ORIGINAL ARTICLE

Effects of Online Advertising on Consumer Buying Behaviour among the Students of Federal Polytechnic, Ede, Osun State, Nigeria

MOTUNRAYO OLADELE AJAO, Ph.D.

Department of Marketing The Federal Polytechnic, Ede e-mail: motunrayoajax@gmail.com

Abstract

Online advertising is proving a great channel for advertisers to create and showcase their business through newsgroups, chatrooms and blogs about their products and services. The internet population is younger, more affluent, better educated and more informed and discerning shoppers. This study examined the effect of online advertising on consumer buying behaviour among the students of Federal Polytechnic, Ede. The objective of this paper was to determine the relationship between online advertising and consumer buying behaviour and to determine the relationship between online advertising and purchase decision. A survey research design was used and primary data were obtained through questionnaire. The population for this study was 2,197 HND I & HND II students of the four Schools at the Federal Polytechnic, Ede with a sample size of 338. Descriptive and inferential statistics were utilised to facilitate data analysis and the hypotheses were tested using linear regression analysis at 0.05 level of confidence. Regression analysis was used to determine the relationship between online advertising and consumer buying behaviour. The results of the study showed that there was significant relationship between online advertising and consumer behaviour ($R=.420$, $R^2=.176$; $p<05$). The study also revealed that there is relationship between online advertising and purchase decision ($R=.433$, $R^2=.187$; $p<=.05$). This study concluded that that online advertising influenced purchase decision of consumers to a large extent. It is therefore recommended that advertisement content should resonate well with the target audience while online advertisers should study their consumers to know much of their attitudes and beliefs.

Keywords: Online advertising, consumer buying behaviour, consumer purchase decision

Introduction

The digitalization of internet and the technological innovations in social media in today's competitive markets have turned advertising into a strong element that has great impact and effect on marketing management. It has also proved its effects and impacts on consumers' buying behaviours (Khandare & Suryawanshi, 2016). The Internet has become an important one-stop point for consumers in finding most of their needs, be it entertainment, shopping, information search for all their requirements. The Internet has also proven to be the most valuable vehicle for accelerated flow of information to customers and selling strategies for manufacturers to generate and present marketing messages to the social media customers.

The internet population is younger, more affluent, and better educated who have round-the-clock access to varied information sources, making them better informed and more discerning shoppers (Akila, 2015). The Internet offers an interactive alternative to mass media communication through the use of web pages, discussion groups and email (Hoffman & Novak, 2006).

Over the last two decades, the numbers of global internet users have risen in Nigeria and the entire world at large as a result of the development in Information and Communication Technology (ICT) in most countries of the world (Ajao, 2019). Nigeria ranks seventh country with highest number of internet users in the world (Adedoyin, 2019). This singular achievement was credited to many factors ranging from low-cost handsets, data savings, mobile browsers, internet adoption and smart phones. However, the number of internet subscribers fell from 154.3 million in the fourth quarter 2020 to 144.9 million in the first quarter 2021as a result of the directives of Nigerian Communication Commission (NCC) to telecommunication companies to suspend the sales and reactivation of SIMS cards (Olatunji, 2021).

Most of the time consumers buying behaviour is influenced by liking or disliking of the products being advertised. Khandare and Suryawanshi

(2016) were of the opinion that behavioural advertising could be thought of as the process of selecting prospects based on online activities such as search terms used, site visited and general shopping habits of the consumers. Internet advertising is proving a great channel for marketers to create business through newsgroups, chat rooms and blogs about products (Iweama, Iweka & Henson, 2018).

The objective of this research work is to determine the relationship between online advertising and consumer buying behaviour and determine the relationship between online advertising and purchase decision among the students of Federal Polytechnic Ede, Osun State Nigeria. The Polytechnic was chosen because of its pioneer status in South West Nigeria as one of the earliest established technological institutions by the Federal Government of Nigeria.

Statement of the Problem

With the rapid growth in technology, internet is becoming an important one-stop point for consumers in finding most of their needs. According to Srivastava (2012), advertising has changed from the conventional way to electronic advertising in the 20th century and this has exposed internet users to different websites and provided advertisers means of making their products known globally.

