

Correlation of potentials and challenges of digital advertising with consumer behaviour in Delta State, Nigeria

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ABSTRACT: *This study is examined the correlation of the potentials and challenges of digital advertising with consumer purchasing behaviour in Delta State, Nigeria. The scope of the study illuminated the potential and challenges of digital advertising while highlighting trends and factors of consumers' purchasing behaviour. Following a descriptive research design, the questionnaire was used to collect data from 400 respondents drawn from the three senatorial zones in Delta State. Stata software 15.0 was used to test hypothesis and deductions were made from findings that the potential of digital advertising is helping businesses to be more visible not minding the challenges it is facing. Also drawn is the conclusion that despite the triggering trends and constraining factors of consumer purchasing behaviour, digital advertising remains viable as long as digitalization is metamorphic.*

KEYWORDS: correlation, potential challenges, digital advertising, consumer purchasing and behaviour

INTRODUCTION

Digital advertising is perceived as the single biggest event in the last two decades that has truly revolutionized the advertising viewing experience with the inclusion of consumer involvement (Monnappa, 2022). Digital advertising according to Fallah (2014) often synonymously referred to as online advertising, digital marketing or web advertising is a form of modern promotional tool that uses Internet technology for the main purpose of delivering advertising messages to potential consumers. The Potential of digital advertising according to Ufuophu-Biri and Ijeh (2021) largely depends on one's level of digital nativity and migration. This has metamorphosed into how deeply internet usage has permeated people's daily lives. The availability of everything at a click of a button has increased the ease and speed of making purchases. On the other hand, digital advertising is not eluded of challenges that accompany such a widely embraced exploit. When companies that collect data are exposed to scammers and spammers, their potential consumers would be careful not to fall victim. This leads to a major setback for digital advertising which subsequently alters consumer purchasing behaviour.

Globalization is making consumers more proactive in their demand for products and services bringing to bear that there is an intervention of technology in almost all the stages of the consumer decision-making process (Ashman, Solomon, and Wolny, 2015). The dramatic changes brought about by information technology are having a significant impact on the daily lives of people around the world. Digital advertising medium has become an absolute necessity for businesses to gain a competitive advantage in the age of globalization (Nolan, 2022). Delta State, the geographical focus of this study, stands as one of the industrialized states in Nigeria. With the growing level of education and internet connectivity in the state, Deltans are widely involved in the purchase of goods and requests for services online most particularly with young people. Unfortunately, the easy and glamorous potentials associated with digital advertising have not void it of certain challenges that may collude and impede its appreciation. Several studies have been carried out to outline the potential of digital advertising like the study of Ighomero, & Iriobe, (2019) E-marketing in Nigeria; Benefits, Challenges & Strategies; Umamashewari & Kumawat (2021) The evolution and growth of digital marketing; the study of Jiang & Nikolaos, (2021) Triggers of consumers' enhanced digital engagement and the role of digital technologies; and the research of Rangaiah M, (2021) "5 Factors Influencing Consumer Behaviour. The observation on the aforementioned study is that they were all carried independently of each other with no synergical link of one to another. To this end, it is not clear if the potential of digital advertising can harmonise with the trends of consumer purchasing behaviour in Delta State. It is unclear also if the challenges of digital advertising is an impediment in relations to the factors of consumer purchasing behaviour in Delta State. This study is intended to address the following objectives:

1. To examine the potential of digital advertising to consumers
2. To identify the challenges facing digital advertising
3. To examine the determinant factors of consumers' purchasing behaviour
4. To identify the trends enhancing consumers' purchasing behaviour

Hypothesis

1. *There is no significant correlation between the potential of digital advertising and the trends enhancing consumers' purchasing behaviour in Delta State*
2. *There is no significant correlation between the challenges of digital advertising and the factors behind consumers' purchasing behavior in Delta State.*

Potential of Digital Advertising

Gowsalya, Mangaiyarkarasi & Vethirajan (2020) emphasised that the digital age has come to stay and the evolution of it is seen in the last 25 years. It has continued to exhibit latent qualities and abilities that may be developed for more exploitation. Ighomereho and Iriobe (2019) in collaboration stated that global reach; low cost; 24-Hour availability; personalization; one-to-one advertising; improved interactivity; improved ability to track results and new product development are some focal points to look out for in digital advertising.

