

## **Influence of Digital Advertising on Consumers Buying Behaviour in Delta State**

**Ivwithren, Hannah Emuobosa**

Department of Mass Communication, Faculty of Social Sciences, Delta State University, Abraka

**Igben, Harvey G.O. PhD, MNIPR, MCIPR**

Department of Mass Communication, Faculty of Social Sciences, Delta State University, Abraka

**Ogwezi, Oghor Jocye PhD**

Department of Mass Communication, Dennis Osadebey University, Asaba

doi: <https://doi.org/10.37745/bjms.2013/vol11n14058>

Published March 12, 2023

---

**Citation:** Vwithren H.E., Igben, H. G.O ; Ogwezi, O.J. (2023) Influence of Digital Advertising on Consumers Buying Behaviour in Delta State, *British Journal of Marketing Studies*, Vol. 11, Issue 1, pp.,40-58

---

**ABSTRACT:** *This paper examines the relationship between digital advertising and consumer purchasing behaviour in Delta State, Nigeria. Backed by the theory of Technological determinism, data from 392 respondents were analyzed in a sample survey using structured questionnaires. Findings show respondents are aware of the nature of digital advertising, such as pop-up advertising; email advertising; social media; search engine optimization (SEO); pay-per-click (PPC) as available channels. Also important is the pattern of consumer buying behaviour, which is largely based on stringent factors. There is also a realization that digital advertising is informative. entertaining and relaxing, but incredibly unnerving. The implication is that digital advertising is ubiquitous in Delta State, but consumers do not trust digital advertising, though it is considered informative. The Social impact is that there is hype about digital advertising invading Delta State, but the process is far from gullible.*

**KEYWORDS:** digital, advertising, consumer, purchasing, behaviour.

---

### **INTRODUCTION**

Increased data technological know-how and globalization are respective factors in the growing reliance on digital advertising. As a result, consumers find it more difficult to purchase goods and services, often worrying about their choices and brands. As Nwabueze (2014) interprets, disorientation is caused by brand dominance, each competing for the attention of potential

consumers. The power of digital advertising to empower manufacturers lies in how it drives the purchase, sale, branding, and expansion of goods and services in the minds of potential consumers (Meheshwari, Seth, and Gupta 2016). Nigeria is one of the international destinations dedicated to digital advertising, and the face of digital advertising in Nigeria is constantly evolving, reshaped by the boom in cyberspace connectivity (Emeh, Ahaiwe & Okoro, 2017 Year). The focus of this study, Delta State, is considered one of Nigeria's automated states. With the state's growing stage of schooling and internet connectivity, Deltans are being widely used to purchase internet-connected goods and request services, especially in younger societies.

The economies, institutions, and professional organizations of many countries including the advertising sector are being transformed by digital technology. Delta State Government of Nigeria recently trained hundreds of individuals through an empowerment programme to improve their information and communication technology (ICT) skills in the state (Aruoriwo, 2022). It was emphasized that technology is modern and that it is important for beneficiaries to improve their skills to succeed on the global stage. Delta consumers are characterized as digitally informed researchers because they are more educated, motivated, and brimming with digital material, and easy access to the Internet (Emiri, 2017). Previous research attempted to establish a strong link between exposure to advertising and consumer buying behaviour, but required a multi-prong approach. According to research by Ugonna, Okolo, Nebo, and Ojieze (2017), online advertising is a viable marketing communication channel that has a significant impact on how often people visit and use shopping websites. A study by Ekeruke (2019) also confirmed that Nigerian consumers purchase a variety of goods directly through digital media platforms that support their decision-making process. Another study by Cinar and Enginkaya (2014) found conflicting results in India where most customers see digital advertising as a useful tool but rated it as demanding and distracting. Based on research, the adaptability, interactivity and embodiment that distinguish digital advertising have increased exponentially across all applications and functions. However, it is a fact that the impact of digital advertising on consumer purchasing behaviour in Delta State is yet to be highlighted in the above study. Additionally, it is unclear whether Delta's digital advertising can drive greater customer mobility and influence people in the same way as the study above. With the above in mind, the motivation for this study is to fill the information gaps related to digital advertising in Delta State by analyzing how it influences consumer buying behaviour.

### ***Objectives***

- i. To examine the nature of digital advertising channels in Delta State.
- ii. To identify the pattern of consumer purchasing behaviour in Delta State.
- iii. To examine the perception of consumers on the nature of digital advertising in Delta State.

### ***Research Hypothesis***

- i. H<sub>01</sub>: There is no significant difference between the nature of digital advertising channels and the pattern of consumer purchasing behaviour in Delta State.

- ii. H<sub>02</sub>: There is no significant difference between the pattern of consumer purchasing behaviour in Delta State.
- iii. H<sub>03</sub>: There is no significant relationship between the perception on digital advertising and the pattern of consumer purchasing behaviour in Delta State.

## LITERATURE REVIEW

### *The Birth of Digital Advertising*

The phrase "digital advertising" initially originated in the Nineteen Nineties (Rodgers & Thorson, 2017, Rajendran and Thesinghraj, 2014). In 1993 the first banner advert appeared, followed by the first internet crawler a year after. In 1990 digital advertising was once used in any other context, and the section of digital advertising began to change. Zuckerberg launched Facebook in February 2004, Google launched Gmail in April 2004, and Twitter in March 2006. The digital marketing boom in 2010 was once estimated at 48%. Between 2012 and 2013 were believed to be the most beneficial period for digital advertising up until now (Kamal, 2016, Sljivo and Poturak, 2021). Any marketing-related content material that is seen online is referred to as digital advertising, net advertising and or net advertising and marketing because they are, intently linked (Ighomereho & Iriobe 2019, Alaimo & Kallinikos, 2018). As more individuals are exposed to their products and services online when businesses and organizations communicate an online message about them, sales are likely to increase (Chibuzor, 2022). According to Ekeruke (2019), changes in advertising and consumer purchasing behavior have been influenced by advancements in technology, adaptation, and several other external factors.

