Digital Advertising Platforms' Effects on Consumers' Buying Behaviour

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Abstract:- This paper investigates consumers' assessment of digital advertising platforms and their effects on buying behaviour. The researcher embarked on this study to achieve two objectives. Based on the objectives, two hypotheses were formulated and tested using chi-square. The survey method was adopted for this study. This study was anchored on the diffusion of innovation. Findings emanating from this study revealed that digital advertising affects consumer buying behaviour. It was also revealed that digital advertising information affects consumers' buying behaviour because it provides consumers with valuable information about products and services, increases brand awareness, and uses retargeting to remind consumers of their interests. This study concludes that digital advertising platforms have a significant impact on consumer behavior, and their effectiveness depends on how well they can cater to the needs of their target audience. It is recommended that digital advertising platforms should focus on improving their targeting capabilities to deliver more relevant advertising to consumers

Keywords:- *Digital, Consumer, Behavior, Advertising, Platforms.*

I. INTRODUCTION

In today's digital age, advertising has become an integral part of our daily lives. With the increasing use of various digital advertising platforms, it is essential to understand how consumers assess these platforms and how they affect their buying behavior. Digital advertising platforms refer to the various online channels that companies use to market their products or services to their target audience. Examples of these platforms include social media, search engines, display advertising, and email marketing.

One of the most significant advantages of digital advertising platforms is their ability to provide highly targeted and personalized content to consumers. This personalization is made possible by the vast amounts of data that companies collect about their customers' browsing habits, search history, and social media interactions. By analyzing this data, companies can create targeted advertisements that are more likely to be relevant to the consumer, thus increasing the likelihood of them making a purchase. This targeted advertising is effective in increasing consumer engagement, brand awareness, and ultimately, sales.

However, Bayo (2018) noted that the effectiveness of digital advertising platforms is dependent on the consumer's assessment of the platform. Consumers assess digital advertising platforms based on several factors such as the relevance of the advertisement, the platform's usability, and the perceived credibility of the platform. The relevance of the advertisement is determined by how well it aligns with the consumer's needs and interests. The usability of the platform refers to how easy it is for the consumer to navigate and interact with the platform. The perceived credibility of the platform is influenced by factors such as the platform's reputation, the quality of the content, and the perceived trustworthiness of the advertising message.

Consumers play a more active role in searching for useful information online with some goals in mind, and that goals can influence individual behaviors and responses to online information and advertisements. With the rapid advancement in information and communication technology (ICT), many companies have made the Internet part of their advertising media mix to take advantage of online technologies (Clasir, 2016).

The Internet has become a popular advertising platform because marketers found that the Internet possesses greater flexibility and control over advertising materials. Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage of and maximize the value of this communication medium.

Consumers' assessment of digital advertising platforms is essential in determining the effectiveness of digital advertising campaigns. The assessment is based on several factors, including the relevance of the advertising content, the credibility of the advertising platform, and the level of personalization. Studies have shown that consumer's perception of the relevance of advertising content is a crucial factor in determining their assessment of digital advertising platforms (Wang et al., 2019). Consumers are more likely to engage with advertising content that is

relevant to their interests and needs. Therefore, businesses need to use data analytics tools to collect and analyze consumer data to create personalized advertising content.

Furthermore, the credibility of the advertising platform is also a critical factor in consumers' assessment of digital advertising. Consumers are more likely to engage with advertising content on platforms that they perceive as credible (Brennan et al., 2018). Therefore, businesses need to choose advertising platforms that have a good reputation and are trusted by consumers. For instance, social media platforms such as Facebook and Instagram are widely used for advertising because they have a large user base and are trusted by consumers.

Digital advertising platforms have a significant impact on consumers' buying behavior. Studies have shown that digital advertising has a positive effect on consumers' purchase intentions (Liu et al., 2020). The use of personalized advertising content is particularly effective in influencing consumers' buying behavior. Personalized advertising content creates a sense of relevance and urgency, which prompts consumers to take action.