Global Reach: Information Technology offers a variety of new technologies to extend advertising activities to international basis. It enhances campaigns throughout the many structures human beings used to search such as smartphones, tablets and desktops, (Smith, 2017). Traditional

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advertising is geographically constrained, and creating an international advertising layout might also be challenging, expensive, and time-consuming. However, because digital advertising takes place online, it has an enormously wide audience that can be contacted. With the assistance of an online store, even a very tiny local company owner may connect with customers throughout the world.

With usual marketing, this is both now not viable or would be very high-priced to achieve. Businesses now have get admission to a broad vary of practicable improvement possibilities thanks to the internet. Any company immediately have visibility at both local and global levels (Simplilearn, 2022).

Low Cost: Digital advertising can be used to better reach potential consumers at a far lesser cost than common advertising approaches (Fuxman, Elifoglu, Chao & Li, 2014). Proactive advertisers are focused on lowering the cost of clicks to enhance their advertising strategies and will stand to gain more from the market environment as a result of higher stipulations (ResearchAndMarkets, 2022).

24-Hour Availability: Digital advertising approves shoppers to study and purchase products, even if the company's premises are closed or the organisation has no premises at all. Potential customers count on their merchandise to be reachable 24 hours a day besides interference (Kaefer, 2018).

Personalization: It allows companies to accumulate and store information about customers and identify them at the individual level. If the customer database is linked to a website, the company can greet customers with targeted offers each time they visit the website. The more they buy, the extra efficiently the company can refine their profile (Coleman, 2021)

One-to-one advertising: It permits the view and response to the desires of individual consumers and reaches those who choose instantaneous know-how of merchandise and services. Consumers can additionally discuss directly with the (Moore, 2021).

Improved interactivity: It affords a greater stage of interactivity. This permits businesses to create interactive campaigns with chat, music, graphics, and video. Through two-way communication, interactive games, or quizzes, corporations can entice target audiences and acquire higher participation and manipulation over the internet ride (Von der Osten, 2022).

Improved ability to track results: It makes it effortless to measure the effectiveness of the advertising program. This ensures agencies get extra statistics about consumer reactions to adverts the using strategies such as pay-per-click and pay-per-action (Pitre, 2022).

New Product Development: The Internet offers the opportunity to learn about products and develop new products. It can be used as a relatively less expensive way to gather market research

on consumer perceptions of a product and to format new products or enhance present ones (Juganaru, Andronache, & Mihutiu, 2021).

Challenges of Digital Advertising

Digital advertising keeps changing fast by bringing goods and services to the doorsteps of potential consumers (Clodagh, 2022). Nevertheless, it is still struggling to find the perfect balance in an ever-changing technologically focused era not utilizing effort to avoid exaggerating the quality and functions of the goods or services, inflicting consumers to assume that they are not in line with expectations (Akram, Ansari, Fu, Junaid, 2020, Wang, Yue, Ansari, Tang, Ding, & Jing, 2022). In a previous study, Umamaheswari and Kumawat (2021) and Lincphin (2022) pellucid out some of the challenges of digital advertising as the proliferation of digital channels; Making Websites Accessible; Cost of having related devices; Inadequate range of informed workforce; Inadequate range of informed workforce; Staying Current with Google's Algorithms; Explosive amount of data; Perceived loss of safety and Intensifying competition

Proliferation of digital channels

Consumers use multiple digital channels such as social media, e-mail, blogs, etc and a variety of devices that requires different protocols, specifications, and interfaces. They interact with these devices for different purposes in different ways. This proliferation of digital media has made it so that for a message to be heard, the content material of that message must find the appropriate channel to differentiate itself from all the others that seek the attention of the same audience (Arshad, 2019).

Inadequate Internet Infrastructure

The important platform for digital advertising is the internet. Currently, the extent of accessibility to the net in Nigeria remains low particularly in maximum rural regions in which the majority of companies do not have access to net centres and as a consequence the interaction with digital advertising is cumbersome to navigate websites (Deinne, 2021). Inaccessibility of users for users to understand Google's Algorithms is a fast growing issue adding up to frustration for potential consumers.

