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## Online Advertising Platforms and Consumer Buying Behaviour towards Consumer Goods in Aba, Abia State, Nigeria

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### Abstract:

The study examined online advertising platforms and consumer buying behaviour towards consumer goods in Aba, Abia State. The study specifically examined how social media advertising, e-mail advertising, and social networks advertising affect consumer buying behaviour. The study adopted a survey research design and a simple sampling technique. A population of 339,076 customers between 15 – 84 years of age was used for the study. Taro Yamane formula were used to determine a sample of 400 from the population. However, 366 questionnaires were returned from the respondents, forming the study's sample size. Primary data was sourced from the administration of questionnaires to customers in Aba North and Aba South, Abia State. A test-re-test and Cronbach Alpha test were conducted to ensure validity and reliability of the data. The data were presented using simple percentages and frequencies. The hypotheses were tested using simple and multiple regression models (SPSS).

The descriptive result shows that 62.3% of the respondents strongly agree that advertising through Facebook pages ignites customers' desire to purchase a product. The majority of the respondents (63.1%) strongly agree that advertisements done on yahoo mail platforms with catchy slogans or phrases appealed to customers' interest and emotions. Most of the respondents (60.7%) strongly agree that Advertisement on Google Play and Google search engine increases customer demand for products. The empirical result revealed that Facebook advertising and WhatsApp advertising positively and significantly affect consumers' desire for a product in Aba, Abia State. Instagram advertising does not significantly affect consumers' desire for a product in Aba, Abia State. E-mail advertising significantly affects consumers' trial purchase of a product in Aba, Abia State. More so, Search engine advertising and Blog advertising positively and significantly affect consumers' decision to adopt a product. Junk message advertising does not significantly affect consumers' decision to adopt a product, Aba, Abia State.

In conclusion, social media advertising significantly affects consumer buying behaviour. This is because, Social media often become the second or even first place that customers will look when wanting to learn more about a brand, so it is important that all information and the brand's voice match up across the website and social media channels. It was recommended that businesses should fully embrace social media advertising as social media has come to stay, and advertising via the media is becoming a "global best practice". They will not only reap the benefits of advertising via social media but also be at par with their counterparts in Diaspora.

**Keywords:** Online advertising platforms, consumers, buying behaviour, consumer goods

### 1. Introduction

In marketing, the most glamorous mix in promotional strategy is advertising (Shrivastava, 2014). In today's life, people encounter numerous advertisements used as a means to generate demand for products (goods and services). It is used as a medium to convey a message (Shrivastava, 2014). Promotion of business activities, in general, is an age-old practice. In the early days of civilisation, human economic activities were given publicity through various means such as directional signs and the display of names and symbols, among others. These traditional methods have been improved upon to include modern forms of advertising such as in the print media (newspapers, magazines) and electronic media (television, radio, the internet, and mobile phones, amongst others) (Ayimey, Awunyo-Vitor, and Gadawusu, 2013). The multiplicity of sources of promotion has resulted in the practice whereby an advertiser has to make choices based on the ability of the medium of promotion to attract the target audience. In Nigeria, just like in other parts of the world, the promotion of goods and services is becoming the norm. Promotions are done not only to attract consumers but also to inform, educate and gain a competitive advantage over competitors and increase the overall market share and sales (Ayimey, Awunyo-Vitor, and Gadawusu, 2013). Most advertising messages direct customers to retail stores where the products can be bought.

Consequently, in recent days, retailers have engaged in extensive promotional activities by engaging all kinds of media, especially online or internet. Several goods and services receive massive online advertisements and are largely targeted at both rural and urban dwellers. Many people aged 18 years and above have access to internet facilities while doing other things (Rajagopal, 2010). In view of the huge participants, internet communication has become a fertile ground for advertising goods and services to improve sales (Kotler & Keller, 2006).

Online advertising has captured prominence and attention in most advertisement channels along with the current revolution of the technology era. Its commercial value has grown drastically over the years. In order to maximise commercial value, effective elements of online advertisement which may influence consumer purchasing behavior should be considered. Internet and web advertising provide advertisers with ways to make products globally recognised. With time there is a change in the way the world perceives advertisements. Advertisements have changed from conventional to electronic advertisements in the 20th century (Aneeza & Malik, 2009). The Internet is an emerging source and expanding more and more. The growth of the internet forces advertisers to use this to attract customers. Online advertisement is more attractive to the consumer as it uses various ways to advertise ideas like through different websites, social media, pop-up ads, etc. It comprises all sorts of banners, e-mails, games, and keyword advertising. In today's market scenario, ubiquitous advertising is essential because the world has become a global village and the internet is a ubiquitous medium for advertising (Aziz & Brown, 2013).

The introduction of online technology by the internet is landfall in the delivery of marketing mix cum marketing communication promises. Online advertising is a typical beneficiary of a gamut of benefits the internet delivers. However, unfortunately, many consumers in Abia State and other parts of Nigeria appear reluctant to key in (Heinonen & Rozenveld, 2013). Consumers have perceived risks and lack trust in operating online business transactions. As a result, companies, which have adopted online advertising, are still budgeting and executing their major advertising campaigns on the traditional media with little online presence. Ironically, those who are present online find a very minute population of consumers who dare to click on an advertisement to view the message holistically or to make a purchase. In other words, most Abia State occupants still purchase their goods in the traditional brick-and-mortar shops. Nevertheless, Nigeria's internet facilities and services are yet to be fully explored and exploited as the connectivity is rarely stable. Maybe that is why many companies in Abia State are yet to prefer online advertising as a more convenient, speedy, less costly, more message focused, interactive, and easy to evaluate in terms of return on investment conduit to advertise their goods and services.