Various researches have been conducted on advertising, particularly those that focused on the effectiveness of online advertising. Wanjoga (2015) conducted research on consumer attitudes towards online advertising in Nigeria, and concluded that consumers are aware of the online advertising. It however, failed to quantify and explain the effectiveness of internet advertising on such consumers. Similar research was carried out by Nderuba (2018) on the use of internet advertising by Nigeria mobile telephone industry but failed to provide information on influenced or stimulated consumer response in buying situation. Most of the researches conducted on the effectiveness of internet advertising on consumer behaviour were inconclusive and not directly related to students purchase behaviour that covers the period of 2018 to date. Therefore, to fill the missing gap, this study examined the effect of internet advertising in stimulating consumer purchase decision and influencing the buying behaviour of students of the Federal Polytechnic, Ede, Osun State, Nigeria.

Research Questions

The study raised the following questions:

i) Are there any significant relationships between online advertising and consumers buying behaviour?
ii) What is the relationship between online advertising and consumer decision?

Hypotheses

The following null hypotheses are tested

Ho1: There is no significant relationship between online advertising and consumer buying behaviour among the students of the Federal Polytechnic Ede.

Ho2: There is no significant relationship between online advertising and purchase decision among the students of the Federal Polytechnic Ede.

Literature Review

The Concept of Internet Advertising and Consumer Behaviour

Internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Consumer gathers information about products and services, communicate with other consumers and organisations and sometimes complete transactions. As consumers experience and respond to stimuli around them, emotion arises while psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' online advertising experience. Likewise, as people react to stimuli on online advertising, emotional responses that are directly proportional to their reactions to these stimuli occur. Surfers of online advertising learnt about new products and services available to them, much like they learn about events in the news.

Consumer behaviour at this stage encompasses expressions of curiosity. Consumer behaviour refers

to actions and decisions that factor into a customer's purchase. It is the process and activities people engage in searching for, purchasing, using, evaluating and disposing of products and services customers expect will give them satisfaction from their needs and desires (Kotler, 2004). Consumers have a rational response to advertising when they look at the features of a product or service. When customers weigh benefits, they become emotionally involved with advertising and promotion. Consumers identify ways the product or service can make them happier, improve their life or give them pleasure. Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Behaviour that stems from reminders includes sudden thinking of a product while shopping and making a decision to buy it, as if it had been on the consumers "to-do" list (Lee, 2013).

Multiple factors affect consumer behaviour, among them are internal factors such as attitudes, beliefs, motivation, perception, personality and life style of customers while the external factors are: political, economic, social and cultural, and technological. The concept of consumer behaviour is essential to understand what influences a consumer's shopping preferences and selection of products and services.

Effect of Online Advertising on Consumer Buying Behaviour

Online advertising is less expensive to the advertiser and reaches a much wider audience twenty four hours seven days (24/7) that cut across geographical boundaries. It has also provided advertisers a means of making their products and services known globally and has also exposed internet users to different websites for information, entertainment, accessibility and interactivity. Online advertising is very effective in the formation of attitudes, beliefs and perceptions in certain goods through continuous viewing of online advertisement that influence their purchase decisions (Ukaegbu, 2013). Also the effect of online advertising could be a big boosts to advertiser's brand and sales success if it is carefully targeted to the right audience. The development of alternative forms of advertisement such as pop-ups and pop-down made consumers to focus their attention on such advertisement and makes it difficult to avoid. Finally, online advertising is very effective in informing and persuading new audience to patronise the company's products (Khandare & Suryawanshi, 2016).

Empirical Review

Calisir (2003) found that the internet advertising was a more reliable source of information and less irritating than traditional media like radio, television, press, and magazine. In addition, Korgaonkar and Wolin (2002) examined the differences between males and females beliefs about attitudes toward internet advertising and discovered that male gender exhibited more positive beliefs in their attitudes toward web advertising. Korgaonkar and Wolin (2012) examined the differences between heavy, medium, and light web users and concluded that heavier users hold stronger beliefs about attitudes toward Web advertising which likely lead to stronger purchase intent. Similarly, Nawazish and Ahmed (2015) and Asaduzzaman (2015) conducted studies on the impact of advertising on consumer buying behaviour and found that the emotional and environmental responses have significant impact on consumer buying behaviour. Wanjoga (2015) conducted research on consumer attitudes towards online advertising in Nigeria, and concluded that consumers are aware of the online advertising. Furthermore, Ducoffe (2016) found that internet advertising was perceived to be informative, entertaining, useful, valuable, and important and concluded that consumers who had positive attitudes toward web sites were more likely to recall brand names and improve their views of the brands. Khandare and Suryawanshi (2016), and Iweama, Iweka, and Henson (2018) concluded in their findings that internet advertising influenced purchasing decision of customers to a moderate extent.