Moreover, digital advertising platforms have also been found to increase brand awareness and loyalty. Consumers are more likely to remember brands that they have seen advertised on digital platforms, and they are more likely to engage with these brands in the future (Bilgihan et al., 2016). Therefore, businesses can use digital advertising platforms to increase brand awareness and loyalty, which can lead to increased sales and revenue.

Consumers within Nigeria have been largely exposed to traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth, and create new market share. The growth of digital advertising is both globally and locally outpacing offline advertising, while outdoor advertising is also experiencing growth; it is not growing as rapidly as digital advertising. It is on this basis that this paper investigates consumers' assessment of digital advertising platforms and their effects on buying behaviour.

➢ *Statement of the Problem*
The rise of digital advertising platforms has revolutionized the way businesses reach their target audience. With the proliferation of social media platforms, search engines, and other digital channels, advertising has become more targeted, personalized, and measurable. However, there is growing concern that digital advertising platforms may be having negative effects on consumer behavior.

One major concern is the issue of privacy. Many consumers are uncomfortable with the amount of personal data that digital advertising platforms collect and use to target ads. This has led to a growing backlash against targeted advertising, with some consumers actively seeking out ad-blocking software or using privacy-focused browsers to avoid being tracked.

Another issue is the potential for digital advertising to create a "filter bubble" effect, where consumers are only exposed to information and products that reinforce their existing beliefs and preferences. This can limit consumers' exposure to new ideas and products, and may ultimately lead to a narrowing of their interests and behaviors.

Additionally, there is concern that digital advertising may be contributing to the overall "noise" and clutter of online advertising. With so many ads competing for attention, consumers may become overwhelmed and tune out altogether, leading to a decrease in the effectiveness of digital advertising.

All of these factors may be contributing to a growing sense of skepticism and distrust among consumers when it comes to digital advertising. As a result, it is important for businesses to carefully consider the impact of their advertising strategies on consumer behavior, and to find ways to build trust and engagement with their target audience in an increasingly crowded digital landscape.

➢ *Objectives of the Study*
The objectives of this study are as follows;
- To examine the effect of digital adverting platforms on consumer buying behavior.
- To evaluate how digital adverting information affects consumer buying behavior.

➢ *Research Hypothesis*
Based on the objectives of this study, the following research hypothesis was tested in this study;
Ho₁: Digital advertising platforms do not affect consumer buying behaviour.
Ho₂: Digital advertising information does not affect consumer buying behaviour

II. LITERATURE REVIEW

➢ *Concept of Digital Advertising*
Before talking about digital advertising, it is important to define what advertising means. Advertising is any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor. It can also be seen as a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea. Therefore, based on the definition of advertising, one can define digital advertising as a form of marketing and advertising which uses the Internet to promote goods and services. It refers to the practice of promoting products and services through various forms of digital media such as social media, search engines, websites, and mobile apps.

The rise of digital advertising has been fueled by the increasing use of mobile devices and the growth of social media platforms which have created new opportunities for businesses to connect with their target audience. The advent of the Internet and other new media technologies have brought about positive changes in various sectors of the economy. With a single click of a button, business transactions can be completed instantly. Online advertising is the practice of promoting goods, services, businesses, or other entities using the Internet. This was agreed upon by Anusha (2016), who defined digital advertising as nothing more complicated than leveraging the Internet to spread a marketing message to consumers. Search engine marketing, banner ads, internal ads, online, social media, email, and mobile marketing are all included.

Digital advertising, like other forms of advertising, involves both the advertiser and the publisher, who both submit the advertisements to be displayed in the publisher's content. The many advertising agencies that aid in creating and copying the advertisement, the advertising server that distributes the advertisement and keeps track of statistics, and the advertising firms that handle the advertising work for the advertiser are other possible contributors.