Similarly and metaphorically, consumers lack confidence and trust in online media too. Online advertising in Nigeria is facing lingering challenges, including general apathy resulting from misconceptions among many Nigerians on issues concerning patronage of online advertised products. Besides, many Nigerians appear to lack the interest and motivation to specifically surf online advertisements to patronise desired products, especially in Abia State. However, the advent of social media and affordable internet-compliant mobile devices appear to increase people's access and motivation to hook onto the internet. Consequently, Nigerian advertisers have started leveraging these developments' potential for promoting and marketing goods and services. However, this emerging trend of advertising through social media has raised a number of issues:

- Could it be that social media application is helping to dispel misconceptions surrounding online advertising and marketing?
- Is social media use leading to an increase in knowledge of internet surfing, particularly about online business transactions?
- Do social media users patronise the goods and services pushed to their platforms by advertisers?

### 1.1. Objectives of the Study

The main objective of this study is to examine how online advertising platforms affect consumer buying behaviour towards consumer goods in Abia State, while the specific objectives were to:

- Examine how social media advertising affects consumers' desire for a product
- Examine how e-mail advertising affects consumers' trial purchase of a product
- Examine how social network advertisements affect consumers' decision to adopt a product

### 1.2. Hypotheses

- H<sub>01</sub>: Facebook, WhatsApp, and Instagram advertising have no significant effect on consumers' desire for a product.
- H<sub>02</sub>: E-mail advertising does not significantly affect the consumers' trial purchase of a product.
- H<sub>03</sub>: Search engine advertising, blog advertising, and junk message advertising have no significant effect on consumers' decision to adopt a product

### 1.3. Significance of the Study

Indeed, scholars in Nigeria have undertaken many studies on consumers' purchase decisions of online advertised products and services.

However, there is an emerging trend of online advertisers who push their advertisements through the pages of social media platforms for users' consumption. This brings to the fore the imperativeness of carrying out an empirical study to determine the causal relationship between social media use and knowledge/patronage of online advertised products and services. Nevertheless, the coverage of this intellectual lacuna by this study makes it highly significant to the academic world. Some of the examples of online advertising and marketing firms that deal with consumer goods are:

- Galadima Shopping Centre in Aba,
- UzoTex Shopping Centre in Aba and
- Prince/Princess Shopping Plaza in Aba, Abia State

These online advertising and marketing firms will find the study highly significant because it will help them to make the appropriate decision at the right time.

## 2. Review of Related Literature

### 2.1. Concept of Online Advertisement

Advertising behoves different perceptions from different people and professionals (O'Guinn, Allen & Semenic, 2000). According to Ehikwe (2005), understanding advertising is simply deliberating over God's creation. Since advertising is all about creating and transporting messages, Ehikwe (2005) submitted that every object of creation carries a message differently and respectively. Ehikwe (2005) defined advertising as a process of communication and promotion through which messages are transported or conveyed as a means of identification and differentiation of a product, service, or brand to create an appeal (Belch & Belch, 2012) that persuades a consumer to place a demand on an offer.

According to O'Guinn *et al.* (2000), advertising is a paid, mass-mediated attempt to persuade. In other words, it is a paid form of communication by a company that wants its messages to be heard by its audience. Kotler & Armstrong (2012) noted three major advertising objectives thus:

#### 2.1.1. To Inform

- Telling the market about a new product
- Suggesting new uses for a product
- Informing the market about changes in price
- Explaining how a product works
- Describing available services
- Correcting false impressions
- Reducing the risks associated with buying
- Building and
- Sustaining company image and reputation (Nwosu, 2001)

#### 2.1.2. To Persuade

- Building brand preference
- Encouraging brand switching
- Changing customer perception about the attributes of a product
- Persuading customers on the need to buy a product immediately
- Persuading customers to receive a sales call

#### 2.1.3. To Remind

- Reminding customers that the product may be needed in the near future
- Reminding them where to locate and purchase the product
- Keeping the product in the minds of the customers during off seasons (troughs)

The internet evolution and revolution have brought dramatic changes in the business world. Conducting business is just a matter of a second; you can do it by simply clicking a button (Harfoushi, Alfawwaz, Obeidat, Obeidat & Faris, 2013). Online advertising is referred to as the promotion of products, services, brands, or a company on the internet (Priyanka, 2012; Singh, 2016). Anusha (2016) agreed to this and described online advertising as using the internet to promote a marketing message to the consumers. It includes search engine marketing, banner ads, interstitial ads, online classified advertising, social media marketing, e-mail marketing, mobile marketing, etc. (Bakshi & Gupta, 2013). Nwosu & Nkamnebe (2006) observed that online advertising goes by many names such as online marketing, internet advertising, or web advertising. Like other advertising media, online advertising frequently involves both a publisher who integrates advertisements into its online content and an advertiser who provides the advertisements to be displayed on the publisher's content. Other potential participants include:

- Advertising agencies that help generate and place the advertisement copy,
- The advertisement server that technologically delivers the advertisement and tracks statistics, and
- Advertising affiliates who do independent promotional work for the advertiser (Anusha, 2016)

Online advertising is quite different from traditional advertising because of its versatility. Its flexibility and adjustability give room for late-minute changes even when an ad campaign is underway (Anusha, 2016). It allows the user to make as many changes as possible to suit the latest trends in the consumer market. Online advertising can reach many targeted customer groups on the internet (Tavor, 2011).