Theoretical Review

AIDA Advertising Theory

AIDA was theorised as a behavioural model intended to ensure that an advertisement raises awareness, stimulates interest, and leads the customer to desire and eventually takes action (Hackley, 2005; Nwosu, 2001). AIDA theory suggests that for an advertisement to be effective, it has to be one that commands attention, leads to interest in the product, then desire to own or use the product, and then finally leads to action (Mackay, 2005).

Cannon-Bard Theory of Emotion

The Cannon-Bard theory of emotion, also known as the Thalamic theory of emotion, is a physiological explanation of emotion developed by Walter Cannon and Phillip Bard. This theory stated that consumers feel emotional and experience physiological reactions when they reacted to a stimulus such as sweating, trembling and muscle tension simultaneously. When customers visit a Web site, the advertisement they encounter evoke an emotional response before they even decide what their next step should be (Cherry, 2020).

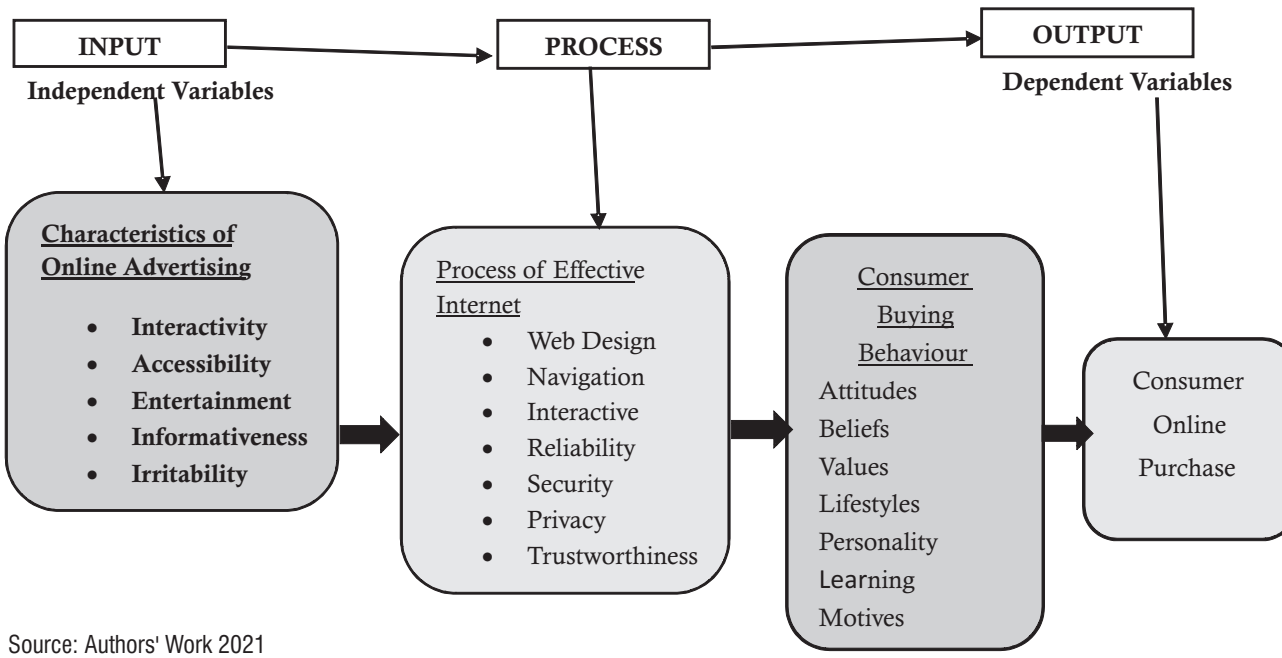
Stimulus-Response/Classical Conditioning Theory

This theory propounded by Pavlov focused on the premise that learning occurs in response to external cues or stimuli that the consumer is exposed to. This is learning through repetition or spontaneous response to a particular situation achieved by repeated exposure. Consumers have a rational response to advertising when they look at the features of a product or service online. This response focuses on a logical listing of all the functional aspects of the offering. When customers weigh benefits, they become emotionally involved with advertising and promotion. Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer (Schiffman & Kanuk, 2010).

