

Correlational Study of Channels of Digital Advertising and Consumers' Behaviour: A Study of Delta State

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Abstract

The study seeks to find out the correlation between channels of digital advertising and consumers' behaviour by looking into the processes of consumer behaviour through the usage of smart gadgets. Digital advertising harnesses the capabilities of digital technology, data analysis, and online channels to create targeted, measurable, and impactful advertising campaigns in the ever-evolving digital landscape. Hinged on the technological determinism theory, the study employed the survey design using 400 copies of structured questionnaire to get data from respondents. To test the hypothesis, 392 copies of properly filled and retrieved questionnaire were analysed using Stata 15.0 software application. The study affirms the spread of social channels, as well as high-quality, low-cost technology, is fuelling the growth of digital advertising. The study establishes that digital advertising may influence brand impression and awareness, as well as generate favourable attitudes toward the offered items. Research, marketers, and advertisers may get useful insights on how to use content aspects to persuade customers to have a good attitude towards advertised products and brands.

Keywords: Channels, Digital, Advertising, consumer and Behaviour

Introduction

Advertising is a method of communication designed to motivate, persuade or manipulate people to act in specific ways (Shilovskaya, 2013). However, this manipulation often leads to buying outside needs, and changing decisions and plans in a manner that interferes with budgets. Consequently, shopping for goods and services by consumers has assumed a more cumbersome dimension, often leading to confusion over brands and choices (Nwabueze, 2014). Digital advertising has changed the way advertising is viewed by engaging with consumers (Pahwa, 2021). Information technology has become a hub for automation and simplification, which plays an important role in the evolution of the modern business world (Babak & Harith, 2017). Globalization has made consumers more sophisticated in their demands for products and services and has required companies to adapt and improve their strategies and processes to ensure sustainability and consumer orientation (Ashman, Solomon, and Wolny, 2015).

The rise of digital technology has greatly impacted business, advertising and consumer behaviour. With the rapid development of consumer technology and instant access to information, consumers are becoming smarter and more informed (Michael, 2016). The explosive growth of information and communication technology in developing countries such as Nigeria has brought new business applications and revolutionized businesses, organizations and professional organizations (Emeh, Ahaiwe, Onyedikachi & Okoro, 2017; Bankole & Adetoro, 2022). Nigeria has been at the forefront of digital advertising adoption, pioneering a thriving digital advertising landscape in line with studies by Ivwighren, Igben & Ogwezi (2023); Fridh & Dahl (2019); Hinterstein, (2020). It remains unclear if there is a nexus between digital advertising channels and consumer behaviour. It is also not explicit if smart gadgets according to the studies of

Ekeruka (2019); Foroudi, Gupta, Sivarajah, & Broderick, (2018); Zingara, (2022); and Olowogboye (2017) help trigger more actions from the consumer or any influence on individuals in the same manner as it did in the aforementioned studies. It is against this background that this study seeks to investigate the correlation between channels of digital advertising and consumer behaviour in Delta State.

The Objectives of the Study

1. Ascertain channels of digital advertising.
2. Identify processes of consumer behaviour
3. Examine the link between the usage of smart gadgets and consumers' access to digital advertising

Research Hypotheses

1. H_{01} : There is no significant between the various channels of digital advertising and the process of consumers' behaviour in Delta State.
2. H_{02} : There is no significant correlation between the usage of smart gadgets and the process of consumers' behaviour in Delta State.

Literature Review

Digital Advertising

Digital advertising represents a paradigm shift in the way businesses and organizations promote their products, services, and ideas. It harnesses the capabilities of digital technology, data analysis, and online channels to create targeted, measurable, and impactful advertising campaigns in the ever-evolving digital landscape. The concept of "digital advertising" can be traced back to the Nineteen Nineties according to Rodgers & Thorson, (2017) in 1993 when the first banner advert appeared, proceeded by the first internet crawler a year later. Digital advertising is perceived as the single biggest event in the last two decades that has truly revolutionised the advertising viewing experience with the inclusion of consumer involvement (Pahwa, 2021).