Bakshi & Gupta (2013) observed the following objectives of online advertising:

- Build brand loyalty,
- Increase website traffic,
- Generate sales,
- Build a social media following and
- Improve customer convenience

Its message is very effective and cost-efficient, unlike traditional TV and radio Advertisement. However, Tavor (2011) opined that the cost is beginning to rise. Its effectiveness makes it transfix the audience in such a way that it guards

them into placing an order for the product advertised (Awan, Ismail, Majeed & Ghazal, 2016). The internet has become a source that is recognised to expand increasingly. Its growth particularly attracts the attention of advertisers and advertising agencies as a more productive means of reaching out to customers. In fact, the internet provides users with unfathomable access to an information superhighway that abounds different products and brands from different companies worldwide. The advent of information and communication technology has changed the way business is conducted today, and some difficult task has become simpler with the involvement of the internet. The internet is a network of computers across the globe, and the purpose of the internet is resource sharing and communication. However, the greatest advantage of the internet is that it does not have physical or geographical restrictions. It is communication geared toward influencing consumers' decisions and consequently affects their choice (Chaubey, Sharma & Pant, 2013).

Online advertising influences consumer purchase decisions (Aqsa & Kartini, 2015). Research on online advertisement has centred on different aspects of the term. Many scholars have investigated different aspects of online advertising. For instance:

- Sanje and Senol (2012) studied the importance of online behavioral advertising for online retailers,
- While Harker (2008) studied regulating online advertising: the benefit of qualitative insights and found that while controlling advertising on traditional media is moving toward best practice, the dynamic context of the internet provides new challenges for all stakeholders in terms of consumer protection.

Online advertising provides current and topical information and even news about a company's product(s) through a colorful and interactive catalogue. Yes, online advertising is borderless and bequeaths the consumers with the power and rationality to make national, regional, and international purchases as they can access unlimited information about many companies' offerings on their websites at will and at all times (Tavor, 2011).

## *2.2. Types of Online Advertising of Consumer Goods*

Tavor (2011 and 2013; Deshwal, 2016) described the following online advertising types:

### 2.2.1. Banner Advertisement

This is the commonest form of online advertising. Most online advertisers use banner ads. Therefore, it represents the largest share of online advertisement (Tavor, 2011). It is a graphic image that describes and galvanizes consumers to purchase a product and/or service by announcing the name and identity of a website. They appear in different locations on the websites with varying sizes and shapes determined by the advertiser's budget. According to Tavor (2011), it is an advertising sign/film that is part of the web page and, when clicked on, links the clicker directly to the advertiser's chosen website.

### 2.2.2. Pop-up Advertisement

These are advertisements that are located between two pages. They pop up while the consumer is surfing the net. It is a new window that opens in front of the current one to display an advert. Once a page is loaded, it appears automatically on a new window obstructing the surfer from his usual business. To keep browsing the net, the user opens another window or clicks another interesting article to escape the Pop-up advertisement. Pop-up ads are very annoying. Though the advertiser might increase the exposure of his product or service, it does not guarantee its effectiveness (Tavor, 2011).

### 2.2.3. Floating Advertisement

These ads obtrusively interrupt and break the privacy of the surfer of the internet by superimposing themselves over the current page of the internet user. Being uninitiated by the user, it disappears after a short while (Deshwal, 2016). The most basic floating ads appear on the Web page, either on full screen or in a smaller rectangular window. They may or may not provide a means of escape, such as a close button. More sophisticated versions can come in any shape or size and include sound, animation, and interactive components.

### 2.2.4. Expanding Advertisement

These advertisements expand as consumers click on them (Deshwal, 2016). However, just moving a mouse over the hyperlink does not expand the advertisement. As a result, the visitors' experience on the web page may be stalled as they take a much longer time to download.

### 2.2.5. Video Advertisement

These small video advertisements automatically play themselves or may be played by the visitor to the website. Its advantage is that it is in video form and similar to the traditional and typical electronic advertising on television. YouTube advertising is a typical example of video advertisement, and its popularity is devoid of the regular obtrusiveness associated with the regular advertisement.

## *2.3. Benefits of Online Advertising to Consumer Goods Producers*

### 2.3.1. Reach

Through the online advertising campaign, the marketer could easily attract global attention for his goods and services. Indeed, it has a broader reach (Hashinova, 2015) as most people have adopted online communication media (Facebook, Twitter, YouTube, Pinterest, WhatsApp, etc.). In other words, it has a broader reach per 1,000 than other media (Belch & Belch, 2003).

### 2.3.2. Payment

While a marketer is only expected to pay limitedly for the number of qualified clicks and leads, the traditional channels pay a total amount of the ad money charged by the ad agency for the service even before the expected result of the ad begins to unfold. Online advertising does not require the payment rigors involved in traditional media.

### 2.3.3. Target Audience

Online advertising transfixes the group of consumers who require a company's products and services. It is target market-oriented as opposed to the traditional advertising that is mass marketing oriented. Since it focuses on a target audience, it leads to more success than traditional advertising, which is ridden with near misses (Nwosu, 2001).

### 2.3.4. Velocity

As a marketer starts his online advertising campaign, the message reaches the widest audience the very moment it is sent across. It is faster than all traditional or offline advertising channels regarding message delivery. The advertisement is received when the ad is sent to the target audience and connected online.

### 2.3.5. Audience Interactivity

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

## *2.4. Role of Online Advertisement to Selected Consumer Goods*

Online advertising would naturally make potential customers aware of the firms' products and services. It will also remind the current customers that the firms are still competitively existent and would want to serve the customers better than the competitors. Online awareness creation is very important in an era that is dominated by new trends in information and communication technology (Awais, Samin & Bilal, 2012). Many consumer good producing firms in Aba Metropolis are now spending less of their advertising budget on traditional media such as TV, radio, newspaper, and magazine; they have diverted interest to establishing their online presence. Maintaining an online presence is very profitable for consumer goods producers in Aba because most of their customers have adopted the online social media innovation (Awais *et al.*, 2012). In other words, the cost of budgeting for online advertising is very low compared to the budgeting for traditional media.