Conceptual Framework

The conceptual framework consists of two variables: independent and dependent variables. The independent variables take account of the effect of online advertising which consisted of interactivity, accessibility, entertainment, informativeness and irritation.

Figure 1: Conceptual Framework of Consumer Buying Behaviour



Source: Authors' Work 2021

The characteristics of the Internet that makes online advertising to be effective are shown in Figure 1. There must be interaction between the advertisers and the consumers to give adequate and timely information on products available through the websites. The site must be colourful and entertaining enough to motivate consumers to look for accessible information that will guide them to make a purchase that is devoid of any irritation or bad experience. The advertiser design a website that is colourful, easy to follow, eye catching, easy-to-read fonts, and mobile friendly, well navigated to attract consumers to reach the sites with minimal effort. Consumers expect their personal information not to be tampered with, lost or stolen. They preferred a third party privacy and security protection such as encryption and password protection before they can transact business with the advertiser. Online trust is the basic element to build relationships with consumers online.

Consumers purchasing behaviour are affected by psychological factors such as attitudes, beliefs, values, personality, self-concept, lifestyles and motives before arriving at their purchasing decision online. Repeated advertising messages online affect consumer behaviour as it serves as reminder to the consumers. Motives are internal energizing force that propels a person's activities towards consumption of a particular product. Consumer attitudes are a composite of a consumer's beliefs, feelings and behavioural intentions toward the consumption of a particular product online. Such beliefs held by consumers may either be positive or negative depending on their learning process.

Methodology

The study adopted a survey research design. Data were gathered through self-administered questionnaire which consisted of three sections: Section A, B and C. The respondents of this study are HND I and HND 2 students in all the five Schools of the Federal Polytechnic, Ede. The focus on this segment of student is related to their age and familiarity with online purchase. The questionnaire was made up of Likert Scale: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D) and Strongly Disagree (SD). Data gathered were presented using frequency tables, descriptive and inferential statistics with the use of Social Packages for Social Sciences (SPSS) package.

Population of the Study

The total population of the study was 2,197 obtained from the admission office of the Federal Polytechnic, Ede. The students were in HND I and II in four schools. The Schools are:

i. School of Applied Science
ii. School of Business Studies
iii. School of Environmental Studies
iv. School of Engineering

Sampling Size and Sampling Techniques

The sampling size of the study was 338 which was determined by using Yamane (1964) formula

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

Where n = the desired sample size

N = size of the population of interest

e = Limit of error tolerance was 0.005

$$n = \frac{2,197}{1+2,197\,(0.05)^2}$$

$$n = \frac{2,197}{1+\ 2,197\,(0.0025)}$$

$$n = \frac{2,197}{6.4925}$$

n = 338.

4.0 Data Presentation and Analysis

338 copies of the questionnaire were sent out to respondents while 300 questionnaires were returned. This is 89 per cent return rate of the total questionnaire sent out. Data collected were analysed and presented in forms of tables, charts and percentages.

Table 3.1 Population of HNDI and HNDII Students of the Federal Polytechnic Ede

No		DEPARTMENTS	HND1	HNDII	Population	Sample Size
1.		Science Laboratory Technology	100	98	198	198/2197 x 338 =30
2.	SCHOOL OF APPLIED SCIENCE	Statistics	98	70	168	168/2197 x 338 =26
3.		Hospitality and Tourism	110	95	205	205/2197 x 338 =32
4.		Computer Science	80	72	152	152/2197 x 338 =23
5.		Business Administration & Management	125	97	222	222/2197 x 338 =34
6.	SCHOOL OF BUSINESS AND MANAGEMENT STUDIES	Banking and Finance	77	68	145	145/2197 x 338 =22
7.		Marketing	78	76	154	154/2197 x 338 =23
8.		Office Technology Management	90	86	176	176/2197 x 338 =27
9.		Accountancy	100	67	167	167/2197 x 338 = 26
10.	SCHOOL OF ENVIRONMENTAL STUDIES	Building Technology	55	43	98	98/2197 x 338 =15
11.		Quantity Surveying	62	40	102	102/2197 x 338 =16
12.		Estate	74	58	132	132/2197 x 338 =20
13.		Electrical Electronics Engineering	56	41	97	97/2197 x 338 =16
14.	SCHOOL OF ENGINEERING	Computer Engineering	53	40	93	93/2197 x 338 =15
15.		Civil Engineering	51	37	88	88/2197 x 338 =13
		Total	1,209	883	2,197	338