### *Nature of Digital Advertising*

With the associated benefits of digital advertising, several businesses around the world are seeking to improve the visibility and spread of their brand by increasing advertising on Web 1.0 channels such as email, business websites and free listings (Akpan and Epete, 2019). Some of the channels of digital advertising are recognized via Cinar and Enginkaya (2014) as Pop-ups Advertising; Email Advertising; Social Media; Text Message; Search Engine Optimization (SEO); Pay per click (PPC), etc.

### *Pop-ups Advertising*

Pop-up advertising is a type of Internet advertisement that directs website visitors to a website. It can also be a peak leader for media content like blogs. Vijay's. (n.d) Describe pop-up classified advertising as the little home window that shows up when you first visit a website. Pop-ups are also displayed in a bar at the backside of the screen. Pop-ups excel in digital advertising and are of very high quality (Wang, Yue, Ansari, Tang, Ding, & Jiang, 2022). According to Techopedia (2016), pop-ups are one of the most widely used online advertising and marketing strategies, even though most customers do not like them.

### *Email Advertising*

Email allowed remote users to send messages to each other, and the success of this application alone was enough to spur further investment and development. The use of electronic mail (email) is recognized as one of the most modern advertising methods and the earliest uses of the Internet (Sabbagh, 2021). When a message about a product or service is emailed to an existing or prospective customer, this is defined as email advertising (Fariborzi and Zahedifard, 2012). In contrast, Hudak, Kianickova, and Madlenak (2017) dismiss concerns that email advertising has long been viewed as an unreliable and undesirable form of marketing communication.

### *Social Media*

In recent years, social media has become a popular platform for advertising and consumer targeting. As a result, social media advertising is now one of the most reliable ways to increase traffic and generate revenue (Pessala, 2016). Oji & Erubami (2020) states that social media is well known as a popular platform. By gaining access to a wide range of information. Igben & Madubuchukwu (2017) contributed to the fact that social media is a powerful tool to influence policy formulation and implementation. it creates and shares information related to goods or services offered by the company (Bassi, 2022). Social media advertising networks such as Facebook, Twitter, LinkedIn, and Google are where businesses can build brand awareness and visibility (Kosto 2020). It is where the expert creates a profile on LinkedIn and shares information with others. However, Udenze and Aduba (2020) warn that social media has the downside of being a double-edged sword when uncensored.

### *Text Message*

Text message advertising is very successful because emails can end up in the trash, or spam folders, or worse, remain ignored in your inbox for hours (Tatango, 2022). Text messages are created by sending various information about your product or service from your mobile phone to potential customers. Since information can be easily sent by text message (SMS), image, video, or voice (MMS), more and more people are interested in using text messaging to do business across borders (Brandenburg, 2022, EZ Texting, 2021, Judy, 2020. Leonard, 2022 & Expert Commentator, 2020).

### *Search Engine Optimization (SEO)*

Search Engine Optimization (SEO) is the process of embellishing a site or webpage to increase Search engine optimization (SEO) is the process of embellishing a website or web page to increase allure visitors from organic search engine results, such as free, lifeless traffic to a website each month with benefits (Hardwick, 2022). According to Hopwood (2022), SEO is essential for any business that wants to build a web presence and establish a successful online presence. Searches that give permission targeting through SEO include a variety of nautical queries, such as image searches, local searches, video searches, academic searches, information searches, and industry-specific searches (Chris, 2022; Gagauz, 2020).

### *Pay-per-click (PPC)*

Pay-per-click is utilized by agencies to generate clicks to their website as well as receive clicks (Ilayasankar, 2021 & Cardona, 2022). Pay-per-click rules are suitable for advertisers who pay only for clicks seeing that customers click to pop up exclusive product choices can be very helpful (Starnes, 2021). According to Umamaheswari & Kumawat (2020), this is a great way to do business promotion as it increases product exposure and offers low-cost offers. Serving adverts through these sites and other networks provides better opportunities for agency development by making them more visible (Omer 2022).

### *Consumer Purchasing Behaviour*

Any company that discerns consumer delight will offer upward jostle to the nativity of purchaser behaviour. Kumar, John & Senith (2014) found that consumer purchasing behaviour is comprehensive knowledge to explain why, what, when and how products and brands are purchased. Understanding consumer purchasing behaviour can sometimes seem murky because it is so closely related to the human mind. More bluntly, Peter, Steven, and Hume (2014) view consumer purchasing behaviour as the actions, reactions, and consequences that occur as consumers go through the decision-making plight to get a product for use. Ramya and Mohamed (2017) seek evidence to support the claim that choosing, acquiring, and consuming products and services to satisfy consumer desires is also part of consumer purchasing behaviour. Chukwu, Kanu, and Ezeabogu (2019) point out that consumer purchasing behaviour is influenced by many factors and processes that help determine why, when, and how purchasing decisions are made.

### *Factors Associated with Pattern of Consumer Purchasing Behaviour*

Several factors in the background make a consumer behave in a precise manner intentionally or without warning. To authorize a better understanding, Schofield (2020) study of factors related to consumer behaviour reveals that consumer purchasing behaviour has a significant impact on purchasing decisions. According to Rangaiah (2021), Kumar (2019), and Qazzafi (2020), social, cultural, economic, and personal factors are strongly related to consumer purchasing behaviour.

### *Social Factors*

Humans are social beings (Sakman, 2019). Behavioural patterns, decisions, and aversions are therefore extensively influenced with the help of those around them. Nuclear families and general family relationships can strongly influence consumer behaviour. Members' likes, dislikes, and lifestyles are incorporated into family shopping habits. In the nuclear family, the family is small and the individual has a high degree of agency, whereas in the community family, the family is large and the group's decision-making takes precedence over the individual. The pertinence of families to advertising is therefore much more about consumer behaviour than about consumer demand levels.

### *Cultural factors*

People are largely the result of a learning process (Farnsworth 2022). Through socialization, humans absorb different values, perceptions, preferences, and behavioral patterns. These include achievement,

success, efficiency, progress, material comforts, practicality, individuality, freedom, humanity, youth and practicality. Various subcultures such as nationality groups, religious groups, racial groups, cultural preferences, taboos, attitudes and lifestyles, and geographic regions influence these values (Schiffman and Kanuk, 2014).