Moreover, online advertising generates revenue for the firm by building online traffic where customers may locate the kind of service they want and get the service perfected immediately. Online advertising allows the company customer to access the product or brand advertised 24/7. It could be compared with the traditional advertising that customers traditionally go to the company to transact physically. It is also faster in message delivery than traditional radio and TV ads. Its message is highly flexible and may be adjusted at will to suit a particular consumer goods audience who can compare different products and services offered. In other words, products and services can be browsed at any time and repeatedly (Awais *et al.*, 2012). Haque, Tarofder, Al Mahmud, and Hj-Ismail (2007) observed that message delivery, product customers can easily click on the advertisement and place immediate orders and also download some products from their computers and mobile phones.

## **3. Theoretical Literature Review**

### *3.1. The Innovation Adoption Theory (IAT)*

This theory was propounded by Roger (1995) when he integrated 508 studies that necessitated the adoption of innovation among individuals and businesses. Generally, individuals and groups initially possess the latitude to rejection of new innovations. They may not adopt it until sometimes; it might take very long. They suffer from undue perceived risk, but ironically, it may have been worthwhile at times as many innovations did not stand the test of time. Perhaps it might be regrettable sometimes to start late after a few companies may have harvested all they needed to secure market leadership of being an innovator. Diederer, Meijl, Wolters & Bijak (2003) concurred with this view and responded that farmers do not adopt innovations in the agricultural sector as they evolve in the market. For them, it even takes longer for a particular segment of the farming population to key into a new innovation. Though some choose to be the first to adopt an innovation and are called innovators, others follow the innovators as the early adopters, late adopters, or non-adopters. Adoption of innovation ensues when a consumer becomes aware of a new innovation and tries to gain adequate knowledge about it to make decisions that will favour his business. Information acquisition perception and attitude will be formed, guiding the intention to adopt or not to adopt the innovation. There are five attributes of innovation in general (Sahin, 2006; Roger, 2003). They are:

#### 3.1.1. Relative Advantage

This refers to the anticipated comparative advantage of the new innovation over and above its preceding one. If the new innovation is expected to be more effective and efficient to operate, the company will adopt it immediately. On the contrary, rejection will be the best decision.

### 3.1.2. Compatibility

This entails assessing the innovation to know if it is in line with the corporate strategy and culture of the organisation. The enterprise tries to align the potential value of the innovation with its already established image.

### 3.1.3. Complexity

This refers to the ease of use of the innovation when adopted. Any perceived risk or difficulty in applying the innovation to deliver customer benefits will derail any early adoption of the technology. However, the enterprise will adopt it if it is perceived to be very easy and simple to operate.

### 3.1.4. Trialability

This refers to the limited experimentation carried on the innovation as an acid test to verify its performance. Any disappointment at this stage will necessitate a U-turn in adopting the innovation.

### 3.1.5. Observability

How efficacious has the innovation proved to be? The innovation is compared with other innovations to know whether it is worthwhile.

Over the last three decades, the adoption of information technology (IT) innovation has been a topic of intellectual discourse among researchers and professionals alike (Basole, Seuss & Rouse, 2013). According to them, two different approaches to IT innovation adoption exist. The bottom-up view, which is the first, is simply the adoption by individuals, which depends on the characteristics of the user, contextual elements, and motivation. Secondly, the adoption of IT innovation by businesses based on motivation and business characteristics is known as enterprise IT innovation adoption.

## **4. Empirical Literature Review**

Tehreem and Rizwan (2016) researched the effects of online advertising on consumer buying behaviour of University Students in Pakistan. It was revealed that consumer buying behaviour is significantly influenced by online advertising. A questionnaire instrument was used to generate data from 300 consumers. Data were analysed by using multiple regression. Another related study on the impact of advertisement and consumer perception on consumer buying behaviour conducted by Malik, Ghafoor, Iqbal, Unzila, and Ayesha (2014) revealed that advertising and consumer perception have a positive and significant relationship with the consumer purchase decision. Again, a questionnaire was used to collect data from the respondents, and a sample of 150 respondents was obtained. Data analysis was done using correlation and ANOVA using SPSS software.

Mathew, Ogedebe & Ogedebe (2013) conducted a study on the influence of web advertising on consumer behaviour in Maiduguri metropolis, Nigeria. A questionnaire was used to collect data from 139 respondents. Data were analysed using frequencies and percentages. The study reveals that 100 (71.94%) respondents said their disposition towards web advertising was positive. Minority 39(28.06%) of the respondents said that their disposition toward web advertising was negative.