Cost of having related devices

In today's world of technological advancements, smart gadgets are increasingly used across the globe (Mathur, 2021). Availability of laptops, smartphones, tablets and rapid velocity net connection conditions the exercise of digital advertising both for the company and potential consumer. The value of having related devices is excessive, particularly for small and medium companies. The excessive value of having access to net offerings is additionally a first-rate issue.

Unreliable energy delivery

Economy activity and welfare is large dependant on access to reliable energy services (Salihu & Delplanque, 2021).The trouble of volatile energy delivery is a first-rate project for digital advertising in Nigeria. The devices required for digital advertising and marketing are powered with aid of using the power which is not readily available in most communities.

Perceived loss of safety

Many have serious concerns about their online privacy but often do not behave accordingly. It is critical to recognize and deal with safety issues that allow one to leverage the potential of ICT there is no trust in data sharing and privacy rules when responding to digital advertising applications since a website may draw users from any country. Security entails protection in opposition to fraud and hacking of non-public records (Barth, de Jong & Junger, 2021, Nwanne, 2014).

Intensifying competition

Comparatively less expensive in contrast to conventional media, digital channels are accessible to almost any organization, regardless of size. As a result, it is turning increasingly tough to grab the interest of customers'. Competition is there everywhere, especially from some of the sleeping titans of the industry (McGee, 2022).

Consumer Purchasing Behaviour

Consumer purchasing behavior refers to the decision and acts people undertake to buy products or services for individual or group use (Hill, 2021). It is the study of consumers and the processes they use to engage, use, and dispose of products and services, including consumers' emotional, mental, and behavioral responses (Radu, 2019). Understanding consumer purchasing behavior gives marketing professionals an inside scoop on providing a remarkable experience which is crucial for improving the company's performance (Bernazanni, 2022). A corporation frequently has to change its strategy for luring customers in light of those consumers' needs, wants, preferences, and buying habits because it's a driving force to improve businesses and acquire more customers (Sydorenko, 2022).

Determinant Factors of consumers' purchasing behaviour

An understanding of determinant factors of consumers' purchasing behaviour can help producers to decide the best way to showcase their product or service to influence consumers and increase revenue. Factors that affect changes in purchase behavior include personal factors, Psychological factors, social factors, and situational factors as explained by Rangaiah, (202), Cici & Bilginer Özsaatçı, (2021) and Qazzafi, (2020).

1. Personal factors: an individual's interests and opinions can be influenced by demographics (age, gender, culture, etc.).
2. Psychological factors: an individual's response to a marketing message will depend on their perceptions and attitudes.
3. Social factors: family, friends, education level, social media, income, all influence consumers' behavior.
4. Situational factors: These factors can be availability of desired product, the timing of the purchase, location, weather and consumer's mood

Trends Enhancing Consumer Purchasing Behaviour

The application of digital technology has created favourable conditions for consumers to participate in online shopping, with significantly increased online purchase activities (Jiang

and Nikolaos, 2021). Some trends terms to enhance concept of consumer purchasing behaviour. Below are some of such trends:

Access to the Internet: According to Kemp (2018), well over half of the world's population is now online, with the latest data showing that nearly a quarter of a billion new users came online for the first time in 2017. The number of internet users in 2018 was 4.021 billion, up 7 per cent year-on-year. As the number of people gaining access to the internet increases, the amount of time that people spend on the internet is also increasing. The latest data from GlobalWebIndex shows that the average internet user now spends around 6 hours each day using internet-powered devices and services that are roughly one-third of their waking lives.

Access to information: The digital revolution has provided customers with a far greater knowledge of products and services, meaning that brands no longer decide what information is handed to consumers regarding product knowledge. Consumers can access information and opinions within seconds, providing them with enough facts to make informed purchase decisions. (Badenhorst, 2015).

Brand Loyalty: The idea of brand loyalty is vanishing in today's diversified new world of expanding customer expectations, driven by shifting demographics and the market's cultural transformation. Customers who get devoted to a specific brand and make repeated purchases over time exhibit brand loyalty and awareness. (Niu, Wang, Liu 2021). Unfortunately, globalization, rising consumer expectations, digitalization, convenience and a host of other factors have contributed to the decline in brand loyalty such that even loyalty programmes have little or no impact on brand loyalty.