Channels 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 (Ivwhighren, Igben & Ogwezi, 2023). Some of the channels of digital advertising are recognized by Ekeruka, (2019) 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. 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 don't 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 (Sabbagh, 2021). In contrast, Hudak, Kianickova, & 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). Social media advertising networks such as Facebook, Twitter, LinkedIn, and Google are where businesses can build brand awareness and visibility (Kosto 2020). However, Udenze & 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, spam folders, or worse, remain ignored in your inbox for hours (Ekeruka, 2019). 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).

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). 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).

Pay-per-click (PPC)

Pay-per-click is utilized by agencies to generate clicks to their website as well as receive clicks (Ilayasankar, 2021). 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.

Consumer Behaviour

Any company that discerns consumer delight will offer upward jostle to the nativity of purchaser behaviour. Emeh, Ahaiwe, Onyedikachi & Okoro (2017), opined that consumer 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. Bankole & Adetoro, (2022) seek evidence to support the claim that choosing, acquiring, and consuming products and services to satisfy consumer desires is also part of consumer behaviour. Chukwu, Kanu, and Ezeabogu (2019) point out that consumers' behaviour is influenced by many factors and processes that help determine why, when, and how purchasing decisions are made. Consumers are generally typecast according to their purchasing behaviour, and more and more, that behaviour occurs online (DJ team, 2020). Knowing the types of consumers for goods enables a company to appropriately present the product to the potential purchaser, hence increasing sales and profitability (CFI Team, 2022).

Processes of Consumer Behaviour

Consumer behaviour is the process consumers experience when they make purchases, and it involves actions that influence their decision (Peter, Steven, and Hume, 2014). For many products and services, purchase decisions are the result of a long, detailed process that may include a broad information search, brand comparison, and evaluation. Processes associated with consumer purchasing behaviour entail a series of actions or steps taken by the consumer before and after a purchase decision. Quazzafi (2020) highlighted five processes that consumers pass through in making purchases. they are as listed below:

Need Recognition- the first step in the process is when a consumer can determine the need or problem. The identification is due to demand that arises as a result of the modification in the way of living, necessity, or replacement scenario. Kotler & Keller (2016) call it the stage of problem recognition.

Information Search- upon clear identification of the need, a consumer begins to look for ways to meet or address the need. The consumer can trust both external and internal sources within the process. From previous experience, the consumer looks for information that only provides options out there for solving the problem.

Evaluation of Alternatives - The information collected by customers from entirely different platforms was assessed for the appropriateness of the need. Defined alternatives have been evaluated with all advantages and disadvantages and with entirely different assessment standards by adding different decision-making principles.

Decision Implementation or Purchase- After assessing the alternatives to choose from depending on the selected criteria, the buyer may choose one product for which to shop. This might just be the customer buying decision process stage where the real transaction happens.

Post-Purchase Evaluation- Making the consumer satisfied is the goal of any corporation, by which brand loyalty is achieved. When the product has met the need, the consumer will not give much importance to the post-purchase evaluation. The importance of this phase is for the next transaction of the purchaser and how the corporations ignore it (Saura, Palos-Sánchez, & Cerdá Suárez, 2017).