On the other hand, 102 (73.38%) of the respondents said their attitude towards web advertising was informative. The study also found that 42 (30.22%) respondents said web advertising influences them to use some products and services. A total of 32 (23.02) respondents reported that web advertising only influences them to plan their future purchases. Furthermore, 22 (15.83%) respondents said that web advertising influences them to purchase some products and services. Finally, the study revealed the challenges encountered while purchasing what consumers see advertised on the web. These include:

- Erratic electricity supply,
- Lack of access to the internet,
- Services not provided as advertised,
- Fraud and products being delivered in bad conditions

## **5. Methodology**

The research design chosen for this study was the descriptive survey design method. The study was conducted in Abia State. The studied firm mostly advertised their products using online platforms as an outreach means to their customers in Abia State Metropolitan. The study population comprised 339,076 customers in Aba metropolis ranging from 15 – 84 years of age. The sample size of 400 was derived statistically by using the Taro Yamane (1964) sample determination formula. The researcher used a simple random sampling technique to obtain information for the research. The sampling technique provides the consumers same and known chances of being nominated. The primary data source for this research was obtained through a well-structured questionnaire. To ensure the instrument's reliability, the researcher adopted a test re-test method in which the researcher distributed ten copies of the questionnaire to the understudied consumers. After two weeks, the instrument was collected and re-administered for the second time. Data gathered for the study were analysed using descriptive analysis, i.e., frequency and simple percentage. In addition, hypotheses 1 and 3 were tested with a multiple linear regression analysis model, and Hypothesis 2 was tested with a Simple linear regression analysis model.

## **6. Model Specification**

For Hypothesis 1, we specify a multiple regression model as follows:

$$Y = f(X_1, X_2, X_3) \dots\dots\dots 3.1$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_i \dots 3.2$$

Where:

Y = Consumers' desire for product

X<sub>1</sub> = Facebook advertising; X<sub>2</sub> = WhatsApp advertising; X<sub>3</sub> = Instagram advertising

$\beta_0$  = Intercept;  $\beta_1 - \beta_3$  = parameter estimate; e<sub>i</sub> = error term (@5%)

For Hypothesis 2, we specify a simple regression model as follows:

$$Y = f(X_1) \dots \dots \dots 3.3$$

$$Y = \beta_0 + \beta_1 X_1 + e_i \dots 3.4$$

Where:

Y = Consumers' trial purchase of a product

X<sub>1</sub> = E-mail advertising

$\beta_0$  = Intercept;  $\beta_1$  = parameter estimate; e<sub>i</sub> = error term (@5%)

For Hypothesis 3, we specify a multiple regression model as follows:

$$Y = f(X_1, X_2, X_3) \dots \dots \dots 3.5$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_i \dots 3.6$$

Where:

Y = Consumers' decision to adopt a product

X<sub>1</sub> = Search engine advertising; X<sub>2</sub> = Blog advertising; X<sub>3</sub> = Junk message advertising

$\beta_0$  = Intercept

$\beta_1 - \beta_3$  = parameter estimate

e<sub>i</sub> = error term (@5%)

## 7. Results and Discussion

This section presents data sourced from the administration of the questionnaire and the results and interpretations of both descriptive and inferential analyses. The chapter is divided into three sections:

- Section 1: It presents the questionnaire administration and demographic characteristics of the respondents
- Section 2: It presents the descriptive analysis of the objective questions in the questionnaire and
- Section 3: It is the test of hypotheses and discussions

Respondents	Distributed Questionnaire	%	Returned Questionnaire	%	Not Returned	%
Aba North LGA	82	20.5	74	18.5	8	2.0
Aba South LGA	318	79.5	292	73.0	26	6.5
Total	400	100	366	91.5	34	8.5

Table 1: Questionnaire Administration

Source: Field Survey, 2022

As shown in Table 1 above, 400 copies of the questionnaire were administered to consumers above 15 years of age in Aba North and Aba South local government areas of Abia State, Nigeria. Of the 400 administered copies of the questionnaire, 366 copies were properly filled out and returned to the researcher. This implies that 34 copies of the questionnaire were lost in the process. In effect, 366 of the respondents constituted the sample size of the study, which translates into 91.5% of the distributed questionnaire.

### 7.1. Respondents' Demographic Characteristics

Variable	Frequency	Percentage
Gender		
Male	127	34.7
Female	239	65.3
Total	366	100
Age Bracket (in years)		
Below 18 years	27	7.4
18 – 27	54	14.7
28 – 37	106	29.0
38 and above	179	48.9
Total	366	100
Level of Educational		
Primary	18	4.9
Secondary	46	12.6
National Diploma	137	37.4
Bachelor Degree	122	33.3
Postgraduate Degree	30	8.2

Variable	Frequency	Percentage
Others	13	3.6
Total	366	100
Marital Status		
Married	216	59.0
Single	132	36.1
Separated	18	4.9
Total	366	100

Table 2: Demographic Characteristics of the Respondents  
Source: Field Survey, 2022

The demographic profile of the respondents was examined in Table 2 above. From the Table, 65.3% of the respondents were women, as against 34.7% of the respondents who were men. Although equal chances were given to both gender, the researcher had access to women mostly. As shown in Table 2, 48.9% of the respondents were above 38 years of age. They were followed by 29.0% of the respondents who were between 28 – 37 years of age. The least were 7.4% of the respondents who were below 18 years of age. From the result, most of the respondents are mature mentally and have rational reasoning ability to decode the implications of online advertising on customer buying behaviour. Table 2 reveals that most of the respondents, constituting 37.4%, were certified National Diploma holders, followed by 33.3% of the respondents who were holders of Bachelor's Degrees. The least were Primary school certificate (FSLC) holders with 4.9% of the sample. This implies that more than 80% of the respondents attained tertiary institutions with different degrees. Hence, individuals with a sound mind and high-level education will be able to understand the influence of online advertising on customer buying behaviour. Table 2 further revealed that 59.0% of the respondents were married as against 36.1% of the respondents who were single. More so, 4.9% of the respondents were separated. The high percentage of married people in the study was based on the fact that most married people do not venture into impulse buying compared to single people. Thus, buying a particular product may result from the influence of online advertising.

## 7.2. Presentation of Data

- Objective One: Social media advertising on consumers' desire for a product.