Product and Services on Demand: Immediate access to messaging, e-mail, social media, and other online functionality through smartphones has created a sense of entitlement to quick, easy, and viable experiences. Whether it be the ease of scheduled deliveries or the corresponding reduction in time required, the study shows that the on-demand economy's growth is a product of its alignment with consumers' growing appetite for greater convenience, speed, and simplicity (Jaconi, 2014). (Kerrigan, 2018).

Diffusion of Innovation Theory (DOI)

When multiple social network users recognize development and use new ideas, communication occurs. The diffusion of innovation hypothesis has been successfully used for the sale of products and services to consumers and has been successful since the 1970s (Locket, 2018). Diffusion of Innovation (DOI) Theory, was developed by an American communication theorist and sociologist E.M. Rogers in 1962 who opines that in any social system, innovation is communicated by the process of diffusion (CFI Team 2022, communicationtheory.org/, 2016). It is originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system like a drop of food dye diffuses through the water in a glass (study.com, 2022). This theory's effort is to describe how new scientific, technological, and other developments diffuse throughout civilizations and cultures before becoming widely used (Halton, 2021). The result of diffusion according to Shinkevich,

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Shinkevich, Chudnovskiy, Lushchik, Kaigorodova, Ishmuradova, & Zhuravleva, (2016) is that people, as part of a social system, adopt a new idea, behaviour, or product when directing technological-based innovations. Lamorte (2019) argues that adoption requires that a person does something different than what they had previously (i.e., purchase or use a new product, acquire and perform a new behaviour, etc.). Chile (2017) has identified conflict of interest, cultural differences, economic differences and poor information as some of the limitations of the theory. To this work, the theory's relevance stems from the fact that digital advertising is at the evolving stage and as such, its being adopted at varying degrees.

Structured questionnaire was used to collect the primary data for this study. Sample size of the study was 400 which was extracted from a study population that cut across the three senatorial districts of Delta State. With a purposive sampling technique, data was gathered from two cities each from each of the senatorial zone recognized as the liveliest cities in Delta State (Awosusi, 2020). The data were examined and hypothesis were tested using Spearman Rank on stata 0.15 statistical tool. The decision rule was anchored on the P-Value of 0.05 to reject or fail to reject the hypothesis respectively.

Data Presentation**Table 1:** The Questionnaire

Questionnaire Distributed	400
Questionnaire Retrieved	398
Analysed Questionnaire	392
Difference	8
Percentage Difference	2%

Demographic of Respondents [

Graphic Distribution of Respondents According to Gender, Age, Marital Status Educational Qualification