Smart Gadgets

Smart gadgets are becoming more and more versatile as they allow electronic devices to be connected to the internet and used interactively (Poter & Heppelmann, 2014). These devices are classified as products of new media products such as the Internet and broadband networks. Nigeria has an internet penetration rate of 85 million internet users as of January 2020. If current trends continue, the number of smart devices is expected to double by 2025 (Innominds, 2022). The connected devices market is dominated by smartphones, laptops, wearables, smart homes and home security solutions. Thanks to the increasing use of the internet and the spread of fifth-generation (5G) communication, these tools are changing the consumer and the future of digital advertising and mobile technology. Smart gadgets are becoming more common and revolutionizing (Poter & Heppelmann, 2014). When an electronic gadget or system can be linked to the internet and utilized interactively, it is referred to as smart technology (Foroudi, Gupta, Sivarajah, & Broderick, 2018). Chavhan, (2021), agrees by further describing smart gadgets as electronic devices that can be easily linked to easy a process. The Internet is comprised of all interconnected computing devices and digital machines that are either embedded with sensors, software, processing capability, or other technology and have the ability to transfer data over a network eliminating the need for human-to-human or human-to-computer interaction. All of these connections are done using gadgets that may be thought of as a web of 'Smart' devices linked together via the internet (Innominds, 2022). The internet penetration in Nigeria is considerably high in corroboration with a report by Global Digital Yearbook (2020), there were 85 million Internet users in Nigeria as of January 2020. In the world Internet ranking, Nigeria is ranked 8th in the top 20 countries with the highest number of Internet users, after China, India, the United States, Brazil, Indonesia, Japan and Russia. Consumers' behaviour which is open to so many options for surfing the internet in Nigeria is growing at an extremely fast pace (Leadership News, 2015). According to a study, one-third of consumers supplement their physical shopping experience with a connected device through a mobile app or website (Innominds, 2022). The connected device industry is dominated by smartphones, laptops, wearables, **smart homes, and home security Solutions. These connected** devices are not just changing the consumer experience but also changing the future of digital advertising and mobile technology, thanks to increased internet access and the rollout of the fifth-generation (5G) telecommunications network, (Prowse, 2019).

Specifications of Various Smart Gadgets.

There is a need to understand that smart technology is made possible with the application of smart gadgets. To be able to distinguish between different smart gadgets goes beyond looking at them. It requires familiarity in analysing the ports they use and knowing each type of gadget not in terms of manufacturers, but in

terms of technology types and what or how a device is supposed to perform for the user. Some of the common ones are tablets, smartphones, IP codes, wearable technology, e-readers, GPS device, laptop, etc (42 Gears, 2021).

Tablets

Tablets are a form of internet-enabled computer that functions similarly to smart gadgets, with touch displays and downloaded apps. A tablet computer, or simply "tablet," is a tiny, transportable device with a touchscreen that typically spans 6 to 11 inches diagonally. The entire idea behind this hardware design is mobility and simplicity of usage. It has the benefit of the displays not being exposed when folded away, thus there is less possibility of it being damaged in transit (Lister, 2022, Prowse, 2019).

Smartphones

The smartphone is essentially a powerful mobile computer, and its widespread acceptance and expanding use, along with tablets and e-readers, is resulting in new consumer behaviour and expectations for information consumption and the purchase of products and services (Knudsen, 2017). A smartphone is a mobile phone with significantly higher processing power and hardware capabilities than a typical feature phone made easy for user interaction (Computer Hope, 2021).

IP Code

Some smartphones and other portable computers have ingress protection (IP) certification. Ingress Protection (IP) certification is an essential part of protecting laptops from dust and water. This is a personal review and the most common is IP68. IP68 means the device is dustproof and can be immersed in water of 1 meter or more for 30 minutes (Wikipedia, 2022). Other IP ratings include IP67 (submerged in 1-meter deep water for 30 minutes) and IP65 (against dust and jet water for up to 3 minutes). It may be found in numerous places on the Internet, and the recognized standard can be obtained from the International Electrotechnical Commission (IEC) (Wang, Yang, Wufan& Zou, 2019).

Laptop

A laptop is powered by main electricity through an AC adapter or away from an outlet using a rechargeable battery. A new laptop battery typically stores enough energy to run the laptop for three to five hours, depending on the computer usage, configuration and power management settings. Laptops are great for all work, from spreadsheets to emails and have full-sized keyboards that make typing easy and comfortable (Digital Yearbook 2020).

