

EFFECT OF DIGITAL ADVERTISING ON CONSUMER BUYING BEHAVIOUR IN LOKOJA METROPOLIS

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ABSTRACT

Digital advertising plays an imperative role to stimulate consumer preferences, build a positive consumer attitude and influence consumer buying behaviour about the products and services offered in advertisements. The level of development in digital advertising has had a dramatic change on the conduct of business in this era of globalization. Businesses today embrace the use of digital advertising without adequate attention to salient issues concerning the digital advertising platforms and information that can affect consumer buying behaviour. Thus, this study was designed to: (i) examine the effect of digital advertising platforms on consumer buying behaviour in Lokoja metropolis; (ii) determine how digital advertising information affect consumer buying behaviour in Lokoja metropolis. The study used descriptive survey design. The population of the study comprised of customers in Lokoja who make online shopping. The entire population of Lokoja is 195,520 as at 2006 census. Using Yaro Yamani formula, a sample size of 399 respondents were selected for the study. Simple random sampling technique was used to select the respondents. Data were collected through structured questionnaire. Correlation and regression analysis were employed for the analysis at 0.05% significant level. The findings of the study showed that there was a statistically significant correlation with $r = 0.973$ at significant level of 0.001. The second hypothesis showed that digital advertising information has a significant effect on consumer buying behaviour with $r = 0.887$ at the significant level of 0.000. The study concluded that the online update information, digital message coding, social media platform information and buyers' patronage information affect consumer buying behaviour. The study commended that management of the organisations and other businesses must develop a strategy that would fully embrace digital advertising as a promotional mix in the marketing of their products to the digital populace.

Keywords: Consumer buying behavior, Digital Advertising, Digital platform, Digital information

INTRODUCTION

Digital advertising has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. The dramatic change brought forth by information technology has an important effect on the daily lives of people all over the world. It has transformed the way business is done by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time (Silk, 2001).

Internet is an emerging advertising medium which had made digital advertising very imperative for businesses to gain competitive advantage in this era of globalization. Many productive organizations have turned to the Internet to advertise their products and services; and the Internet is now the most significant direct marketing channel for the global marketplace. Companies are pouring billions of dollars into E-advertising to obtain greater return on investment on adverts (Edwin 2007; Joine, 2003).

Consumers play more active role in searching for useful information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the information and communication technology (ICT), many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies (Clasir, 2003).

The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials. Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium (Rodgers & Thorson, 2000).

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

Statement of the Problem

Digital advertising has revolutionized business activities in this era of globalization. Internet has changed the face of transactions between individuals and organizations. In this era, individuals and organizations often utilize digital advertising to attract buyers all over the world for patronage. Placing adverts online is a lot like investing, for the e-advertisers, this return comes in the form of direct online sales. For the

mobile apps developers users or in-app purchases. For the publishers, this return comes in the form of page views. Now if the consumers' reaction to adverts placed online is not effective, there will be no returns. And also when information is placed online, there is a great possibility that users may likely not open it to know the content.

According to Ambler (2000), advertising has great effect on consumption volume of consumers, as well as sales volume. Adverts may not necessarily bring about huge volume of sales in the short-run, but will certainly increase sales and profits in the long run if done properly. Even if some marketers believe that accurate knowledge about consumers, how they buy, why they buy and where they buy – is unnecessary as it is possible to manipulate hopeless buyers into parting with their money in return for products that they do not want. Successful advertisement skilfully engages to mind of the consumer and motivate him to buy the product advertised.

However, in consonance with the above statement, this study critically considers the effect of digital advertising platforms on consumer buying behavior and how digital advertising information affects consumer buying behavior in Lokoja metropolis.

Research Question

The following research questions were formulated for the study.

- i. How do digital adverting platforms affect consumer buying behavior in Lokoja metropolis?
- ii. How does digital adverting information affect consumer buying behavior in Lokoja metropolis?

Objective of the Study

The main objective of the study is to examine the effect of e-advertising on consumer buying behavior in Lokoja, Kogi State. The Specific objectives were to:

- i. examine the effect of digital adverting platforms on consumer buying behavior in Lokoja metropolis?
- ii. evaluate how digital adverting information affect consumer buying behavior in Lokoja metropolis?

Research Hypothesis

Based on the objectives of the study, the following hypotheses were tested in this research:

H01: Digital adverting platforms do not significant effect on consumer buying behavior in Lokoja metropolis?