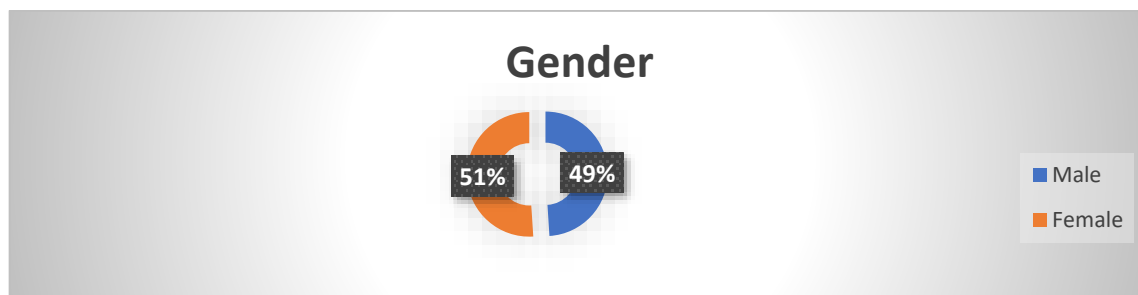


Chart on the gender of respondents

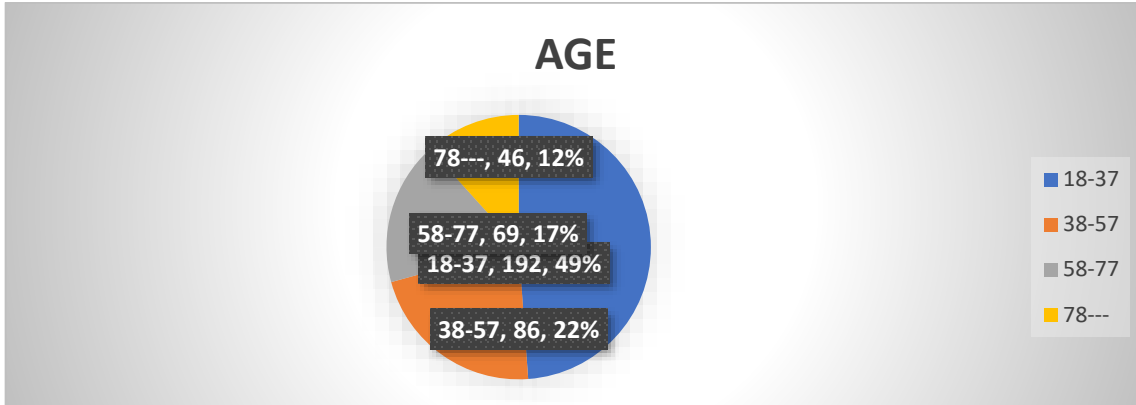


Chart of respondents' age

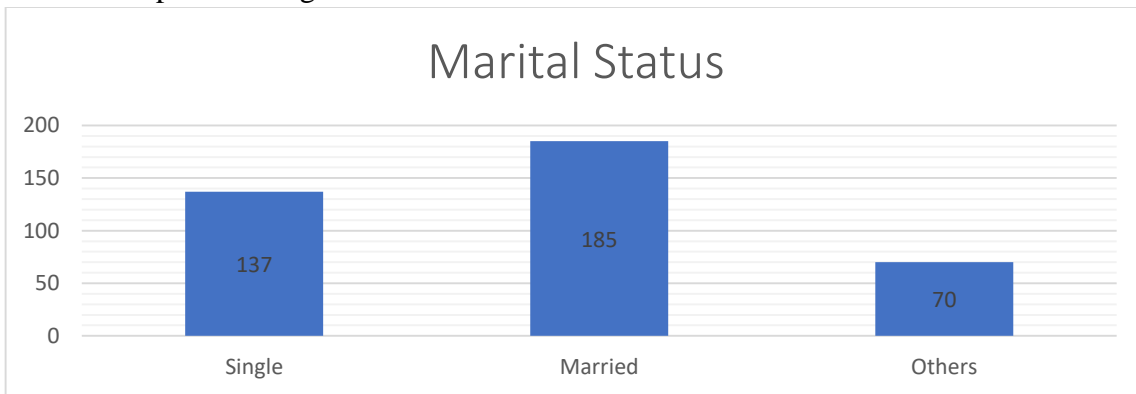


Chart of respondents' marital status

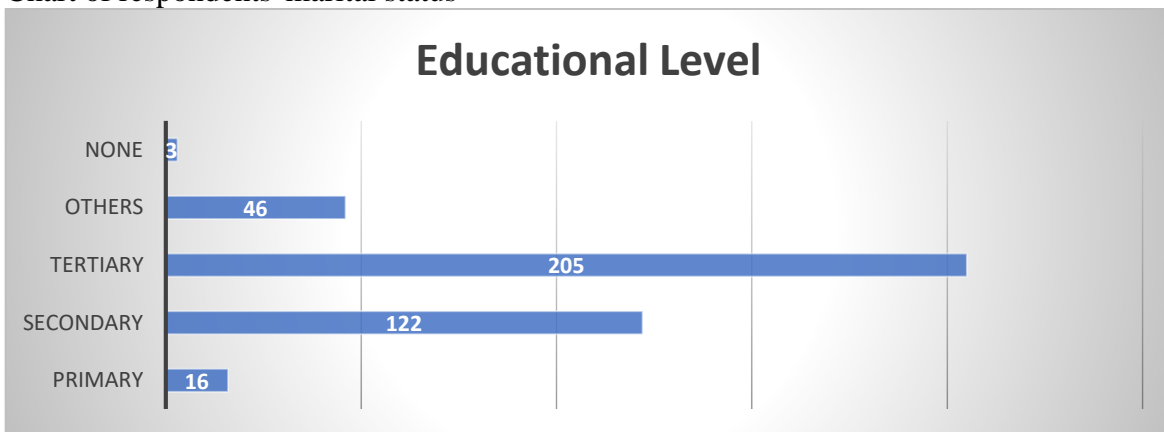


Chart of respondents' formal education level

Bi-variate Analysis

Hypotheses One: There is no significant correlation between the potential of digital advertising and the trends enhancing consumers' purchasing behaviour in Delta State.