Usage of Smart Gadgets and Consumers' Access to Digital Advertising

A study conducted at the University of Florida (2022) revealed that consumers prefer rare or unique products when they enjoy their mobile phones. The evolution of mobile has led to a change in consumer behaviour when one of many customers used a combination of apps or websites to brick and mortar their devices (computer Hope, 2022). Digitization has changed consumer behaviour and

digital advertising has encouraged people to spread the news via mobile (Innominds, 2022). The mindset of consumers has changed and they want satisfaction from online shopping. Digitization has changed the world environment and consumer perception, from retail to mobile. Online shopping is very convenient, customers can buy and order products from anywhere, and stores provide smooth service. Online shopping is especially useful for office workers who do not have time to go to the store or store (Gujrati & Uygun, 2020; Gupta, Salau, Chaturvedi, Akinola, and Nwulu, 2019). According to (Nwabueze, 2014), and (Bankole & Adetoro, 2022), the Nigerian advertising industry is well-established and constantly evolving thanks to digital advertising. Consumers are impressed by their connections with companies and online influencers, and word of mouth is the most reliable source of advice. Companies with smaller budgets may choose online rather than offline because of more options and customization. In today's digital age, consumers can search and collect information to make faster decisions. With the spread of the internet, advances in full-text search engine algorithms, and advances in social media and mobile phones, information has become abundant (Zinggara, 2022). Where people and cultures use technology determines its impact, and the power of technology depends on how we use it and how carefully we use it. Technological determinism spans the entire history of humanity, from prehistoric technologies like the wheel to 21st-century revolutions like cryptocurrencies (Dabiri, & Ugwu , 2015; Azzahra, 2021 and Vijanand, 2021).

Theoretical Framework: Technological Determinism Theory

Technological determinism is a reductionist theory that argues that technology has an impact on people and their nature (Hauer, 2017). It was first proposed in 1962 by Marshall McLuhan, who argued that media content cannot be viewed independently of technology (Azam, 2021). McLuhan believes that fundamental technological processes have a great impact on people and that social organizations are determined by the elements they contain. Technological determinism manifests itself on many levels, first with the emergence of new technologies and then with the emergence of changes that lead to the loss of existing knowledge (Haider, 2020). The introduction of new media shows how the development of technology has affected the culture we live in. Technological decision-making has been criticized for not addressing new technological processes, but for influencing people. Whether or not to use technology and deal with its effects is the decision of each individual. Technology can influence human progress, but only if people are willing to use it and are influenced by it. The theory spans the entire history of humanity, from early technologies like the invention of the wheel to 21st-century revolutions like cryptocurrencies (Okunna 2014; Aziz (2014). The general history of technological determinism provides a theoretical explanation for the evolution of all human life. The internet, for example, is an example of a decisive technology that has the power to change the future of human history. While new technologies have

transformed content consumers into producers (including advertising), the revolution has created so-called producers (Drew 2022; Supercrossing, 2021)

Research Method

Adopting a survey design pattern, 400 copies of structured questionnaires were distributed to respondents in the three senatorial zones of Delta State. Delta North, Delta Central and Delta South got 133, 133 and 134 respectively. Two cities and towns with high internet penetration were purposively selected from each of the zones which are Asaba and Agbor in Delta North; Abraka and Sapele in Delta Central; and Warri and Oleh in Delta South. These are areas considered the best towns to reside in Delta State according to Damilola (2020). Purposive sampling techniques was apply to obtain the actual participants of the study. The questionnaire consisted of two sections, A and B, with Section A focusing on demographics and Section B on the study objectives. The questionnaire was distributed electronically via a survey monkey application, allowing respondents to access the questions online and provide responses in real time. The study employed exponential non-discriminative snowball sampling, recruiting and providing multiple referrals until a sufficient number of subjects were obtained for each zone. One-way ANOVA and Spearman's Correlation were run on Stata15.0 software to test the hypothesis. The decision rule was based on a P-Value of 0.05 to reject or fail to reject the hypothesis respectively. 392 representing 98% of the 400 copies of the structured questionnaire were retrieved, viewed as good and analysed for the study.