#### *Economic Factors*

Economic factor has a significant impact on consumer behaviour. Personal revenue, family income, income anticipation, savings, cash available for use, consumer credit, business cycles, inflation, political shifts, etc, are all financial factors that affect how consumers behave. Rising disposable income leads to raised expenditure on miscellaneous goods. On the other side, a decrease in disposable income results in less money being spent on other things raises the level of material comfort for one (Morris, 2022 and Rangaiah, 2021).

#### *Personal factor*

Personal factors also influence buyer behavior. Important personal factors that influence buyer behavior are age, occupation, income, and lifestyle. Individual lifestyles, purchasing considerations, and decisions vary widely. People buy different products at different stages of the cycle. Their tastes, preferences, etc. also vary according to their activities, interests, opinions, and way of life expressed in their interaction with the environment (Cici & Bilginer Özsaatçı, 2021).

#### *Perception of Digital Advertising*

With advertising effectively returning to human focus, more and more researchers are studying consumer behaviour and attitudes towards advertising in terms of perceived benefits and risks (Chen and Duan 2021). Advertising by a company or organization is paramount to giving consumers an overall rating (Ning, Xioa-Yang & Zhi-Liang, 2021). According to Umukoro and Ogwezi (2021), perception serves as lens through which people make sense of the world and is a meaningful aspect of being human. Advertising perception describes how a particular item or any product is impacted by an advertisement as it piques a customer's interest.

#### *Factors of Perception in Advertising*

For Tanika & Bhawna (2019), some factors serve as the antecedents of attitude that influence consumers for or against advertising in general. The proposed factors are informativeness, entertainment, credibility, interactivity, demographics, and irritation. Srivastava, Srivastava & Kumar (2014) consider the aforementioned variable as the fundamental data for cognitive and emotional assessments. Perceived value has a direct impact on attitude, which in turn affects a consumer's propensity to use advertisements in the future.

#### *Informativeness*

Based on their accumulated experiences with particular advertising messages, consumers seek to develop judgments about the general informativeness of advertising that can provide sought product-related information and grab the attention of consumers (Taanika & Bhawna, 2019). To put it in another

way, a consumer's trust in advertising reflects their expectation that it will deliver relevant information from the large amounts of product information and product variety available to the public (Donghyun & Ammeter, 2017).

### *Entertainment*

The profitability of digital advertisements and public perception of them are both significantly impacted if the advertising was for entertainment purposes. The entertainment component of an advertisement assists consumers to create memorable experiences in meeting their requirements for escape, distraction, aesthetic pleasure, or emotional release (Cassel, Jacobs & Graham, 2021). The most predictive patronage intention of pop-up stores is esthetic experience, escapist experience, and intellectual pleasure (Alexander, Nobbs & Varley, 2018)

### *Credibility*

The degree to which a customer accepts the claims made in media or advertising is referred to as the media's or advertising's credibility. The value of web advertising for advertising purposes came revealed to be significantly correlated with advertising believability. The credibility of the media has an impact on how the consumer perceives the veracity of the information being conveyed (Mosa, 2021).

### *Demographics*

Demographics refers to information on a population's age, race, gender, education, wealth, and employment. Age, gender, ethnicity, income, education, and employment are just a few examples of the demographic aspects that significantly affect a consumer's propensity to purchase. The degree of decision-making that takes place before the purchase is critical in advertising research. Demographics refers to information on a population's age, race, gender, education, wealth, and employment. Items can be customized based on information about user participation (Cici & Bilginer Özsaatçı, 2021).

### *Interactivity*

Interactive behaviour refers to a consumer's direct actions to satisfy their needs and goals. Interactivity is among the characteristics of internet advertising. These contacts expose individuals to a diversity of concepts, cultures, and possibilities (Talukdar, 2021). An advertisement's interactivity has a beneficial effect on consumer views about advertising. Policymakers, campaigners, and consumers have all given privacy problems a lot of attention, and several studies have looked at various privacy issues on social networking sites from a range of viewpoints, including gender, age, and others (Kevin, Andzulis, Rapp, & Agnihotri, 2014).

### *Irritation*

Advertising may confuse or distract consumers, which could reduce their productivity or cause them to become disoriented. Customers may grow weary of the constant barrage of messages they receive, and some people believe that advertising takes the focus off of crucial societal issues (Taanika and Bhawna, 2019). Some claims might be deceptive or even offensive to customers which could annoy

them. According to these theories and findings, the irritation dimension is thought to be a significant factor that can lower the value obtained from advertising and is also thought to be the root of negative perceptions of it (Rau, Liao, and Chen, 2013).

### *Theoretical Framework*

The foundation of this research will be the thesis on technological determinism. The reductionist theory of technological determinism seeks to establish a causal connection between technology and the character of society as it is generated and affected by technological growth (Thomas, 2017). In 1962, a Canadian professor of English Marshall MacLuhan proposed the concept of technological determinism, which maintains that technology has a significant influence on people's lives (Azam, 2021). According to the technological determinism idea, media technologies influence people's thoughts, feelings, and behaviours as well as how societies function as they advance from one technological age to the next. Following the thesis, advancements in communication technology cause profound shifts in society structure (Mickeel, 2019, Haider, 2020, Wardynski, 2019). To apply this theory to the study, according to Drew (2022), digital technology used in digital advertising can be directly linked to technological determinism since the internet is an example of technological determinism that is powered to alter the future of human history.