HO2: There is no significant relationship between digital advertising information and consumer buying behavior in Lokoja metropolis?

Significance of the study

The study charge benefit marketers, businesses, government and academician. This study will inform marketers on the consumer preference of the advertising media and whether using e-advertising would be effective in reaching and increasing awareness of the audience.

Before adapting marketing practices to the internet, it is imperative to understand the characteristics of the online customers towards advertising as would be revealed by the study. The internet has grown in popularity as an advertising medium because, among other things, it allows 24-hour interactivity between the advertiser and customers. It is important for the local business to look into E-advertising as more consumers turn to the internet for their purchasing. A small business that can offer online purchasing may be able to tap into this customer base.

The government from this study would understand the value of E- advertising and its influence on consumer decisions which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how internet advertising is delivered by acting rationally on laws that would restrict data usage, creating an ambient environment and availing resources to internet providing companies and at the same time safe guiding the internet of consumers.

For scholars and academic researchers, the current study form a basis upon which future research on E-advertising may be established. The findings may be resourceful in providing viable information to academicians. Researchers and consumers on various concepts related to internet advertising.

Scope of the Study

The scope of the study will focus on the effect of e-advertising on consumer buying behavior in Lokoja Kogi State. The study was carried out in Lokoja, Kogi State because it is the State Capital and it is the economic hub of North Central, Nigeria. The study focused on the period between 2008-2018. This is the period information and communication technology thrived especially in online business and consumers are more equipped with information about e-advertising

LITERATURE REVIEW

Conceptual Clarification

Concept of Digital Advertising

Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers (Kim & Park, 2012). According to Miller (2012) digital advertising has various types with video, animation and audio messages to the consumers. Today as consumers use digital tools and networks more than before, digital advertising is the most suitable way to reach the final consumers

Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands (Chadwick & Doherty, 2012)

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. Digital advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities (Ducoffe, 1996). In Lokoja Nigeria, online advertising has gained increased popularity with more people spending time online.

Types of Digital Advertising

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

Banner Advertising: Banner advertising entails embedding an advertisement into a web page. The aim of the banners is to attract traffic to a online page by linking to the website of the advertiser. There are different kinds of banner applications and

their occurrence can be different from animated and interactive. Banners differ in that the results for advertisement campaigns may be monitored real-time and may be targeted to the viewer's interests. Banner advertising offers several advantages. They are less expensive than traditional forms of advertising. When a consumer clicks on the advertising, the consumer's web browser goes directly to the advertiser's web pages where a variety of products and services may be presented (Li & Bukovac, 1999).

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

Developing sustained attention or "engagement" with an e-mail message, personalization, interactive features, and hyperlinks to web pages seem to be the most effective tactics. Comparatively, the verbal text, especially the body copy, seems to be less important for e-mail marketers who choose to adopt a catalog approach, where body-copy text is often reduced to a brief description of each product. Personalization also influences the style and layout of e-mail marketing messages.

Social Media Advertising: Social media had become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation. Consumers are more likely to buy something that is recommended to them, rather than when it is marketed to them; this is even more likely when the recommendation comes from someone that they trust. While the economy has changed the way consumers shop, and how they spend, what has not changed is that consumers trust the opinions of friends and family, as well as people they do not know, usually more than anything the retailer has to say about the company or their products. The challenge for retailers is to identify how this digital word of mouth influences, as well as who the influencers are (Kunz, Hackworth & Osborne, 2011).

Social networks have become a new place for online advertising. Businesses can lead to greater recognition with products and brands of network user and with the acquaintances advice by applying more than viral marketing (Zuckerberg, 2007, Hensel and Deins, 2010). The rise in social media advertising, marketers establish more intimate relationships with their customers. Many social networking sites give consumers the ability to personalize their preferences and information, thus segmenting consumers for marketers. Social

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

The Concept of Consumer Behaviour

The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, culture, personality, age and education (Kotler, 2004). Findings on consumer behavior are used to develop methods and products that will boost company performance and sales.

Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

Types of Consumer Behaviour

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

1. **Dissonance reducing buying behaviour:** Dissonance reducing buying behavior occurs when the customer finds it difficult to differentiate among the brands. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort). This is the consumer behaviour displayed mostly by uninformed consumers (Kotler and Keller, 2006).
2. **Habitual Buying Behavior:** Habitual buying behavior is a consumer purchase decision where by the consumers' level of involvement is low. This means that consumers don't search much information among the available brands

and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit (Kotler and Keller, 2006).