Table 1: Demographic Information of Respondents

| | | | | | |
|----------------------------------|------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| Gender | Male 192 (49%) | Female 200 (51%) | | | |
| Age | 18-37Years 192(49%) | 37-57Years 85(22%) | 58-77Years 69(18%) | 78and Above 46(11%) | |
| Marital Status | Married 185 (47%) | Single 137 (35%) | Others 70 (18%) | | |
| Level of Education | Tertiary 205 (52%) | Secondary 122(32%) | Primary 46(11%) | Informal Ed 16(4%) | No Educatio 3(.8%) |
| Use of Internet | Very Often 16 (38%) | Often 129 (30%) | Rarely 84 (19%) | Very Rarely 4 (9%) | Never Use 1 (4%) |
| Purchases/Services Online | Very Often 12 (38%) | Often 99 (30%) | Rarely 76(19%) | Very Rarely 64 (9%) | Never 28 (4%) |

The above table shows that out of 392 respondents, 200 representing 51% are female respondents and 192 representing 49% male respondents. 192 representing 49%, 85 representing 22%, 69 representing 18% and 46 representing 11% were between

the ages of 18-37, 37-57, 58-77 and 78 and above respectively. 185 representing 47% and 137 representing 35% were married and single respondents with 70 representing 18% who are neither married nor single. data distribution of respondents' educational qualifications. 205 represented 52.3%, 122 represented 31.5%, 46 which is 11.2% and 16 represented 4.2%, were holders of tertiary, secondary, primary, and other formal education respectively. Only 3 of the respondents happen to have no formal education. 163, percentage of 38% are regular users of the internet, 129 (30%) very often used, as against 84 (19%) who rarely do and 41 (9%) who very rarely use it. 16 (4%) never use the internet. Lastly, 123 representing 38% often make purchases/services online. Closely following are 99 (30%) who very often do the same. In a swipe, 76 representing 19%, 64 (9%) and 28 (4%) respectively make purchases/services online either rarely, very rarely or never.

Testing the Hypothesis

H₀₁: There is no significant Relationship Between Channels of Digital Advertising and Processes of Consumers' Behaviour in Delta State.

Table 2: 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) | | |

One-way ANOVA results above are the result of hypothesis one. The table depicts the summary of the significant difference between the nature of digital advertising channels and the processes of the internet in Delta State. With the F-statistic at 7.28 and the corresponding P-value 0.0001, it is concluded that since the P-value is less than alpha = 0.05, the null hypotheses can be rejected. In other words, there is a highly statistically significant relationship between the channels of digital advertising the process of consumer behaviour in Delta State.

H₀₂: There is no significant correlation between the usage of smart gadgets and the process of consumers' behaviour in Delta State

Table 3: Spearman's Correlation

| Source | Output | Decision |
|----------------|--------|----------|
| Number of obs | 392 | Reject |
| Spearman's rho | 0.3518 | |
| Prob > t | 0.0000 | |

(Source: Stata Output on

Research Data, 2023)

Table 3. Indicates a positive linear relationship between the widespread usage of smart gadgets and the process of consumers' behaviour. The presented value for Spearman's rho = 0.3518, the p-value of 0.0000 is < 0.05 clarifies that the correlation test is highly statistically significant. As a result, the null hypothesis that there is no significant correlation between the widespread usage of smart gadgets and the process of consumers' behaviour is rejected

Discussion

1. Various Channels of Digital Advertising and Process of Consumers' Behaviour in Delta State.

With the majority of the respondents totally to 38% admitting to being regular users of the internet, this falls in line with Ekeruka (2019) that there is a high recognition of Search Engine Optimization (SEO), email advertising, social media adverting, mobile marketing, online affiliate marketing, pay-per-click, and display advertising as some of the channels advertisers make use of to reach consumers with a wide option of product and services. This corroborates with the view of Schofield (2020) in a study on factors influencing consumer behaviour, that consumer behaviour has a significant impact on buying choice. Understanding consumers' behaviour may completely appear vague because it is related very closely to the human mind however, the understanding of consumer behaviour is quite possible through several analytical details. The result tallies with the research findings of (Ivwithren, Igben & Ogwezi, 2023), that digital advertising is a viable marketing communication channel which has a significant effect on the regularity of visits and consumers' usage of the internet. Likewise, it corroborates the study and findings of Kostov (2020) that social media as a channel of digital advertising is relevant in today's world because it affects consumer buying behaviour as well as consumer repurchasing behaviour. The findings also considered that the respondents are well-versed in the terms and trends that relate to social media marketing based on their educational backgrounds and work experiences as over 52% (205) are educated to tertiary level and 31% (122) have secondary education.