Source: Author's Compilation (2021)

Table 4.1. showed the demographic data of respondents. 282 (94%) were between the ages of 19-30 years while 14 (4.7%) and 4 (1.3%) were between 31- 40 and 41 years and above respectively. 139 (46.3%) respondents were male and 161 (53.7%) were female. 172 (57.3%) respondents are in HND1 while 128 (42.7%) were in HND II.

Table 4.1: Demographic Features of Respondents (N=130)

Characteristics	Items	Frequency	Percent
Age	19 - 30	282	94.0
	31 - 40	14	4.7
	41 and above	4	1.3
	Total	300	100
Gender	Male	139	46.3
	Female	161	53.7
	Total	300	100
Level of Study	HND I	172	57.3
	HND II	128	42.7
	Total	300	100

Source: Field survey, 2021

Table 4.2: Response to Research Questions

	Statement	Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1.	There is relationship between online advertising and consumers buying behaviour.	0.0%	0.0%	1.7%	24.0%	74.3%
2.	There is relationship between online advertising and my purchasing decision.	0.0%	0.0%	5.7%	36.7%	57.7%
3.	Online advertising stimulate my response in making purchase decision.	1.7%	12.3%	15.7%	44.3%	26.0%
4.	There is significance effect of online advertising on my buying behaviour.	0.0%	9.0%	3.7%	38.7%	48.7%
5.	Online advertising attracts me to buy products.	0.0%	0.0%	1.7%	24.7%	73.7%
6.	I buy goods when I feel it is necessary/needed.	1.7%	1.7%	13.7%	55.3%	27.7%
7	Online advertising is a source of pleasure and entertainment to me.	1.7%	1.7%	13.7%	55.3%	27.7%
8	I know that online commercials have vast coverage than other promotional tools.	0.0%	7.0%	33.7%	38.3%	21.0%

Source: Researcher's Findings, 2021

Table 4.2 showed the response of respondents on the effect of online advertising on consumer buying behaviour. The responses from the respondents revealed that a greater percentage of the respondents agreed that online advertising is an important component of consumer buying behaviour and showed that respondents are aware of the implication of using online advertising.

4 Hypothesis Testing

Hypothesis One

Objective: To determine the relationship between online advertising and consumers buying behaviour.

Ho_1: There is no significant effect of online advertising on consumer buying behaviour among the students of the Federal Polytechnic Ede.

$H1_1$: There is significant effect of online advertising on consumer buying behaviour among the students of the Federal Polytechnic Ede.

Table 4.3 Regression Results for Hypothesis 1

Model One $y_1 = a_0 + \beta_1 x_1 + \beta_2 x_2 + \mu$		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1.	(Constant)	8.722	1.242		7.022	.000
	Online Advertising	.456	.057	.420	7.991	.000
a. Dependent Variable: Consumer Buying Behaviour (CBB); b. R= 0.420; R^2= 0.176						

Source: Researcher's Study, 2021

**Significant at 5% level (p< 0.05). CBB= α_0+ α_1SM + μ_1Model 1; CBB= 0.456+ 0.057SM + μ_1Model 1

The coefficient of 0.057 indicated that there is a positive relationship between online advertising and consumer buying behaviour among the students of Federal Polytechnic, Ede, Osun State, Nigeria. This showed that there is a positive significant effect of online advertising on consumer buying behaviour. The increase of 1% in online advertising would cause a 45.6% increase in customer buying behaviour. The overall coefficient of determinant of R^2 = 0.176 indicated that online advertising is responsible for 17.6% variations in customer buying behaviour while the remaining 82.4% was explained by other factors not under this study. At a level of significance (R = .420, R^2= .176; p<05), with R^2 value of .176, the relationship line is significant, but weak. The t-statistics of social media marketing is 7.991, while the p-value of the t-statistics is 0.000. Therefore, the null hypothesis that says there is no relationship between online advertising and consumer buying behaviour among the students of Federal Polytechnic Ede is rejected while the alternative hypothesis that there is relationship between online advertising and consumer buying behaviour among the students of Federal Polytechnic Ede is accepted.