Due to its diversity, Olley & Arikenbi (2022) noted that digital or online advertising differs significantly from traditional advertising. Digital advertising gives consumers as many customization options as they like to accommodate the most recent consumer market trends. Since online advertising aims to persuade, inform, convince, remind, and retain the customer, it can reach a wide range of targeted online customers. They further noted that this kind of advertising has a major advantage over traditional advertising since it targets a specific audience, whereas mainstream advertising is more concerned with commercial marketing. Digital advertising, in contrast, is based on a few interactive mediums to produce a targeted client; mainstream media advertising and direct mail advertising is dependent on exposure and a vast audience.

One of the key advantages of digital advertising is its ability to target specific audiences with greater precision than traditional advertising methods. Through the use of data analytics and machine learning algorithms, digital advertisers can identify and target specific demographic groups, interests, behaviours, and geographical locations. This allows businesses to create more personalized and relevant advertising messages that are more likely to resonate with consumers (Olley & Arikenbi, 2022).

Another advantage of digital advertising is its ability to provide detailed metrics and analytics on the effectiveness of advertising campaigns. Advertisers can track metrics such as click-through rates, conversion rates, and return on ad spend, enabling them to measure the impact of their advertising efforts and make data-driven decisions about future campaigns.

Okolo, Okafor, Obikeze & Nduka (2018) noted that the aims of digital advertising are;
- Create product credibility;
- Increase website traffic;
- Make sales
- Help to create viable online followership;
- Enhance clients' service

It should be noted here that messages in digital advertising are very effective and help in the reduction of advertising costs compared to traditional advertising media. The Internet has become a well-known source of increasing popularity. Its growth is attracting the consciousness of advertisers and advertising agencies as a more productive way to reach various clients and consumers. Simply put, the Internet provides netizens with unparalleled access to highway information full of different products from various business organizations around the world.

Digital advertising influences consumer buying decisions. It gives timely and relevant information about an organization's products through a colorful and interactive catalog. Online advertising has no limits and gives consumers the ability and imagination to make all kinds of purchases across the globe as long as they have access to the website and social media pages of the advertiser. Additionally, Budak, Goel, and Rao (2016) looked at several factors that substantially jeopardize consumer privacy, including the disruption of the Internet advertising sector, the widespread use of ad-blocking software, and suggested limitations on third-party tracking. In the past ten years, online advertising has transformed traditional advertising methods.

➢ *Types of Digital Advertising*
In today's digital environment, digital advertising formats rapidly emerging and target consumers in different ways. Although digital advertising has many different types, the most basic and common four of them are as follows:
- **Banner Advertising:** Banner advertising entails embedding an advertisement into a web page. The banners aim to attract traffic to an online page by linking to the website of the advertiser. There are different kinds of banner applications and their occurrence can be different from animated and interactive. Banners differ in that the results of advertisement campaigns may be monitored in real time and may be targeted to the viewer's interests. Banner advertising offers several advantages. They are less expensive than traditional forms of advertising. When a consumer clicks on the advertising, the consumer's web browser goes directly to the advertiser's web pages where a variety of products and services may be presented (Li & Bukovac, 2019).
- **E-Mail Marketing:** E-mail marketing messages are delivered using a range of approaches – such as a web page in the mailbox, product catalog, and newsletter – and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks to sustain prospective customers' attention. Developing sustained attention or "engagement" with an e-mail message, personalization, interactive features, and

hyperlinks to web pages seem to be the most effective tactics. Comparatively, the verbal text, especially the body copy, seems to be less important for e-mail marketers who choose to adopt a catalog approach, where body-copy text is often reduced to a brief description of each product. Personalization also influences the style and layout of e-mail marketing messages.

- **Social Media Advertising:** Social media had become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation. Consumers are more like to buy something that is recommended to them, rather than when it is marketed to them; this is even more likely when the recommendation comes from someone that they trust. While the economy has changed the way consumers shop, and how they spend, what has not changed is that consumers trust the opinions of friends and family, as well as people they do not know, usually more than anything the retailer has to say about the company or their products. The challenge for retailers is to identify how this digital word of mouth influences, as well as who the influencers are. Social networks have become a new place for online advertising. Businesses can lead to greater recognition with products and brands of network users and with acquaintances' advice by applying more than viral marketing. With the rise in social media advertising, marketers establish more intimate relationships with their customers. Many social networking sites give consumers the ability to personalize their preferences and information, thus segmenting consumers for marketers.