## **RESEARCH METHOD**

A descriptive research design was used in this study. The three (3) senatorial districts in Delta State were split up into proportions for a 400-person samples: 134, 133, and 133. Two cities and towns in each region that had the highest internet penetration were purposively selected. This includes: Asaba and Agbor in the Delta North, Abraka and Sapele in the Delta Central, and Warri and Oleh in the Delta South. According to Awosusi (2020), these Delta State communities are among the best places to live. A total of 26 items in a three-part questionnaire was used to collect data using purposive sampling. The respondents' demographic and behavioural profiles were interrogated in Parts A and B. On a Likert scale, Part C examined respondents' perceptions of the nature of digital advertising, the patterns of customers' purchasing behaviour, and the respondents' opinions on those topics. The nature of digital advertising tools and platforms as well as the pattern of consumer behaviour when making a purchase decision were examined using the analysis of variance (ANOVA) to test Hypothesis 1 and 2 and identify statistical differences between people in Delta State. For the test of Hypotheses 3, Spearman's Rank Correlation was used to determine the significance of each independent variable's relationship to each dependent variable. The data decoding and analysis for this study were assisted by Stata software version 15.0. P-value < or > 0.05 is arrived at to reject or fail to reject the hypothesis respectively.



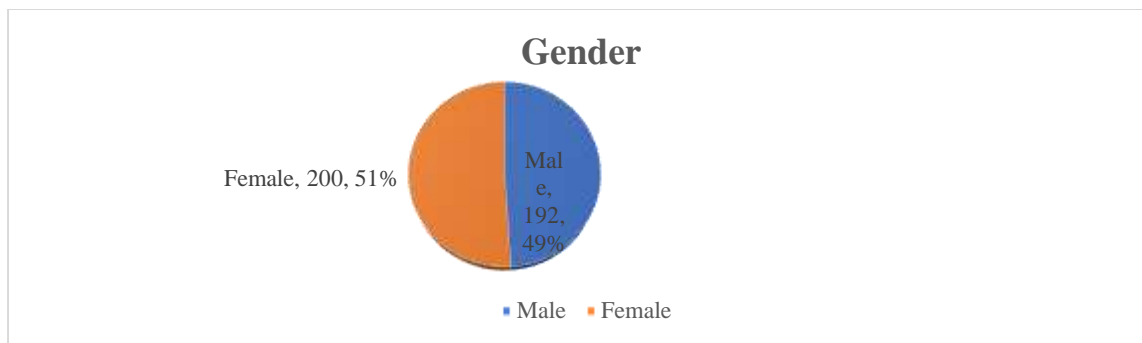
*Data Presentation*

Table 1

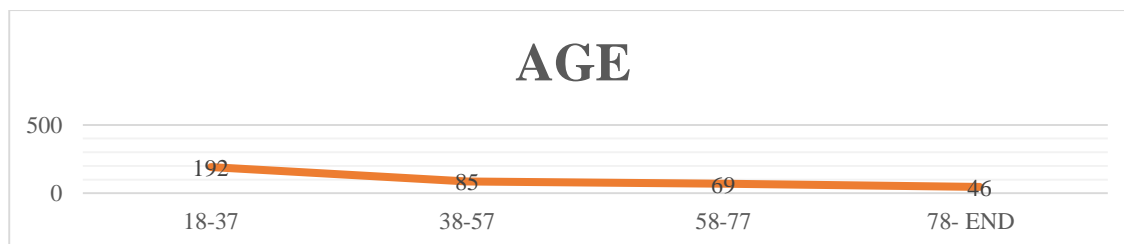
Copies of the Questionnaire Distributed	400
Copies of Questionnaire Retrieved	398
Copies of the Questionnaire Usable	392
Difference	8
Percentage Difference	2%

**The demographic of Respondents**

Graphic distribution of respondents according to gender, age, marital status, educational qualification, use of the Internet, and purchase/services online.