Statements	SA	A	D	SD	U	Total
1. Advertising through Facebook page ignited my desire to purchase a product	228 (62.3%)	90 (24.6%)	31 (8.5%)	7 (1.9%)	10 (2.7%)	366 (100%)
2. Advertising over WhatsApp page and status is intrinsic to purchasing a product.	190 (51.9%)	102 (27.9%)	42 (11.5%)	11 (3.0%)	21 (5.7%)	366 (100%)
3. Posts of products on the Instagram page inspire my interest in buying mostly.	183 (50.0%)	112 (30.6%)	37 (10.1%)	22 (6.0%)	12 (3.3%)	366 (100%)

Table 3: Social Media Advertising on Consumers' Desire for Product  
Source: Field Survey, 2022

Table 3 above examines how social media advertising affects consumers' desire for a product. The result revealed that 62.3% of the respondents strongly agree that advertising through Facebook pages ignites customers' desire to purchase a product. Furthermore, 51.9% of the respondents stated that advertising over WhatsApp pages and status is intrinsic to purchasing a product. In addition, 50.0% of the respondents also agree that posts of products on the Instagram page inspire their interest in buying mostly. Against the background, 6.0% strongly disagree that posts of products on the Instagram page inspire their interest in buying mostly. Advertising through social media platforms has positive consumers' desire for a product.

- Objective Two: E-mail Advertising on Consumers' Trial Purchase of a Product.

Statements	SA	A	D	SD	U	Total
1. Advertisement done on yahoo mail platforms with catchy slogans or phrases appealed to customers' interest and emotions.	231 (63.1%)	109 (29.8%)	17 (4.6%)	4 (1.1%)	5 (1.4%)	366 (100%)
2. Customers are easily attracted to products whose advertisements are done on Google mail platforms	149 (40.7%)	161 (44.0%)	34 (9.3%)	13 (3.6%)	9 (2.4%)	366 (100%)
3. E-mail advertising which showcases unique illustrations that appeal to the emotions and interests of customers.	215 (58.7%)	124 (33.9%)	11 (3.0%)	10 (2.7%)	7 (1.6%)	366 (100%)

Table 4: E-mail Advertising on Consumers' Trial Purchase of a Product  
Source: Field Survey, 2022

How e-mail advertising affects consumers' trial purchase of a product was addressed in Table 4 above. The majority of the respondents (63.1%) strongly agree that advertisements done on yahoo mail platforms with catchy slogans or phrases appealed to customers' interest and emotions. On the other hand, 58.7% of the respondents strongly agree that e-mail advertising showcases unique illustrations and, in the process, appeal to the emotions and interest of customers. Furthermore, the result recorded that 44.0% of respondents agreed that customers are easily attracted to products whose advertisements are done on Google mail platforms.

- Objective Three: social network advertisements on consumers' decision to adopt a product

	SA	A	D	SD	U	Total
1. Advertisement through junk messages and Wikipedia dashboard inspire consumers' decision to adopt a product	177 (48.4%)	145 (39.6%)	32 (8.7%)	8 (2.2%)	4 (1.1%)	366 (100%)
2. Advertisement through commercial blog dashboard stimulates customers to adopt a particular product.	198 (54.1%)	139 (38.0%)	16 (4.4%)	13 (3.5%)	-	366 (100%)
3. Advertisement on Google play and Google search engine increases customers' demand for products.	222 (60.7%)	133 (36.3%)	9 (2.4%)	-	2 (0.6%)	366 (100%)

Table 5: Social Network Advertisements' on Consumers' Decision to Adopt a Product  
Source: Field Survey, 2022

Table 5 shows how social network advertisements affect consumers' decision to adopt a product. The result shows that most of the respondents (60.7%) strongly agree that advertisements on Google play and the Google search engine increase customer demand for products. From the result, 54.1% of the respondents strongly agree that advertisements through commercial blog dashboards stimulate customers to adopt a particular product. Furthermore, the result recorded that 48.4% of the respondents agreed that advertisements through junk messages and Wikipedia dashboard inspire consumers' decision to adopt a product. Invariably, 8.7% of the respondents strongly disagree that advertisements through junk messages and Wikipedia dashboard inspire consumers' decision to adopt a product.

### 7.3. Test of Hypotheses

#### 7.3.1. Test of Hypothesis 1

- H0<sub>1</sub>: Facebook, WhatsApp, and Instagram advertising have no significant effect on consumers' desire for a product.

Variable	Parameters	Coefficient	Std error	Tcal - value
Constant	$\beta_0$	415.666	276.865	1.501
Facebook advertising (X <sub>1</sub> )	$\beta_1$	0.036	0.012	2.951***
WhatsApp advertising (X <sub>2</sub> )	$\beta_2$	1.424	0.144	9.920***
Instagram advertising (X <sub>3</sub> )	$\beta_3$	0.107	0.114	0.938
R-Square (R <sup>2</sup> )		0.526		
Adjusted R - Square (R <sup>-2</sup> )		0.522		
F - Statistics		133.817		
F - Prob.		0.000		

Table 6: For Hypothesis 1: Multiple Regression Result of Effect of Social Media Advertising on Consumers' Desire for Product  
Source: Field Survey, 2022 (Computed through SPSS Version 22)

Decision Rule: If  $F_{cal} > F_{tab}$ , accept the alternate and reject the Null hypothesis. Otherwise, accept the null hypothesis. \*\*\*, \*\*, and \* denotes the significance of coefficient at 1%, 5%, and 10%, respectively. T-tab value = 1.965; df = 364

The coefficient of Facebook advertising ( $X_1$ ) was statistically significant and positively related to consumers' desire for a product at a 1 percent level (2.951\*\*\*). This implies that Facebook advertising positively and significantly affects consumers' desire for a product in Aba, Abia State. By implication, advertising through Facebook pages may not just promote sedentary behaviour. There is evidence that it also stimulates purchase intentions and desire for a product.