- **Mobile Advertising:** The expansion of the use of all types of mobile devices, advancement in mobile technology, and rapid increase in mobile penetration have established new delivery platforms for both marketers and advertisers. Consumer adoption of digital mobile telecommunications has in most countries been even faster than that of the Internet. Modern mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being utilized by marketers and many organizations. As the popularity of mobile devices increases, Short Messaging Service (SMS) has become more imperative to access potential customers. SMS messages were the dominant format of mobile marketing communication.

> *Advantages of Digital Advertising*

Digital advertising is an effective and efficient way to display products and services to advertisers. Compared with traditional advertising media, it is less expensive, more accurate, more timely, and more targeted. Digital advertising has become an indispensable tool for businesses looking to promote their products and services online. Unlike traditional advertising methods, digital advertising offers several advantages that make it an effective and cost-efficient way to reach a wider audience. In this essay, we will explore some of the key advantages of digital advertising. Therefore, Deshwal (2016) cited in Olley &

Arikenbi (2022) enumerated the following as some of the benefits of online advertising:

- **Targeted Advertising:** One of the key advantages of digital advertising is the ability to target specific audiences. With the help of data analytics and audience segmentation tools, businesses can identify and target their ideal customers based on their demographics, interests, and behavior patterns. This not only helps to increase the effectiveness of advertising campaigns but also minimizes the cost of advertising by avoiding the need to reach out to a broad audience.

- **Cost-Effective:** Digital advertising is more cost-effective than traditional advertising methods. With traditional advertising, businesses have to spend a significant amount of money to create and distribute ads through print, television, or radio channels. Digital advertising, on the other hand, allows businesses to create and distribute ads through online channels at a fraction of the cost. This makes it easier for small and medium-sized businesses to compete with larger companies with bigger advertising budgets.

- **Measurable Results:** Another advantage of digital advertising is the ability to measure the results of advertising campaigns in real time. With the help of analytics tools, businesses can track the performance of their ads and make necessary adjustments to improve their effectiveness. This allows businesses to optimize their advertising campaigns to achieve the best possible results.

- **Increased Brand Awareness:** Digital advertising also helps to increase brand awareness by reaching a wider audience. With the help of social media platforms and search engines, businesses can reach potential customers who may not have been aware of their products or services. This helps to build brand recognition and loyalty, which in turn can lead to increased sales and revenue.

- **Flexibility:** Digital advertising offers a high degree of flexibility compared to traditional advertising methods. Businesses can create and distribute ads quickly and easily, allowing them to respond to changing market conditions and customer needs. This also allows businesses to experiment with different advertising strategies and tactics to find the ones that work best for their particular business.

In conclusion, digital advertising offers a range of advantages that make it an effective and cost-efficient way for businesses to promote their products and services online. From targeted advertising and cost-effectiveness to measurable results and increased brand awareness, digital advertising has become an essential tool in the modern business landscape.

> *Impacts of Digital Advertising on Consumer Buying Behaviour*

Digital advertising has become an integral part of the modern marketing landscape, with businesses leveraging various online platforms to target and engage customers. In recent years, the impact of digital advertising on consumer buying behavior has become a topic of interest to marketers

and researchers alike. This essay will examine how digital advertising affects consumer buying behavior and provide relevant references to support the arguments.

One of the most significant impacts of digital advertising on consumer buying behavior is increased awareness. Digital advertising allows businesses to target consumers who are actively searching for products or services, increasing the likelihood of them becoming aware of a brand or product. According to a study by Google, 81% of shoppers conduct online research before making a purchase, indicating the importance of digital advertising in increasing brand awareness (Ebuka, 2020).