The chart on the gender of respondents



The chart of respondents' age

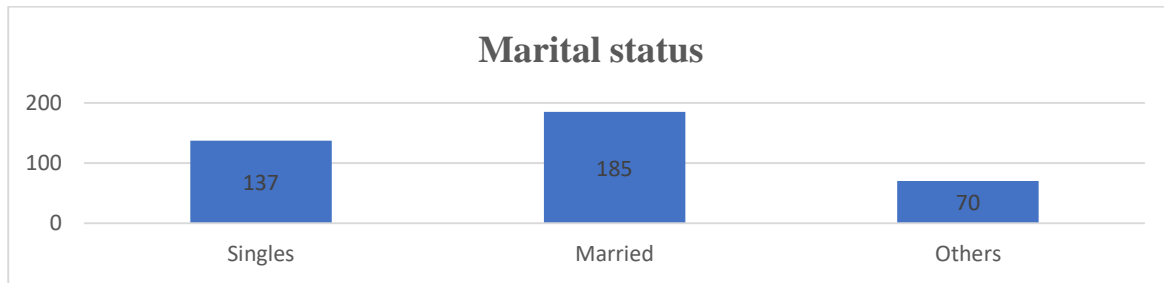


Chart of respondents' marital status

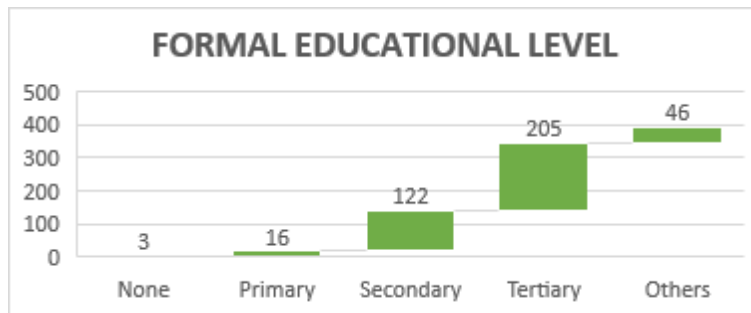


Chart of respondents' formal education level

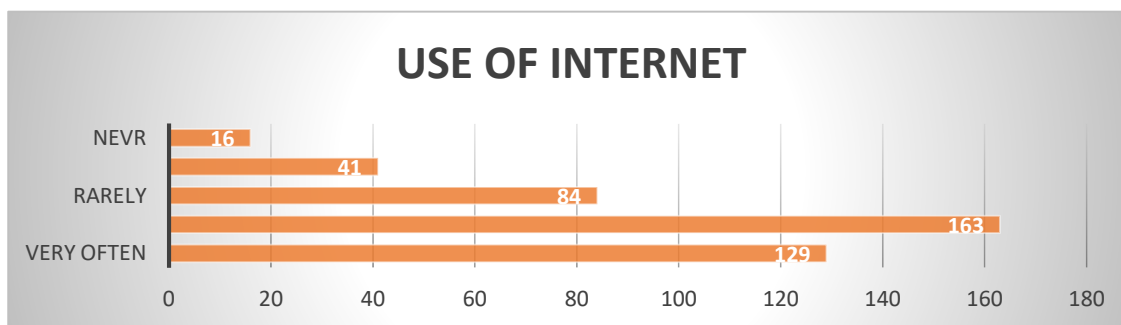


Chart of respondents' use of the internet

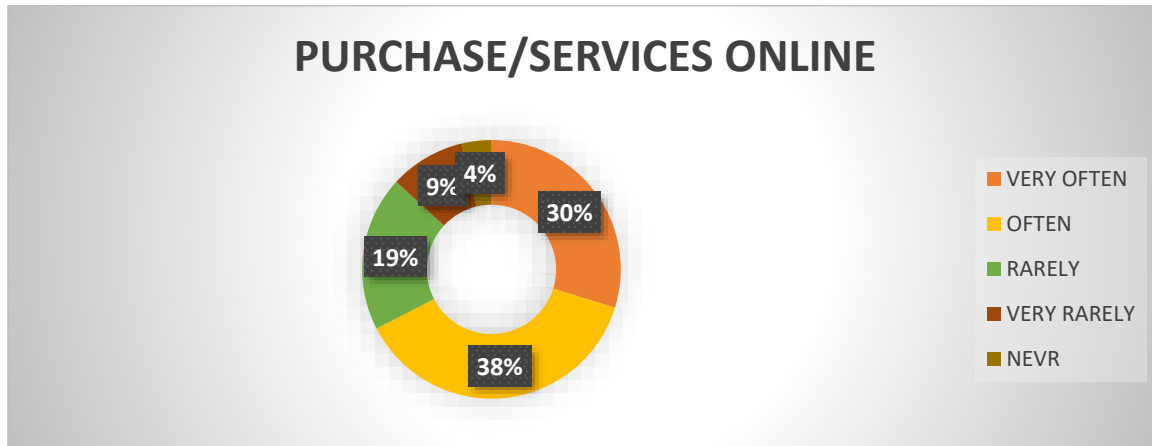


Chart of respondents purchase/services online

### Testing the Hypothesis - Bivariate Analysis

#### *Hypothesis one*

H<sub>01</sub>: There is no significant difference Between The Nature of Digital Advertising Channels and the pattern of Consumer purchasing behaviour in Delta State.

#### Analysis of Variance

Source	SS	df	MS	F	Prob > F	Decision
Between groups	10.2278281	3	3.40927602	7.28	0.0001	Reject
Within groups	181.812992	388	.468590186			
Total	192.04082	391	.491152993			(Source: Stata Output on Research Data, 2023)

Table 4.7: ANOVA results for the nature of digital advertising channels and the pattern of Consumer purchasing behaviour in Delta State. Since the P-Value of 0.0001 is less than the level of significance of 0.05, we reject the null hypothesis.

#### *Hypothesis Two*

H<sub>02</sub>: There is no significant difference between the pattern of consumers' behaviour and the pattern of Consumers purchasing behaviour in Delta State.

Analysis of Variance

Source	SS	df	MS	F	Prob > F	Decision
Between groups	20.8343989	23	.905843429	2.17	0.0016	Reject
Within groups	153.438971	368	.416953725			
Total	174.27337	391	.445711943			(Source: Stata Output on Research Data, 2023)

Table 4.8: Result for the pattern of consumers' behaviour and the pattern of Consumers purchasing behaviour in Delta State. Since the P-Value of 0.0016 is less than the level of significance of 0.05, we reject the null hypothesis.

*Hypothesis Three*

H<sub>03</sub>: There is no significant relationship between the perception of digital advertising and the pattern of consumer purchasing behaviour in Delta State  
**spearman pda pcpb**

(Source: Stata Output on Research Data, 2023)

Source	Output	Decision
Number of obs	392	Fail to Reject
Spearman's rho	0.0199	
Prob >  t	0.6944	

Table 4.9: Perception on digital advetising and the pattern of consumer purchasing behaviour in Delta State. Since the p-value of 0.6944 is greater than the level of significance of 0.05 (5%), we fail to reject the null hypothesis

**RESULT AND DISCUSSION**

*Nature of Digital Advertising Channels Available to Consumers and the use of the internet in Delta State*

The final results of the one-way ANOVA performed shows that the hypothetical values are overestimated. It concludes that there is a significant link between the nature of digital advertising channels and consumer use of the Internet. This is corroborating with Ekeruka (2019) stands on search

engine optimization (SEO), email advertising, social media advertising, cell marketing, online affiliate marketing, pay-per-click and shows digital advertising as the channels advertisers make use of to attract shoppers with a broad alternative of product and services. Results consistent with the theory of technological determinism support Mickeel (2019), Haider (2020), and Wardynski (2019) view that applied science shapes the way people think feel and act in society. This confirms McLuhan's view of how society works to move from one technological age to another, and thanks to the messages received about current practical technology, people learn, and experience, and confirms McLuhan's theory of acceptance.

#### *The pattern of Consumer Behaviour and Making Purchases Online in Delta State*

As seen in the results of the hypotheses, there is a statistically significant difference between the pattern of consumers' behaviour and making purchases/services online. This collaborates with the view held by Rangaiah (2021) study on factors influencing consumer behaviour, they both agreed that consumer purchasing behaviour has a notable reflection on purchasing choice. Several variables or factors such as cultural, social, personal, and psychological traits have an impact on the buying behaviour of consumers as well. The finding also corroborates the conclusion of Kumar, John, & Senith, (2014) that consumer purchasing behaviour is a broad study field for explaining the consumer's why, what, when, and how to buy a product or a brand.