Hypothesis Two

Objective: To determine the relationship between online advertising and purchase decision among the students of the Federal Polytechnic Ede.

Ho_2: There is no relationship between online advertisement and purchase decision among the students of the Federal Polytechnic Ede.

$H1_2$: There is relationship between online advertisement and purchase decision among the students of the Federal Polytechnic Ede.

Table 4.4: Regression Results for Hypothesis 1

Model Two $y_1 = a_0 + \beta_1 x_1 + \beta_2 x_2 + \mu$		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1.	(Constant)	8.158	1.305		6.250	.000
	Online Advertising	.627	.076	.433	8.290	.000
a. Dependent Variable: Puchase Decision (PD) b. R= 0.433 R^2= 0.187						

Source: Researcher's Study, 2021

**Significant at 5% level (p< 0.05); PD = 8.158+ 0.627 + μ_1Model 2

The coefficient of 0.627 indicated that there is relationship between online advertising and purchasing decision among the students of Federal Polytechnic Ede. The increase of 1% in online advertising would cause a 62.7% increase in purchasing decision. The overall coefficient of R^2 = 0.187 indicated that online advertising is responsible for 18.7% variations in purchasing decision while the remaining 81.3% was explained by other factors not under this study. At a level of significance (R = .433, R^2 = .187; p<05). R^2 value of .187 is weak, but the relationship line is significant. The t-statistics of online marketing is 8.290 while the p-value is 0.000 less than 0.05. Therefore, the null hypothesis that says there is no relationship between online advertising and purchasing decision among the students of Federal Polytechnic Ede is rejected while the alternative hypothesis that there is a relationship between online advertising and purchasing decision among the students of Federal Polytechnic Ede is accepted.

5.0 Discussion and Findings

Findings revealed that 98% respondents were of the opinion that there is a relationship between online advertising and consumer buying behaviour while 94% respondents agreed that there is a relationship between online advertising and the purchasing decision among the students of Federal Polytechnic, Ede. Also, online advertising stimulates response of the students of the Federal Polytechnic, Ede in making their purchase decision. Finally, it was revealed that there is a significant effect of online advertising on the buying behaviour of the students of Federal Polytechnic, Ede.

Hypothesis one tested revealed that there is a positive relationship and significant effect of online advertising on consumer buying behaviour among the students of Federal Polytechnic, Ede (R = .420, R^2 = .176; p<.05). This is in line with the findings of Dacoffe, (2016) and Iweama, Iweka and Henson (2018). Hypothesis two also revealed that there is a relationship between online advertising and purchasing decision among the students of Federal Polytechnic, Ede (R = .433, R^2 = .187; p < = .05). This is in line with the findings of Wanjoga (2015) and Asaduzzaman (2015).

Conclusion

The study provided in-depth and comprehensive picture on the effect of online advertising on consumer buying behaviour. The study concluded that online advertising positively influenced purchase decision of consumers in the area of study. This was in line with the findings of Khandare and Suryawanshi (2016) and Iweama, Iweka, and Henson (2018). Marketers should therefore make use of online advertisement to make their products and services known to consumers. It is therefore concluded that online advertising is an effective channel to appeal to the students of the Federal Polytechnic, Ede, Osun State.

Recommendation

The following are recommended for advertisers and marketing practitioners.

i. The advertisement content online should resonate well with the target audience. It should not contain too much pages as this might frustrate consumers to leave the site hurriedly; that is, the content should be easy to navigate.
ii. Online advertisers should study their target customers because consumers purchase behaviour are affected by psychological factors.
iii. Online advertisers should design a website that is colourful and mobile friendly sites that are appealing and motivating to the target audience. The quality of advertisements should be attractive and beneficial to consumers.
iv. There is need to ensure that information passed to consumers online are very short, brief and understood by the potential consumers to positively influence consumer decisions to purchase.
v. Online advertisers should provide feedback mechanism where consumers can reach them for complaints and suggestions. This will go a long way to build relationship and brand image of the concerned advertiser.

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