Digital advertising can personalize ads based on consumers' interests, behaviors, and preferences. According to a study by Accenture, 91% of consumers are more likely to shop with brands that provide relevant offers and recommendations (Accenture, 2018). Personalized ads allow businesses to tailor their advertising to individual consumers, creating a more engaging and relevant experience.

For the past few years, people's way of shopping has significantly changed and improved. Consumers used to shop at physical stores like large shopping malls and many still apply the same method while purchasing. However, with the aid of information and modern communication technologies, consumers can shop via the Internet using several social media and different websites. This type of shopping mode can come in several names such as online shopping; online buying behavior and Internet shopping all refer to the process of purchasing and buying products or services via the Internet using several social media and different websites.

Consumers today are progressively utilizing technology and particularly social media as an effective tool in their online shopping process. This process can be defined as an electronic process that allows consumers to deal with business people and meet their purchase needs. Social media have played important role in spreading this phenomenon faster. Interacting with consumers on social media may result in increasing potential consumers and the probability of turning potential consumers into real shoppers. In addition to changing existing potential consumers into buyers, social encourage those buyers to promote and share their purchase experience with their friends by giving their positive or negative opinions about a purchased product (Parson, 2016).

In conclusion, digital advertising has a significant impact on consumer buying behavior. It increases awareness, influences purchase decisions, provides personalization, and leverages social proof to create a more engaging and relevant experience. The impact of digital advertising on consumer buying behavior is a topic of ongoing research, and businesses must continue to adapt and optimize their digital advertising strategies to meet the changing needs and expectations of consumers.

III. THEORETICAL FRAMEWORK

One cannot successfully carry out research in the field of mass communication without relating such a study to an appropriate theory. Based on this, the Diffusion of Innovation Theory was adopted for this paper.

This theory was propounded by an American communication theorist and sociologist, Everett Roger, in 1962. This theory explains that adopting new ideas does not happen simultaneously, but it is a process where some people are more likely to adopt new technologies than others.

The distribution of new inventions follows when the consumer realizes the new invention and tries to get enough information to make decisions that will benefit his business. Based on the relevant information acquired as a result of new technologies, attitudes will be developed, guiding the purpose of accepting or rejecting innovations. In explaining the diffusion of innovation theory as it relates to this study, diffusion is the process of disseminating a particular idea or practice over time using certain channels. The theory explains that for a new concept or invention to spread, there must be an awareness phase, an interesting phase, an assessment phase, an experiment phase, and an adoption phase. They added that different types of innovations require different types of adoption. It means that the success of any new invention depends greatly on the level of awareness, interest, and acceptance that comes with that invention.

Therefore, for digital advertising to impact the consumer, the marketing expert must be aware of the technology and be willing to use it. They should also be able to check the output, see how effective it is, and decide whether they accept it. It should be stated here that advertising messages on social media influence the recipient.

IV. METHOD

The researcher adopted the survey research for this study. A survey is a technique for gathering and analyzing social data using intensely structured and frequently very in-depth interviews or questionnaires to learn more about a sizable sample of respondents believed to be representative of a particular group.

The population of this study is residents of Auchi. Although, there is no new record to ascertain the exact number of people living in Auchi but Onaiwu (2015) puts the number at 232,126. Based on this, 400 respondents were randomly selected to form the sample size for this study. Based on the above, 400 copies of the questionnaire were distributed for this study but 380 were returned. This, therefore, leaves the response rate of this study to be 380.

V.   DATA PRESENTATION

Ho₁: Digital advertising platforms do not affect consumer buying behaviour.