The result from Table 6 above shows that WhatsApp advertising ( $X_2$ ) is an increasing function of consumers' desire for a product. Specifically, the coefficient of WhatsApp advertising ( $X_2$ ) of 1.424 was statistically significant and positively related to consumers' desire for a product. This implies that a unit increase in WhatsApp advertising, holding other variables constant, will increase consumers' desire for a product in Aba by 1.424 units. Thus, WhatsApp advertising positively and significantly affects consumers' desire for a product in Aba, Abia State.

The coefficient of Instagram advertising ( $X_3$ ) was statistically insignificant but positively related to consumers' desire for a product at a 5 percent level. This implies that increasing Instagram advertising and holding other variables constant will not increase consumers' desire for a product. Hence, consumers' desire for a product is not a function of Instagram advertising. Thus we accept the null hypothesis, which states that Instagram advertising has no significant effect on consumers' desire for a product in Aba, Abia State.

The coefficient of multiple determination ( $R^2$ ) was 0.526. It implies that 52.6% variation in the dependent variable was explained by changes in independent variables, while 47.4% was explained by the stochastic terms in the model. This implies that the independent variable (Facebook advertising, WhatsApp advertising, Instagram advertising) can only explain 52.6 percent of changes in consumers' desire for a product, leaving 47.4% percent unexplained. The  $R^2$  adjusted was 0.522%, indicating the goodness of fit of the regression model adopted in this study which is statistically significant at a 5% probability level. Furthermore, an f-statistics value of 133.817 and an F-prob value of 0.000 were observed from the analysis, which is less than 0.05, indicating that the estimated regression model adopted in this study is statistically significant at a 5% significant level. With this, the researcher rejected null and accepted alternative hypotheses, which state that social media advertising significantly affects consumers' desire for a product in Aba, Abia State, Nigeria.

### 7.3.2. Test of Hypothesis 2

- $H_{02}$ : E-mail advertising does not significantly affect consumers' trial purchase of a product.

Variable	Parameters	Coefficient	Std error	Tcal – value
Constant	$\beta_0$	1.643	0.198	8.314***
E-mail advertising ( $X_1$ )	$\beta_1$	0.695	0.041	16.963***
R-Square ( $R^2$ )		0.442		
Adjusted R – Square ( $R^2$ )		0.440		
F – statistics		287.759		
F – Prob.		0.000		

Table 7: For Hypothesis 2: Simple Regression Result of Effect of E-mail Advertising on Consumers' Trial Purchase of a Product

Source: Field Survey, 2022 (Computed Through SPSS Version 20)

Decision Rule: If  $F_{cal} > F_{tab}$ , accept the alternate and reject the Null hypothesis. Otherwise, accept the null hypothesis. \*\*\*, \*\*, and \* denotes coefficient significance at 1%, 5%, and 10%, respectively. t-tab value = 1.965; df = 364

The effect of e-mail advertising on consumers' trial purchase of a product in Aba, Abia State, Nigeria, was tested in Table 7 above. The coefficient of e-mail advertising was statistically significant and positively related to consumers' trial purchase of a product at a 1 percent level (16.963\*\*\*). This implies that a unit increase in e-mail advertising leads to an increase in consumers' trial purchase of a product in Aba, Abia State, by 0.695 units. Thus, e-mail advertising significantly affects consumers' trial purchase of a product in Aba, Abia State. The result of the coefficient of multiple determination ( $R^2$ ) was 0.442. It implies that changes in the independent variables explained 44.2% of the variations in the dependent variable.

In comparison, 55.8% was unexplained by the stochastic variable, indicating the goodness of fit of the regression model adopted in this study which is statistically significant at a 5% probability level. Furthermore, the F-Stat value of 287.759 and F-probability value of 0.000 was observed from the analysis, which is less than 0.05, indicating that the estimated regression model adopted in this study is statistically significant at a 5% significant level. With this, the researcher rejected the null hypothesis and accepted the alternative hypothesis, which states that E-mail advertising significantly affects consumers' trial purchase of a product in Aba, Abia State, Nigeria.

### 7.3.3. Test of Hypothesis 3

- $H_{03}$ : Search engine advertising, blog advertising, and junk message advertising has no significant effect on Consumers' decision to adopt a product.

Variable	Parameters	Coefficient	Std error	Tcal – value
Constant	$\beta_0$	2.595	0.236	10.992***
Search engine advertising ( $X_1$ )	$\beta_1$	0.406	0.056	7.262***
Blog advertising ( $X_2$ )	$\beta_2$	0.229	0.057	4.018***
Junk message advertising ( $X_3$ )	$\beta_3$	0.007	0.039	0.179
R-Square ( $R^2$ )		0.516		
Adjusted R – Square ( $R^2$ )		0.512		
F – statistics		128.661		
F – Prob.		0.000		

Table 8: Multiple Linear Regression Coefficients of Effect of Social Network Advertisements (Search Engine Advertising, Blog Advertising, Junk Message Advertising) on Consumers' Decision to Adopt a Product  
Source: Field Survey, 2022 (Computed Through SPSS Version 20)

Decision Rule: If  $F_{cal} > F_{tab}$ , accept the alternate and reject the Null hypothesis. Otherwise, accept the null hypothesis \*\*\*, \*\*, and \* denotes coefficient significance at 1%, 5%, and 10%, respectively.  $t_{tab}$  value = 1.965;  $df = 364$

The estimated value of Search engine advertising ( $X_1$ ) of 0.406 shows that a unit increase in search engine advertising, holding other variables constant, will increase consumers' decision to adopt a product by 0.406 units. By implication, Search engine advertising has a positive and significant effect on consumers' decision to adopt a product. The result conforms to *a priori expectations* because most Nigerians with smart mobile phones login into the search engine for new information. Thus, information posted on any search engine platform attracts customers.