#### **Perception of Digital Advertising and Pattern of Consumer Purchasing Behaviour in Delta State**

The hypotheses suggest that a negative perception exists between digital advertising and consumer purchasing behaviour. This reinforces research from Cinar and Enginkaya (2014) and Wang, Yue, Ansari, Tang, Ding, and Jiang (2022). This outcome affirms digital advertising to be intrusive so many tend to keep away from it. Although, it meets the necessities for escape, distraction, aesthetic pleasure, or emotional launch via diverse media which permit human beings to engage and communicate with each other. It has provided a new form of communicate, allowing clients to engage and communicate anonymously. This aligns with the technological determinism idea that technological improvements are impartial and that their energy lies in how they are used responsibly and intentionally to create and uphold the desired cultures. (Supercrossking, 2021).

#### **CONCLUSION**

With the new millennium, comes the digital revolution. The Internet powers the revolution and changes people's behaviour in their daily lives. Digital advertising has been diagnosed as an effective way of influencing consumer purchasing behaviour as it has no geographical restrictions. Digital advertising is on the rise due to the proliferation of social media structures and low-cost, sophisticated technology. Changes in human behaviour have reached a tipping point in digital communications, and advertisers are handling this admirably. Digital advertising is always changing and does not stick to a set schedule. Unfortunately, many businesses these days

downplay the potential of searching for digital advertising as a basis for pull methods to meet consumer desires. Through in-depth research, agencies can uncover vital perceptions and insight into how digital advertising influences customer purchasing behaviour. This opens the door to grasping digital channel options that directly reflect customer purchasing behaviour and a foundation for creating insights.

If the factors that influence consumers' purchasing behaviour is considered when placing a digital advertisement then, consumers' purchasing pattern can be influenced from the point of their economic, social, cultural, or psychological class.

It is observed that digital advertising is perceived negatively because it often lacks credibility. If consumer confidence is to be built and upheld for better perception then credibility should be considered when packaging the messages.

## REFERENCE

- Azam J., Shujaat, A., Sadaf, N., Owais K., & Abdul Q., (2021) "Marshal McLuhans Technological Determinism Theory in the Arena of Social Media" Page No.: 30-34 Volume: 18, Issue 2, 2021 ISSN: 1683-8831 *Pakistan Journal of Social Sciences* <https://docsdrive.com/pdfs/medwelljournals/pjssci/2021/30-34.pdf>
- Aruoriwo, I., (2022) "Dtsg, Tech4dev, Microsoft Train Youths, Civil Servants OnIct In Delta" <https://information.deltastate.gov.ng/dtsg-tech4dev-microsoft-train-youths-civil-servants-on-ict-in-delta>
- Alexander, B; Nobbs, K; Varley, R. (2018) "The Growing Permanence of Pop-Up Outlets Within the International Location Strategies of Fashion Retailers", *International Journal of Retail & Distribution Management*, Volume 46, Number 5, 2018, pp. 487-506(20) Emerald Group Publishing Limited <https://doi.org/10.1108/IJRDM-09-2017-0217> [ingentaconnect.com/content/mcb](https://ingentaconnect.com/content/mcb)
- Awosusi, D. (2020). "6 best cities to live in Delta State", <https://www.propertypro.ng/blog/6-best-cities-to-live-in-delta-state>.
- Alaimo, Cristina; Kallinikos, Jannis (2018). Schultze, Ulrike; Aanestad, Margunn; Mähring, Magnus; Østerlund, Carsten; Riemer, Kai (eds.) "Objects, Metrics and Practices An Inquiry into the Programmatic Advertising Ecosystem", <https://en.wikipedia.org>
- Akpan C., & Epepe U.D., (2019) "Awareness and Usage of Online Advertising Channels by Brandenburger, A., (2022) "Text Message Marketing for Small Business" <https://www.constantcontact.com/blog/text-message-marketing-for-small-business/>
- Bassi, B., (2022) "How Social Media and Mobile Devices Affect Consumer Behaviour", <https://www.commonplaces.com/blog/how-social-media-and-mobile-devices-affect-consumer-behavior/>
- Cassel, E., Jacobs, B., & Graham, M., (2021) "Effects of the Four Realms of Experience and Pleasurable experiences on Consumer Intention to Patronise Pop-Up Stores", *Journal*

- of Consumer Sciences* ISSN 0378-5254, Vol 49, 2021; /Users/23480/Downloads/218752-Article%20Text-537376-1-10-20211213.pdf
- Chukwu, B. A, Kanu, E.C., &Ezeabogu, A.N., (2019) “The Impact of Advertising on Consumer Buying Behaviour” *International Journal of Arts and Commerce*, Vol.11, No 2. Ijac.org.uk
- Cardona, L., (2022) “PPC or Pay Per Click: How It Works, Advantages and Examples”, <https://www.cyberclick.net/numericalblogen/ppc-or-pay-per-click-how-it-works>
- Chen S. B., Duan Q. T. (2021) “Advertising avoidance: literature review and research turn” (Ed). *Friend* 11 8289. 10.1016/j.immuni.2011.09.004 (CrossRef) (Google Scholar)
- Chibuzor, M. (2022) “Digital Advertising vs Digital Marketing Whats the Difference” <https://fabrikbrands.com/digital-advertising-vs-digital-marketing-whats-difference>
- Chiu, Y. (2019) “Do social and competitive advergaming affect brand attitude in Asia” *Int. J. Electron. Commer. Stud.*, 10, 2341
- Cici, E., Bilginer Özsaatç1, F. (2021) “The impact of crisis perception on consumer purchasing behaviors during the COVID-19 (coronavirus) period: a research on consumers in Turkey”, *Eskişehir Osmangazi Üniversitesi Yktisadi ve Ydari Bilimler Dergisi* 16, 727–754. doi: 10.17153/oguiibf.923025 CrossRef Full Text | Google Scholar
- Cinar, D. & Enginkaya, E., (2014) “The Impact of Digital Advertising on Consumer Purchasing Decision” Vol. 2 <https://www.researchgate.net/publication/304181571>
- Chris, A., (2022) “What is SEO and Why is it Important?; An Introduction to SEO For Beginners; Learn What Search Engine Optimization is, How it Works and Why its a Critical Process for the Success of Any Website”, <https://www.reliablesoft.net/what-is-search-engine-optimization-and-why-is-it-important>
- Drew, C., (2022) “Technological Determinism Theory”, <https://helpfulprofessor.com/technological-determinism-theory>
- Donghyun, K., & Ammeter, A., (2017)” Shifts in Online Consumer Behavior: A Preliminary Investigation of the Net Generation”, *Journal of Theoretical and Applied Electronic Commerce Research*, ISSN 07181876 Electronic Version VOL 13 / ISSUE 1; 1-2, <https://pdfs.semanticscholar.org/>
- Ekeruke, U. G., (2019) “An Empirical Analysis on Effect of Digital Marketing on Consumer Buying Behaviour” <https://www.academia.edu/41955180>
- Expert commentator (2020) “6 Benefits of SMS Marketing”, <https://www.smartinsights.com/mobile-marketing/sms-marketing/6-benefits-sms-marketing>
- Emeh, P. C., Ahaiwe, E. O., Okoro, A. O. (2017) “Digital Marketing in Nigerian Banking Industry: An Appraisal” *International Journal of Management and Commerce Innovations* ISSN 2348-7585 (Online) Vol. 5, Issue 2, pp: (1179-1185), Available at: [www.researchpub](http://www.researchpub)