Table 1

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	11	2.8	3	3
Agree	15	3.9	4	7
Strongly disagree	214	56.3	56	63
Disagree	140	36.8	37	100
Total	**380**	**99.8**	**100**	

(Source: Field Survey, 2023)

Table 2

Responses	O	E	O-E	O-E²	O-E²/E
Strongly agree	11	95	-84	7056	74.2
Agree	15	95	-80	6400	67.3
Strongly disagree	214	95	119	14161	149.0
Disagree	140	95	45	2025	21.3
Total	**380**				**311.8**

➢ *Decision Rule*

Accept hypothesis when the calculated value is lesser or equal to the P value

The calculated value
$X^2 = 311.8$
$P = 0.05$
Degree of Freedom = n-1
4-1 =3
X^2 critical value = 7.815

➢ *Decision Rule*

The critical value of X^2 which is equal to 7.815 is greater than the P value of 0.05; therefore, Ho₁ which states that digital advertising platforms do not affect consumer buying behaviour is rejected. Based on this, it can be deduced digital advertising affects consumer buying behaviour. This is in agreement with Olley and Arikenbi (2022) who noted that one effect of digital advertising on consumer buying behaviour is that it leads to increased awareness about a product or service. When people see an ad repeatedly, it can create familiarity and increase their chances of considering the product or service when they are in the market for it.

Ho₂: Digital advertising information does not affect consumer buying behaviour

Table 3

Responses	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	19	5.0	5	3
Agree	25	6.5	7	7
Strongly disagree	304	80.0	80	63
Disagree	32	8.4	8	100
Total	**380**	**99.9**	**100**	

(Source: Field Survey, 2023)

Table 4

Responses	O	E	O-E	O-E²	O-E²/E
Strongly agree	19	95	-76	5776	61
Agree	25	95	-70	4900	52
Strongly disagree	304	95	209	43681	460
Disagree	32	95	-63	3969	42
Total	**380**				**615**

➢ *Decision Rule*

Accept hypothesis when the calculated value is lesser or equal to the P value

The calculated value
$X^2 = 615$
$P = 0.05$

Degree of Freedom = n-1
4-1 =3
X^2 critical value = 7.815

➢ *Decision Rule*

The critical value of X^2 which is equal to 7.815 is greater than the P value of 0.05; therefore, Ho_2 which states that digital advertising information does not affect consumer buying behaviour is rejected. Based on this, it can be deduced digital advertising information affects consumers' buying behaviour. This finding agrees with Eyiwunmi (2019) who noted that digital advertising information affects consumers' buying behaviour as it provides consumers with valuable information about products and services, increases brand awareness, and uses retargeting to remind consumers of their interest. All of these factors can affect consumer buying behaviour and influence their decisions to make a purchase.

VI. CONCLUSION

As digital advertising becomes increasingly prevalent in the modern world, it is essential to understand its impact on consumer behavior. Consumers are now exposed to a plethora of digital advertising platforms, from social media to search engines, and each platform has its unique way of reaching and engaging with consumers.

The impact of digital advertising on consumer behavior is undeniable. It can increase brand awareness, provide useful product information, use social proof to influence behavior, personalize ads, and use retargeting to remind consumers of their interests. All of these factors can significantly impact consumer buying behavior and influence their decisions to make a purchase.

However, the effectiveness of digital advertising platforms on consumer behavior largely depends on how well they can understand their target audience and cater to their needs. Consumers are becoming increasingly discerning and are looking for advertising that is relevant, personalized, and engaging. Therefore, digital advertising platforms need to focus on delivering advertising that meets these expectations to have a positive impact on consumer behavior.

In conclusion, digital advertising platforms have a significant impact on consumer behavior, and their effectiveness depends on how well they can cater to the needs of their target audience. As consumers become more discerning, digital advertising platforms need to focus on delivering relevant, personalized, and engaging advertising to have a positive impact on consumer behavior.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations were made;

- Digital advertising platforms should focus on improving their targeting capabilities to deliver more relevant advertising to consumers. By using data analytics and machine learning, platforms can gather insights into consumers' behavior, interests, and preferences, and use this information to deliver personalized advertising that resonates with their target audience.
- Digital advertising platforms should be more transparent about the data they collect and how they use it to deliver advertising to consumers. This will help to build trust with consumers and ensure that they are comfortable with the way their data is being used. Platforms should also provide consumers with more control over their data and allow them to opt out of targeted advertising if they choose to do so.

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