The estimated value of Blog advertising ( $X_2$ ) of 0.229 shows that a unit increase in Blog advertising, holding other variables constant, will increase consumers' decision to adopt a product by 0.229 units. Therefore, by implication, consumers' decision to adopt a product is a function of Blog advertising in Aba, Abia State. Hence, Blog advertising significantly affects consumers' decision to adopt a product.

The coefficient of Junk message advertising ( $X_3$ ) was statistically insignificant at a 5 percent level. This implies that junk message advertising does not significantly affect consumers' decision to adopt a product, Aba, Abia State. Hence we accept the null hypothesis, which posited that junk message advertising has no significant effect on consumers' decision to adopt a product, Aba, Abia State.

The result of the coefficient of multiple determinations ( $R^2$ ) was 0.516. It implies that 51.6% of the variations in dependents were explained by changes in the independent variables, while 48.4% were unexplained by the stochastic variable. The result of the study indicates the goodness of fit of the regression model adopted in this study which is statistically significant at a 5% probability level. Furthermore, an F-stat of value 128.661 and an F-prob value of 0.000 was observed from the analysis, which is less than 0.05, indicating that the estimated regression model adopted in this study is statistically significant at a 5% significant level. With this, the researcher affirms the alternative hypothesis, which states that Search engine advertising and blog advertising significantly affect consumers' decision to adopt a product in Aba, Abia State, Nigeria.

## 8. Summary of Findings

The study examined the effect of online advertising on consumer buying behaviour towards consumer goods in Aba, Abia State. In order to actualise the objective, the hypotheses were tested, and the major findings revealed by the study are highlighted and discussed as follows:

- The major findings from the socio-economic profile of the respondents revealed that 65.3% of the respondents were women.
- 48.9% of the respondents were above 38 years of age,
- Most of the respondents, constituting 37.4%, were certified National Diploma holders,
- Most of the respondents (59.0%) are married,
- 62.3% of the respondents strongly agree that advertising through Facebook pages ignites customers' desire to purchase a product,
- From the objective questions, the majority of the respondents (63.1%) strongly agree that advertisements done on yahoo mail platforms with catchy slogans or phrases appealed to customers' interest and emotions,
- Most of the respondents (60.7%) strongly agree that Advertisement on Google play and Google search engine increases customer demand for products

The empirical result showed that Facebook advertising positively and significantly affects consumers' desire for a product in Aba, Abia State. WhatsApp advertising positively and significantly affects consumers' desire for a product in Aba, Abia State. Instagram advertising does not significantly affect consumers' desire for a product in Aba, Abia State. E-mail advertising significantly affects consumers' trial purchase of a product in Aba, Abia State. Search engine advertising positively and significantly affects consumers' decision to adopt a product. Blog advertising significantly affects consumers' decision to adopt a product. Junk message advertising does not significantly affect consumers' decision to adopt a product, Aba, Abia State.

## 9. Conclusion

The key to a successful marketing campaign lies in examining factors affecting consumer behaviour. This is because marketing to an audience that the company does not truly understand will not get the company very far; the only way to reach and connect with a customer and their purchasing decision is to understand customer buying behaviour. Hence, companies need to understand:

- Where prospective and ultimate customers look for information (Do they use search engines? Do they look to classified advertisements?) and
- Whom the customers listen to (Do social media mentions and recommendations influence their decision to purchase?)

In effect, the study examined the effect of online advertising on consumer buying behaviour towards consumer goods in Aba, Abia State. The study specifically examined the effect of social media advertising, e-mail advertising, and social network advertising on consumer buying behaviour. The result showed that Facebook and WhatsApp advertising positively and significantly affect consumers' desire for a product in Aba, Abia State. Instagram advertising does not significantly affect consumers' desire for a product in Aba, Abia State. E-mail advertising significantly affects consumers' trial purchase of a product in Aba, Abia State. More so, Search engine advertising and Blog advertising positively and significantly affect consumers' decision to adopt a product. Junk message advertising does not significantly affect consumers' decision to adopt a product, Aba, Abia State. In conclusion, social media advertising significantly affects consumer buying behaviour. This is because Social media often become the second or even first place that customers will look when wanting to learn more about a brand. Therefore, it is important that all information and the brand's voice match up across the website and social media channels.

## 10. Recommendations

Based on the finding and conclusion, the study suggested the following recommendations:

- Businesses should fully embrace social media advertising as social media has come to stay, and advertising via the media is becoming a "global best practice". They will not only reap the benefits of advertising via social media but also be at par with their counterparts in Diaspora
- It is also recommended that businesses see social media advertising for what it is; an opportunity to be taken, nurtured and benefited from, not a one-hit-wonder that will solve all their marketing problems in one fell swoop
- Media practitioners, especially advertising practitioners, should see the gap created by the lack of professionals in the field of online advertising and act proactively by designating the trend and adding it to their arsenal to remain valuable and gain a competitive advantage
- In the same vein, social media advertising should be introduced to the curriculum of institutions, training media and advertising practitioners to ensure the production of solid personnel, not half-baked quacks or charlatans

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