as presented by the Key Personality Interviewers and as supported by the submission of some scholars is positive and expected especially with budgets spent on bringing the AIDA model of advertising to bear on promotion of online products.

From the findings, it was apparent that online advertisements were not only influential but also effective on online shoppers as there were not only access to make inquiries and buy products but also boosting of corporate image, ability to virtually see, recognize needs and to make

purchase on the go. The effectiveness of the online advertisements was also reflected on the repeat purchase situation as reflected in the response of the majority numbering 97% of the respondents.

The determining factor for repeat purchase decision was also examined. Respondents numbering 155 or 65% of the respondents based repeat purchase decision on the fulfillment of the advertising promise. This is based on the major assumption that the most vital text for an advertisement is passing the promise test which is mainly the reason for need recognition, brands' evaluation and product satisfaction.

Finally, the results as monitored above succumbed to challenges of access and availability of online advertising. The respondents to the e-commerce shoppers' questionnaire numbering 48 (20%) mentioned none availability of internet access as a challenge to online advertising, another 56 (23.6%) opined that the

Cost of Internet accessibility was high while 22 (9%) complained about none availability of online

Advertisements while 111 (47%) failed to point at any form of challenges. The interviewees found no challenges from the advertisers' side but recognized that Internet providers like MTN, GLO and others may have viability problems while the cost of access to the internet may also cut off or delay access to online advertisements.

Chapter Five

5.0. Summary of Findings

This chapter presents the summary of the study, conclusion and recommendation based on the findings from the study. The chapter also states contribution to knowledge and areas of further studies.

5.1. Summary of Findings

The summary of findings is as follow:

1. Findings from chapter one of this research mainly on level of awareness of e-commerce products on online advertisements reported that all the respondents were all aware of the existence of online advertisements for shoppers of e-commerce products. awareness was raised in 6% of the respondents through friends, 66% by online advertisements, 5% through billboards, 20.6% by electronic advertisements and so on. All the interviewees attested to have at one time or the other bought products on the Internet.

2. The influence of the online advertisement on customer purchase decision was mainly captured by the majority of the key personality interviewees when it was concluded that the customers made more inquiries and bought more products. All the respondents interviewed on the phenomenon basically pointed instances of awareness, more sensibility and general readiness for positive buying behavior as influence of online advertisements on customer buying decision making. Influence of the availability of online products on consumers of e-commerce products initiated a lot of activities. 69% of respondents admitted that the availability of the online advertising has made it possible to combine personal consumer search for both general and specific brands.

3. Online advertisement was also successful in making 83% of respondents to buy and also to repeat the purchase of products. This was justified against the possibility of reading and watching messages that made customer to identify needs, evaluate brands and pointing at specific products with the right promises to customer satisfactions.

To the 94.5% of respondents, the effectiveness of the presentation of online advertising to customers resulted in actual purchase of e-commerce products and repurchase of e-commerce products. The four marketing managers of the e-commerce shops all confirmed that online shoppers were searching and buying products.

4. The findings also recall the fact that there were repeat purchases to show that online products were available, real and promise fulfilling.

5. It is also confirmed that that there were challenges to availability and access to online products. Such challenges and access problems include inadequate signal provision from mobile networks, consumers' access to data and energy problem in Nigeria as a developing country.

5.2 Conclusion

From the findings of the study, it can be concluded that:

1. Promotion is crucial in the quest to selling a product. The AIDA hierarchy of effect may lose value without promotion as product must be seen, felt and appreciated before being purchased. The AIDA is a hierarchy of effect in promotion where an advertising message for instance can first generate awareness, enlist interest, desire and gain interest. In order to generate a set perceived re-actions from target market, the findings revealed that online advertisement is important to consumer purchase decision especially when such advertising messages are measured to include all the tenets for influencing the consumers to be able to identify needs, evaluates products, recognize and be able to relate with the promise of the products.

2. Online advertisement helped the consumer purchase decision process as there were efforts being directed at profiling products brands generally and specifically before actual purchase. The personal efforts by consumers were actions needed to establish multiple interactions with manufacturers that may even lead to further offers.

3. Apart from the influence of online advertisements on the purchase decision making process, the researcher concluded that consumers finally gained action to buy and even made repeat purchase. It was apparent from here that online marketing was real business in Nigeria and the utility values of products were good enough.

4. Finally, there were challenges in terms of availability and access to online advertising and product purchase in Nigeria. The research concluded that internet service providers and energy services outlets or companies were great challenges to availability and access to online advertising.

5.3. Recommendations

Based on research findings from this thesis, the following recommendations are made:

1. The researcher recommends that the Internet as an infinite social resource should be exploited in marketing of products to those physical areas that the manufacturers may not have representatives. The resource (internet) is available and can be accessible to both the manufacturers and customers who make offers and accept offers at different times online.

2. It is important that the Internet is logically exploited for the best marketing effect. The researcher, based on the findings from this study recommends that marketers and manufacturers should reach an agreement on online unique product positioning strategy and promotion that will expose and market products to the deliverance of the AIDA hierarchical structure.

3. Since the online space is fast becoming a continuous process, it is important to note that creativity is at best the grace of the moment. In other words, advertising and other online promotional activities must be up to date in terms of target market needs (promise of the product) and marketing intelligence. The recommendation is to prioritize lingering customers' satisfaction.