3. **Variety Seeking Buying Behavior:** In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another (Kotler and Keller, 2006). This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.
4. **Complex Buying Behavior:** Complex buying behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self-expressive products (Kotler and Keller, 2009).

Theoretical Framework

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

Motivation-Need Theory (1943)

This theory was propounded by Abraham Maslow in 1943. According to Abraham Maslow, people act to fulfill their needs based on a five-part priority system. The needs include, in order of importance; physiological (survival), safety, love, esteem, and self-actualization.

Business schools and marketing classes adapted Maslow's theories to explain the need to tailor marketing messages to consumer in a particular way. According to Maslow, successful marketing campaigns must not only bring awareness to a product but also establish its place somewhere on the hierarchy of needs. Consumers are motivated to prioritize purchases towards the base of the hierarchy. So it is vital that companies draft a message that instills a sense of need or urgency in consumer.

Marketers have been able to use motivation-need very effectively by creating an

artificial need for consumers. Modern luxury car makers are especially good at highlighting the safety and security features of their vehicles over the aesthetic. In the consumers mind, they need to spend the money on an expensive luxury car because it is the only way they can provide adequate safety features for their family.

Theory of Reasoned Action (1960)

This theory was postulated by Martin Fishbein and Icek Ajzen in 1960. The Theory of Reasoned Action centers its analysis on the importance of pre-existing attitudes in the decision-making process. The core of the theory posits that consumers act on behavior based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests.

According to the theory, specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and decide on a different course of action.

Marketers can learn several lessons from the Theory of Reasoned Action. First, when marketing a product to consumers, marketers must associate a purchase with a positive result, and that result must be specific. Axe Body Spray used this concept very effectively by linking its product to desirability with women. Second, the theory highlights the importance of moving consumers through the sales pipeline. Marketers must understand that long lags between initial intention and the completion of the action allows consumers plenty of time to talk themselves out of a purchase or question the outcome of the purchase.

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

EMPIRICAL REVIEW

Qihao, Louisa, and Ulla (2014) studied on the role of news media use and demographic characteristics in the prediction of information overload in Ohio. Their objective was to determine how typical media use outside the working environment impacts information overload. The study was conducted through a large mail survey in northwest Ohio (N = 661). It combined resident samples and college students'

samples and examined several variables regarding demographic profile, news media use, and information searching efficiency. Data were analysed using multinomial logistic regression and the findings revealed that age, gender, income, traditional news media use, and information searching efficiency can partially state one's probability of experiencing information overload. The study concluded that information searching efficiency is helpful in terms of alleviating the likelihood of encountering information overload.

Alexander and Kwame (2013) carried out a research in Ghana. They examined the impact of social networking sites on the purchasing behaviours of online travel community members, using a reputable online travel company's website called Tripadvisor.com. Secondary data were used for the study. Due to the nature of the study, quantitative research approach was used and a content analysis of fifty (50) individual cases reported on Tripadvisor website. The Greece forum's community members, a total of two hundred and fifty (250) people, were used for the analysis. The study shows that 60 % of the 250 members were females and the rest 40 % were males and 40 % of the members had joined the Greece for at least a year.

METHODS

This study is an empirical investigation as the study was conducted through a self-administered survey questionnaire. The research design used for this research is descriptive survey.

The area covered for this study is Lokoja, Kogi State. It is the capital city and economic hub of the State. The population of the study comprises business men, women, civil servants as well as students who are engaged in online shopping. The entire population of Lokoja, Kogi State is 195,520 as at 2006 census.

In determining the sample size, Yaro Yamane formula was used with assumption of a confidence level 5%.

Yaro Yamane formula:

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

Where n=sample size

N=total population size

1 is constant

e = the assumed error margin or tolerable error which is taken as 5%(0.05)

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

Where: 195,520

$$e = (0.05)^2 = 0.0025$$

$$n = \frac{195,520}{1 + 195,520(0.0025)}$$

$$\frac{195,520}{1 + 488.8}$$

$$= \frac{195,520}{489.8}$$

$$n = 399$$

Simple random sampling technique was adopted for the study. Here a close-ended questionnaire is used to collect the main data for this study. Twenty (20) questions were raised for this study which were used to gather necessary information for the study. The questions were divided into two sections in which section A contains the formations about the respondents' bio data, while section B consisted items that investigated the Effect of digital advertising on Consumer Buying Behavior. The questionnaire was designed in a five (5) points liker scale in form of strongly agree (SA), agree (A), Undecided (UND), disagree (D), strongly agree (SD).