Source	Output	Decision
Number of obs	392	Reject
Spearman's rho	0.1779	
Prob > t	0.0004	

Spearman pda tecpb

Table 2: Result for the significant correlation between the potential of digital advertising and the trends enhancing consumers' purchasing behaviour in Delta State. Since the P-Value of 0.00160 is less than the level of significance of 0.05, we reject the null hypothesis.

Hypotheses Two: There is no significant correlation between the challenges of digital advertising and the factors behind consumers' purchasing behavior in Delta State

Spearman fbcpb chda

Table 3: Result for the pattern of consumers' behaviour and making purchases/services online in Delta State. Since the P-Value of 0.0004 is less than the level of significance of 0.05. Therefore,

Source	Output	Decision
Number of obs	392	Reject
Spearman's rho	0.7522	
Prob > t	0.0160	

the null hypothesis is rejected.

DISCUSSION**Potential of Digital Advertising and the Trends Enhancing Consumers' Purchasing****Behaviour in Delta State**

As seen in the result of the hypotheses, there is a high statistically significant correlation between the potential of digital advertising and the trends enhancing consumers' purchasing behaviour. The finding elicits a diffusion of the studies of Ighomereho and Iriobe (2019) and that of Jiang and Nikolaos (2021). While one identified global Reach; Low Cost; 24-Hour Availability; Personalization; One-to-one advertising; Improved interactivity; Improved ability to track results and New Product Development are some focal points to look out for in digital advertising, the other infused that the application of digital technology has created favourable conditions for consumers to participate in online shopping, with significant increased on online purchase activities. The result further tallies with the diffusion of innovation theory from the perspective

that when multiple social network users recognize development and use new ideas, communication occurs. The evolution of new scientific, technological, and other developments diffuse throughout civilizations and cultures before becoming widely used (Halton, 2021) and like a drop of food dye the potential of digital advertising and the trends enhancing consumers' purchasing behaviour gather momentum and diffuses (study.com, 2022).

Challenges of Digital Advertising and Factors Behind Consumers' Purchasing Behaviour in Delta State Result

The result shows that a positive relationship exists between the challenges of digital advertising and factors behind consumers' purchasing behaviour. It affirms the study to Qazzafi, (2020) and Rangaiah (2021), that some factors are susceptible to consumers purchasing behaviour but not deterred by the challenges of digital advertising such as proliferation of digital channels, inadequate Internet infrastructure, cost of having related devices, unreliable energy delivery, perceived loss of safety, intensifying competition as identified by Umamaheswari and Kumawat (2021). Finding further confirms the position of the diffusion of innovation theory according to Locket, (2018), CFI Team (2022), Halton, (2021) and Gordon, (2022). The theory emphasises how, over time, an idea or product gains recognition and diffuses (or spreads) through a specific population or social system. The result of this diffusion is that people, as part of a social system, adopt a new idea, behaviour, or product (Dearing and Cox, 2018).

CONCLUSION

Empowered by technological development, digital revolution is shaking advertising to its core. The study seeks to offer key indicators of the correlation of potential and challenges with consumer purchasing behaviour. With obvious paradigm shift from traditional ways of advertising, digital advertising is the novel potential that businesses are engaging to make their goods and services more visibly to target consumers. Bedeviled by challenges that are not alien to new evolutions, digital advertising is attracting attention that is changing the narrative regarding consumer purchasing behaviour. Access to the internet, informational availability, and brand loyalty are just a few of the factors that help consumers adapt their purchase behaviour to shifting trends. Triggering variables including those that are personal, psychological, social, and situational help customers make decisions about their shopping experiences. As long as digitalization is transformative, digital advertising will continue to be extremely promising. As a suggestion, marketers could consider the typical problem of where to begin creating digital plans that illustrate the issues restricting consumer purchasing behavior and encompass the trends increasing it

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