- Emiri, O., (2017) “Digital Literacy Skills Among Librarians in University Libraries In the 21st Century in Edo And Delta States, Nigeria”, *International Journal of Library and Information Services*; Researchgate.net/publication, DOI:10.4018/IJLIS.201701010
- EZ Texting (2021) “SMS vs. MMS - What's the Difference?” <https://www.eztexting.com/blog/mms-vs-sms-whats-difference>
- Fariborzi, E., and Zahedifard, M., (2012) “E-mail Marketing: Advantages, Disadvantages and Improving Techniques”, *International Journal of e-Education, e-Business, e-Management and e-Learning*, Vol. 2, No. 3, June 2012
- Farnsworth, B., (2022) “Human Behavior Research: The Complete Guide”, <https://imotions.com/blog/learning/researchgate>
- Gagauz, V., (2020) “Digital Marketing in the Practice of Small and Medium Enterprises in the Republic of Moldova”, <https://www.scribd.com/document/610018692/Gagauz-2020>
- Hardwick, J., (2022) “What is SEO? Search Engine Optimization Explained”, <https://ahrefs.com/blog/what-is-seo>
- Hopwood, S., (2022) “5 Things to Consider for an International Digital Marketing Strategy” <https://www.business.com/articles/international-digital-marketing/>
- Haider F.Z., (2020) “Theroy Technologic Determinism”, Researchgate.net/publication
- Hudak, M., Kianickova, E., & Madlenak, R., (2017) “The Importance of E-mail Marketing in E-commerce” <https://www.researchgate.net/publication/317826615>
- Ighomero, O.S., & Iriobe, C.O., (2019) “E-marketing in Nigeria; Benefits, Challenges & Strategies”, [Archive.aessweb.com/index.php/5006/article/view/4238](http://Archive.aessweb.com/index.php/5006/article/view/4238)
- Igben, H. & Madubuchukwu, E. (2017) “The Use of Social Medial in Public Relations Counselling of Higher School Top Management in Nigeria”, *International Journal of Economic Perspectives (IJEP)* @ [ijeponline.org/index.php/journal/article/view](http://ijeponline.org/index.php/journal/article/view)
- Ilayasankar, S., (2021) “The Customer Perception of Pay-Per-Click (PPC) Search Campaign of an Online Medical Solution Portal With Reference to Punya Health, Bengaluru, India” *International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)*; DOI:10.15680/IJIRSET.2021.1008164; Researchgate.net
- Judy, (2020) “Basic Types of Multimedia” <http://www.firefogg.org/5-basic-types-of-multimedia/>
- Kevin J. T., James A., Adam R. & Raj A. (2014) “Social Media Technology Usage and Customer Relationship Performance: A Capabilities-based Examination of Social CRM”, *Journal of Business Research* 67(6):1201–1208, DOI:10.1016/j.jbusres.2013.05.002 [researchgate.net/publication/260609514](https://www.researchgate.net/publication/260609514)
- Kostov, T., (2020) “Impact of social media marketing on consumer behavior” *JAMK Center of Competitiveness*
- Kumar, A., (2019) “Factors Influencing Consumer Behaviour”, [www.jetir.org](http://www.jetir.org) (ISSN- 2349-5162)