399 copies of questionnaires were administered to respondent. However, 356 copies of questionnaire were retrieved from the respondents while, 43 copies of questionnaires were not completely filled, total of 356 copies were completely filled, thus valid for data analysis.

Model Specification

Regression Analysis

The mathematical model that describes how digital advertising affect consumer buying behavior in Lokoja Metropolis is given in equation 3 below.

$$eDA = \beta_0 + \beta_1 FB_i + \beta_2 IG_i + \beta_3 TW_i + \beta_4 YT_i + \beta_5 LD_i + \beta_6 TW_i + \mu_i \dots \dots \dots (1)$$

Where:

DA is Digital Advertising Platform

FB is Facebook

IG is Instagram

TW is Youtube

LD is LinkedIn

TW is Twitter

μ is the stochastic error term of the model

β_0 is the constant term and intercept of the model

β_1 - β_4 are the coefficient values of Facebook, Instagram, Youtube, LinkedIn and Twitter respectively.

Model for Hypothesis 2

Regression Analysis

The mathematical model that describes how digital advertising information affects consumer buying behaviour in Lokoja is given in equation 1 below.

$$eAI = \beta_0 + \beta_1 IA_i + \beta_2 eOI_i + \beta_3 SMPI_i + \beta_4 BPI_i + \mu_i \dots\dots\dots (1)$$

Where:

IA is Information Acceptance

OI is Online update Information

DMC is Digital message Coding

SMP is Social Media Platform Information

BPI is Buyers' Patronage Information

μ is the stochastic error term of the model

β_0 is the constant term and intercept of the model

β_1 - β_3 are the coefficient values of e-Advertising Information, Online update Information, Digital message coding, Social Media Platform, Buyers' Patronage Information respectively.

TEST OF HYPOTHESES

Hypothesis One: Digital advertising platforms do not have significant effect on consumer buying behaviour.

Table 1

Correlations			
		e-ADVERTISING PLATFORMS	CONSUMER BUYING BEHAVIOUR
DIGITAL ADVERTISING PLATFORMS	Pearson Correlation	1	.973**
	Sig. (2-tailed)		.000
	N	356	356
CONSUMER BUYING BEHAVIOUR	Pearson Correlation	.973**	1
	Sig. (2-tailed)	.000	
	N	356	356

** . Correlation is significant at the 0.01 level (2-tailed).

Sources: Research's computation (2019)

As shown in table 1, there was a statistically significant correlation with (0.973) between e-Advertising Platforms and Consumer Buying Behaviour at 0.01 level of significance. The relationship between e-Advertising Platforms and Consumer Buying Behaviour was positive and this implies that as organisation increases their product awareness through Facebook, Whatsapp, Twitter, Youtube etc. the consumer buying behavior will be positively influenced to buy more products through online platforms.

Decision Rule: The Null Hypothesis is rejected while we accept the Alternative Hypothesis that is e-Advertising Platforms have significant relationship with consumer buying behaviour in Lokoja, because the variable stated in this hypothesis were found to be statistically significant.

As shown in table 1, there was a statistically significant correlation with (0.973) between e-Advertising Platforms and Consumer Buying Behaviour at 0.01 level of significance. The relationship between e-Advertising Platforms and Consumer Buying Behaviour was positive and this implies that as organisation increases their product awareness through Facebook, Whatsapp, Twitter, Youtube etc. the consumer buying

behavior will be positively influenced to buy more products through online platforms.

Decision Rule: The Null Hypothesis is rejected while we accept the Alternative Hypothesis that is e-Advertising Platforms have significant relationship with consumer buying behaviour in Lokoja, because the variable stated in this hypothesis were found to be statistically significant.

Hypothesis Two: There is no significant relationship between e-advertising information and consumer buying behaviour.