4. Finally, it is important to note that challenges are basically learning process to greater heights.

The researcher therefore urges the Federal Government of Nigeria to aid Nigerians generally in

having the right structures for internet service provision. This can be done by improving the relationship between the internet service providers and the consumers in terms of pricing, availability and quality. Power generation is another key challenge in the provision and accessibility of online advertising. The present state of power generation in Nigeria is un-encouraging as people have to depend partly on power banks and generators in order to have access to the infinite resource of the internet for online participation.

5.4. Contribution to Knowledge

The study evaluates the online advertising and consumer purchase decision of e-commerce products in Lagos Metropolis. The mix method research design was adopted for this study. The first branch of the study was the quantitative research where the online shoppers' questionnaire was adopted to generate data from customers of e-commerce products. Also, the qualitative research design for the study adopted the Key Personality Interview guide for data collection from four marketing managers of e-commerce shops in Lagos Metropolis. From this study, there are apparent and significance contributions to literature, theories research practices and policies.

The study has made contribution to online advertising and consumers' purchase decision of e-commerce products.

5.5. Recommendation for Further Studies

Because it is practically impossible for a study to cover the entire scope of a field, the following are suggested for further study;

1. Further studies can be done to explore other case studies outside e-commerce products to probe the infinity of online activities.
2. Other research activities can be done to explore further techniques and methodologies to appraise internet use and e-commerce products.

3. It may also be important to carry out further research in other locations like Ibadan, Port-Harcourt and Benin.

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Appendix 1

Online Shoppers' Questionnaire

Introductory Letter

Dear Respondent,

My name is, John Abiodun OLUFEMI. I am a Postgraduate student of Lead City University, Ibadan in the Department of Mass Communication and Media Technology. I am an MSc research student currently working on 'Online Advertising and Consumer Purchase Decision Making of E-Commerce Products in Lagos Metropolis'. I hereby seek your indulgence to help me fill the questionnaire below in order to satisfy a partial requirement for the award of a Masters Degree in due course. I also promise keep your vital information secret and as well to let you know that you should not reveal such information concerning your name or complete identity. Thank you.

SECTION A:

Please read carefully and answer the question by ticking in the appropriate box provided.

DEMOGRAPHIC DATA

1. Sex: a. Male b. Female
2. Age: a. 20-30 b. 31-40 c. 41-50 e. 51-60 f. 61-69
3. Marital status: a. Married b. Single c. Widowed d. Divorced
4. Highest level of education attained a. Primary School b. Secondary School c. Technical
d. School e. Polytechnic f. University Education g. Post Graduate Education
5. Occupation.....

Section B

To what extent are online shoppers aware of online advertisement of e-commerce products?

6. Are you an online shopper?

- a. Yes b. No

7. If 'Yes' please state the names of products you have purchased in the last 3 months

.....
.....

8. How did you get to know of the possibility of buying products online?

- a. through my friend/s b. online adverts on the internet c. through information on social media d. billboards e. electronic adverts f. please state any other means.....

9. Are you in reality and based on your above responses saying that you are truly aware that products sold online are truly delivered to customers in Nigeria?

- a. Yes b. No

10. What exactly is your impetus for online advertisements for specific e-commerce products

- a. A personal need to be solved b. a friend's satisfaction with the product c. the brand of the product d. the utility value from previous use e. please state other reasons.....

11. What specific efforts do you normally make to access the online advertisements of e-commerce products bought or rejected by you?

- a. Personal consumer search of brands of e-commerce products of same value
- b. Personal consumer search of specific brand of e-commerce product

- c. Through recommendation by a friend
 - d. On impulse on citing the online advertisement.
12. How do you evaluate online advertisements in order to buy an e-commerce product
- a. I pay attention to the promise of a specific product
 - b. I compare promises of different brands of products
 - c. I evaluate other vital information such as availability, accessibility, price and the target market of the product.
13. Which of the following factors is essential to your purchase decision making of e-commerce products?
- a. My needs as addressed by the advertisement
 - b. The influence of my friends on the product
 - c. Popular views on a particular brand
14. It is always important for me to purchase an e-commerce products based on:
- a. The quality information I am able to gather about the product
 - b. The creative and persuasive advertising message of e-commerce products
 - c. My evaluation of the different brands of e-commerce products
 - d. The platforms of online advertising
15. Have you ever bought an e-commerce product because of its online advertisement?
- a. Yes b. No
16. Have you ever stopped buying an e-commerce product after use?
- a. Yes b. No

17. What is your reason for your response to '15\ above?
- a. Fulfilled advertising promise b. Unfulfilled advertising promise
 - c. Prompt delivery of ordered product d. None delivery of ordered product
 - e. Price
18. Is it true to conclude that online advertisements are available and accessible on all your needs in e-commerce products?
- a. Yes b. No
19. Can you appraise the challenges of availability of online advertisement on e-commerce product?
- a. None internet access b. cost of internet accessibility c. none availability of online advertisement on particular e-commerce products e. there are no challenges to availability of online advertisements of e-commerce products.
20. Please mention your personal challenges on how to access online advertisement on e-commerce products.....

Thanks.