- Leonard J., (2022). “10 Amazing Benefits of SMS Marketing”, <https://www.business2community.com/digital-marketing/10-amazing-benefits-sms-marketing-02025256>
- Peter L., Steven, D, Hume, W., (2014) “Consumer Behaviour in Action” *Oxford University Press Australia & New* ISBN 9780195525601; [www.oup.com.au/books/higher-education/management-and-marketing/9780195525601](http://www.oup.com.au/books/higher-education/management-and-marketing/9780195525601)
- Mickeel, A., (2019) “Technological Influence on Society”, <https://www.bctv.org/2019/11/07/technological-influence-on-society/>
- Mosa, R., (2021) “The Impact of Advertising Credibility on Purchase Intentions: An Empirical Study Among Iraqi Facebook Users”, Vol 6, No 5, <https://www.ejbm.org/index.php/ejbm/article/view/1123>
- Morris, D. (2022) “What are the Economic Factors Affecting Consumer Behaviour?” <https://onqor.co.uk/blog>
- Nwabueze, C., (2014) “Introduction to Mass Communication; Media Ecology in the Global Village”, *Top shelve Publishers, Owerri.* [Ojcm.net/article](http://Ojcm.net/article)
- Oji, M. & Erubami, J. (2020) “Discourse on Social Medial Use and Reading Culture of Nigeria Youths” *Academic Journal of Interdisciplinary Studies*; richtman Publication Ltd, Vol. 9/6
- Omer, F., (2022) “Pay-Per-Click Advertising: How to Create Effective & Profitable PPC Ads”, <https://www.mayple.com/blog/pay-per-click-advertising>
- Pessala, I., (2016) “User experiences and efficiency of Instagram Advertising; School of Business”, Degree Programme in International Business; [https://www.theseus.fi/bitstream/handle/10024/116805/Pessala\\_Irene.pdf](https://www.theseus.fi/bitstream/handle/10024/116805/Pessala_Irene.pdf)
- Qazzafi, S., (2020) “Factors Affecting Consumer Buying Behaviour; A Conceptual study” <https://www.researchgate.net/publication/341407314>
- Rajendran, L., &Thesinghraj, P. (2014) “The Impact of New Media on Traditional Media. Middle-East”, *Journal of Scientific Research*, 22(4), 616.
- Ramya, N., & Mohamed, A., (2016) “Factors Affecting Consumers Buying Behaviour”, *International Journal of Applied Research* Vol 2, Issue 10, Part B; <https://www.allresearchjournal.com/archives>.
- Rangaiah M, (2021) “5 Factors Influencing Consumer Behaviour” <https://www.analyticssteps.com/blogs/5-factors-influencing-consumer-behavior>
- Rodgers, S., & Thorson, E. (Eds.). (2017). “Digital advertising: theory and research (3rd ed.)” New York: Routledge.
- Schiffman, L., & Kanuk, L.L, Brewer, S., (2014) “Consumer behaviour: Global and Southern African Perspectives”, <https://www.worldcat.org/title/consumer-behaviour-global-and-southern-african-perspectives/oclc/869423158>
- Sakman, E., (2019) “Humans Are Social Primate”, *Encyclopedia of Evolutionary Psychological Science*

*Springer*, DOI:10.1007/978-3-319-16999-

6\_13731<https://www.researchgate.net/publication/338537340>

Schofield T (2020) “What is Consumer Behaviour in Making? -factors, model & definition”

Sabbagh F., (2021) “Email Marketing: The most Important Advantages and Disadvantages”  
<https://www.researchgate.net/publication/356908731>

Srivastava, N., Srivastava, S. & Kumar, A (2014) “Attitude and Perception Toward Online Advertising Among Students and Young Professional: A Study”, *International Journal of Management* Vol5, Iss5, Pg 33-39

Starnes, R., (2021) “What is Pay-Per-Click?” <https://www.constantcontact.com/blog/what-is-pay-per-click/>

Sljivo, D., & Poturak. M., (2021) “Effect of Ad through Different Digital Marketing Channels on Consumer Buying behaviour in Bosnia and Herzegovina”, *Open Journal for Research in Economics*, 2021, 4(2), 49-56. ISSN (Online) 2620-102X

Supercrossking, (2021) “Strengths and Weakness of McLuhans Technological Determinism”,  
<https://medium.com/@supercrossking/strengths-and-weakness-of-mcluhans-technological-determinism-fdbc2eb33234>

Tatango, (2022) “30 Text Message Examples for SMS Promotions”,  
<https://www.tatango.com/blog/30-sms-advertising-example>

[Communicationtheory.org/](https://communicationtheory.org/), (2016) “Technological Determinism in Mass Communication”

Tugba, K., & Abdulmenaf, G., (2022) “Digital Literacy Skills of University Students With Visual Impairment: A mixed-Methods Analysis”  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8761967/doi:10.1007/s10639-021-10860-1>

Thomas, H., (2017) “Technological determinism and new media”. *International Journal of English, Literature and Social Science (IJELS)* ISSN: 2456-7620, Vol 2, Issue, 2 [www.ijels.com](http://www.ijels.com)

Techopedia (2016) “Pop-Up Ads” <https://www.techopedia.com/definition/15480/pop-up-ad>

Taanika, A., & Bhawna, A., (2019) “Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach” <https://journals.sagepub.com/doi/full/10.1177/0972262918821248>

Ugonna, I. A., Okolo, V.O., Nebo, G. N., Ojize, J. (2017) “Effects of Online Marketing on the Behaviour of Consumers in Selected Online Companies in Owerri, Imo State Nigeria”, *International Journal of Business and Management Invention* ISSN (Online): 2319 8028, ISSN (Print): 2319 801X [www.ijbmi.org](http://www.ijbmi.org) || Volume 6 Issue 6 || June. 2017 || PP32-43

Udenze, S., & Abuba, O. J., (2020) “Online Advertising in Nigeria: an Examination of Approaches in Facebook and Instagram”, *Galactica Media: Journal of Media Studies*, 87-122 No 2 | ISSN: 2658-7734; Doi: 10.46539/gmd.v2i2.62

Umukoro, E., & Ogwezi, J., (2021) “Evaluating the Limitations to Academic Publishing in The 21st Century: Perception of Communication Academics of Public Universities in South-South Nigeria”, DOI:10.15655/mw/2021/v12i2/160156

<https://www.researchgate.net/publication/351556843>

Umamashewari, B & Kumawat (2020) The Evolution and growth of Digital Marketing; Conference Paper; <https://www.researchgate.net/publication>

Vijay S., (N.D) The Impact of Internet Marketing on Consumer Buying Behaviour (A Project Work)

Wardynski, D.,(2019)To What Degree is Technology and Social Change Related? <https://www.brainspire.com/blog/to-what-degree-is-technology-and-social-change-related>

Wang, H., Yue, X., Ansari, A., Tang, G., Ding, Y., 1 and Jiang, Y., (2022) Research on the Influence Mechanism of Consumers Perceived Risk on the Advertising Avoidance Behavior of Online Targeted Advertising; <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9016136/#B16>

Yusuf, K., (2016) Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies; DOI [figshare.com/articles/journal\\_contribution/10.4010/2016.1298](https://figshare.com/articles/journal_contribution/10.4010/2016.1298) ISSN 2321 3361 © 2016 IJESC. Volume 6 Issue No. 5