Table 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 ^a	.887	.887	.35027

a. Predictors: (constant), e-Advertising Information

The model summary as indicated in table 2 shows that R Square is 0.887; this implies that 88.7% of variation in the dependent variable (Consumer buying Behaviour) were explained by the constant variables (e-Advertising Information) while the remaining 11.3% is due to other variables that are not included in the model. This mean that the regression (model formulated) is useful for making predictions since the value of R^2 is close to 1

Table 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.677	1	341.677	2784.828	.000 ^b
	Residual	43.433	354	.123		
	Total	385.110	355			

a. Dependent Variable: CONSUMER BUYING BEHAVIOUR

b. Predictors: (Constant), e-ADVERTISING INFORMATION

The estimated F-value (2784.828) as given in table 3 with significance value of 0.000, which is less than p-value of 0.05 ($p < 0.05$) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (Consumer Buying Behaviour). The implication of this test was that, as a single

variable element, a particular explanatory variable element for instance online update information, as an element under e-Advertising Information may not be significant to influence Consumer Buying Behaviour, but when it is combines with other variables such as e-Advertising acceptance, social media platform information and buyers' patronage information can jointly lead to change in consumer buying behaviour.

Table 4

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.301	.075		4.007	.000
	e-advertising information	.951	.018	.942	52.771	.000

a. Dependent Variable: CONSUMER BUYING BEHAVIOUR

The dependent variable as shown in the table 4 was consumer buying behaviour. This was used as a yardstick to examine the relationship between e-Advertising Information and consumer buying behaviour. The predictors is e-advertising Information, as depicted in table 4, it is obvious that there is a direct relationship between e-Advertising Information and Consumer Buying Behaviour. This means an increase in e-advertising Information about a product can lead to increase in positive consumer buying behaviour in Lokoja.

According to the result in the table above e-Advertising Information t-test coefficient is 52.771 since the P-value is 0.000 which is less than 0.05 (i.e. $P < 0.05$). This means that these variables are statistically significance at 5% significant level. The overall summary of this regression outcome in relationship to the coefficient of e-Advertising Information will lead to positive consumer buying behavior.

Decision Rule: As a result of the outcome, the Null Hypothesis (H_0) is rejected on the basis that the p-value is less 0.05. Hence the alternative hypothesis is accepted, that is there is relationship between e-Advertising Information and Consumer Buying Behaviour in Lokoja metropolis.

DISCUSSION OF FINDINGS

As shown in the hypothesis three above, the findings from the study show that there was a statistically significant correlation with (0.973) between digital Advertising Platforms and Consumer Buying Behaviour at 0.01 level of significance. The relationship between digital Advertising Platforms and Consumer Buying Behaviour was positive and this implies that products awareness through digital advertising influence consumer behavior in Lokoja metropolis. Therefore, organizations need to increase their product awareness through Facebook, Whatsapp, Twitter and other digital medium

As shown in the hypothesis two above, the findings from the study show that the most influential element of digital advertising with regard to consumer buying behavior are elements for instance online update information, as an element under digital Advertising Information may not be significant to influence Consumer Buying Behaviour, but when it is combines with other variables such as digital message coding, social media platform information and buyers' patronage information can jointly lead to change in consumer buying behaviour.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the summary of findings, the study concluded that there is a strong significant relationship between digital advertising Platforms and Consumer Buying Behavior, this implies that as organizations increase their product awareness through Facebook, Whatsapp, Twitter etc. the consumer buying behavior will be positively influenced to patronize them. This is in consonance with the study carried out by Irwing (1997) that major steps in media selection are: decoding on reach, frequency and impact, choosing among major media types, selecting specific media vehicles and specifying the media timing.

The study also concluded that most influential element of digital advertising with regard to consumer buying behavior are elements for instance online update information, as an element under e-Advertising Information may not be significant to influence Consumer Buying Behaviour, but when it is combines with other variables such as information acceptance, social media platform information and buyers' patronage information can jointly lead to change in consumer buying behaviour. Social media platforms are important information tools for sharing news, informing consumers about new products, services or campaigns. The result is in line with

Kotler (2004) that advertising programme should evaluate both the communication effects and the sales effects of advertising regularly. The sales effect of advertising are often harder to measure than communication effects and sales are affected by many factors besides advertising such as products features, price and availability.

Recommendations

Based on the findings and conclusion, the following recommendations are made:

- i. The study recommended that since the world has been referred to as a global village through technological advancement, organizations in this era of globalization should evolve a strategy that would fully embrace advertisement as a promotional mix in the marketing of their products.
- ii. The study recommended that companies should conduct quarterly digital marketing research, so as to gather information as regard the digital platforms to meet the target market in order to meet the projected sales and profit level set by them.
- iii. The study recommended that digital advertising information should be clear, concise, consistent and compelling to attract more customers.

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