In line with the technology determinism theory, the findings agreed with the views of Haider, (2020) and Azam (2021), that technologies shape how individuals in a society think, feel, and act and how a society operates to move from one technological age to another, corroborating McLuhan's theory, that people learn, feel and think the

way they do because of the message we receive through the currently available technology.

2. Usage of Smart Gadgets and Process of Consumers' Behaviour in Delta State

The majority of the respondents about 38% (148) acknowledged that smart gadgets strongly ease their online interactions affirms the study of Zinggara, (2022); Olowogboye (2017), that gadgets are always in the hands of consumers triggering impulse buying behaviour. The findings of this research also reflect on the role of customer dynamics and experience in embracing the innovative application of smart technologies has no gender barrier since the respondents are almost even on this figure. However, there is an obvious disparity when it comes to the age. Here, the younger adults (49%) explore more. The results and implications included contribute to the understanding of the determinants that affect customer dynamics and customer experience when making use of smart technologies. This result also corroborates the study of Foroudi, Gupta, Sivarajah, & Broderick, (2018) that increased use of smart technologies is leading to recognition of their influence on the shopping experiences of customers this study affirms this when 50% (202) agree they get round-the-clock services through it. The study further affirms the ideology of the Technological Determinism theor that as the level of internet usage by consumers increases, the mean rate of making purchase decisions increases (Hauer, 2017). Also that social media as a virtual platform enables users to share their knowledge and experiences and recently, social media gained a new dimension with the help of technology. As consumers spend more time indoors, at work, ors home, the use of social media increases and they develop a good knowledge about products and services through advertisement (Ekureka, 2019).

Conclusion

Digital advertising has reached a tipping point due to changes in human behaviour, and advertisers are doing it admirably. The beauty of digital advertising is that it is very dynamic and does not adhere to a certain time frame. Now and again, advancements in digital advertising give everyone an equal opportunity to explore. There are several digital advertising trends and methods that must be adjusted to remain at the forefront of user attention and search engines. Everyone must keep their eyes open and establish the greatest digital etiquette to stay ahead of the inventive curve. With no geographical limitations, digital advertising has been identified as a potent medium for influencing customer purchase behaviour. The spread of social channels, as well as high-quality, low-cost technology, is fuelling the growth of digital advertising. Anyone with a smart device and an Internet connection may now access the world and make purchases online. With no geographical limitations, digital advertising has been identified as a potent medium for influencing customer purchase behaviour. The spread of social channels, as well as high-quality, low-cost technology, is fuelling the growth of digital

advertising. Anyone with a smart device and an internet connection may now access the world and make purchases online.

Recommendation

This research was conducted using Delta State as the study population; the following recommendations are therefore suggested;

1. The channels of digital advertising such as email advertising, social media, advergame, pop-up, etc, if creatively utilized and leveraged on the popularity of smart gadget, can create more visibility of products to help the consumer make better purchasing decisions.
2. For the generalization of these results, it is necessary for future researchers to empirically contribute to this research by using other states across Nigeria.

Contribution to Knowledge

The findings from this study contribute to the current literature investigating the influence of digital advertising on consumer purchasing behaviour in the following ways;

1. The study affirms that a variety of digital advertising channels are available to the population in Delta State through which digital content is visible on products and services. The significant ramifications for stakeholders show how digital advertising may make acquiring products and services easier for customers.
2. Furthermore, the study establishes that digital advertising may influence brand impression and awareness, as well as generate favourable attitudes toward the offered items. Research, marketers, and advertisers may get useful insights on how to use content aspects to persuade customers to have a good attitude towards advertised products and brands.

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