

## **Relationship Between Digital Advertising and Consumer Purchasing Behaviour in Delta State, Nigeria**

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**ABSTRACT:** *The purpose of this study is to investigate the correlation between digital advertising and consumers' purchasing behaviour. Rationalized by the diffusion of innovation theory, a survey was conducted with 400 respondents to gather data on their exposure to digital advertising, their attitudes toward it, and their actual purchasing behaviour. To achieve the research objectives, two hypotheses were formulated and tested to examine the inter-relationships among the variables. The results showed that as consumer perception of digital advertising increases, so does the likelihood of them making a purchase. Also, the more positive their perception is, the more likely they are to be influenced by various factors that drive their purchasing decisions. However, the effectiveness of digital advertising varied depending on the relevanc, credibility of product or service being advertised, with some products benefiting more from digital advertising than others. Additionally, consumers' attitudes towards digital advertising played a role in their purchasing behaviour, with those who had more positive attitudes being more likely to make a purchase. The study concludes that digital advertising can be an effective tool for marketers to influence consumers' purchasing behaviour, but it is important to understand the nuances of how it affects different types of products, services and how consumers perceive them.*

**KEYWORDS:** Digital, Advertising, Consumer, Purchasing and Behaviour

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### **INTRODUCTION**

The popularity of digital advertising has grown worldwide, and many consumers are often outsourcing and changing their decisions and plans to include spending money on a bundle. While

advertising can persuade, inform, inspire, control, and many more things, it is important to remember that its style evolves with the trends in technology to attract more attention (Omeife & Ani, 2021; Shilovskaya, 2013). Digital advertising is considered one of the biggest events of the last two decades, changing the way advertising is viewed by engaging with consumers (Akomolafe & Olumide, 2021; Oladapo, Oluwole, & Adeniran, 2020). In Mosa's (2021) view, it is a useful advertisement that offers new opportunities for business as more and more people are exposed to the world of high technology. For example, digital advertising is an advertising message sent over the Internet to potential customers (Ivwhighren, & Ogwezi, 2023). In Nigeria, digital advertising has grown in recent years and has become a popular business form as more and more people access the internet and use mobile devices to browse and shop online (Oseifuah and Emejulu, 2021). But consumers think differently about digital advertising. Some consumers may view digital advertising as a way to find new products or services. Others may view it negatively, as a distraction or work (Oyedijo & Oyekunle, 2021; Ufuophu-Biri & Ijeh, 2020).

In general, consumers are individualistic and tend to place a high value on relationships and trust when making purchasing decisions. They also tend to be price-sensitive, and when purchasing goods or services, they often make pre-purchase comparisons based on certain preferences and priorities (Popoola and Adeniran, 2021). For example, some people may overlook the importance of buying locally or at the best price. Others may prioritize convenience or reputation when making purchasing decisions. Many factors affect consumer behavior. These factors influence the way consumers perceive and evaluate products or services and the criteria they use when making purchasing decisions to understand the availability of products or services in the marketplace (Almazrouei & Alkaabi, 2021). Understanding people's feelings about digital advertising, trends in consumer behaviour, and factors influencing purchasing behavior can help businesses adjust their marketing strategies and improve the ways they copy and engage with their target audiences. Advertisers can use this information, keeping in mind that ad content and strategies must be tailored to the social culture and preferences of Delta State communities.

Advertisers and consumers are becoming more aware of the fundamental significance of digital advertising in determining consumers' patterns of behaviour when making a purchase (Anugom, Nwachukwu, & Nkemnole, 2020). Understanding the correlation between digital advertising and consumer purchasing behavior in the Delta region is important for businesses to effectively allocate their marketing budgets, create more targeted campaigns, and generate more revenue. Previous studies have tried to create a solid relationship between advertising exposure and consumer purchasing behaviour but in a multi-directional pattern, which this current study deviates from (Akomolafe & Olumide, 2021; Ezeuduji & Anyanwu, 2020; Oseifuah & Emejulu, 2021; & Akinsola & Oluwole, 2021). The findings of this study will be a nexus to the existing literature on digital advertising and consumer behaviour in Nigeria while providing valuable insights for businesses operating in Delta State to be more visible. It is hoped that the results will bridge the lacuna and inform the development of effective digital advertising strategies that can enhance brand awareness and drive sales in Delta State and Nigeria at large.

### **Objectives of the Study**

The purpose of this study is to investigate the relationship between digital advertising and consumer purchasing behaviour in Delta State, Nigeria. Specifically, the study tries to:

1. examine the channels/types of digital advertising available to consumers.
2. Identify the consumers' perception of digital advertising, in terms of its relevance, credibility, and intrusiveness.
3. examine the pattern and influencing factors of consumers' purchasing behaviour.

### **Research Hypothesis**

H<sub>1</sub>: There is no correlation between consumer perception of digital advertising and the purchasing pattern of consumers in Delta State.

H<sub>2</sub>: There is no relationship between consumer perception of digital advertising and factors influencing consumer purchasing behaviour in Delta state.

## **LITERATURE REVIEW**

### **Channels /Types of Digital Advertising**

Digital advertising does not operate in a vacuum which can be related to why Dastane (2020) implied that digital advertising is a new technique in the field of online marketing by impacting consumers through a wide range of interaction channels. Some of the channels of digital advertising, as identified by Ivwighren, Igben & Ogwezi (2023), include;

1. *Search Engine Optimization (SEO)*: SEO focuses on improving a website's visibility in search engine results by optimizing its content, structure, and technical aspects. The goal is to increase organic (unpaid) traffic and improve search engine rankings (Gabbert, 2022; Udenze & Aduba, 2020).
2. *Pay-per-click Advertising (PPC)*: PPC involves placing ads on search engines or other platforms and paying only when a user clicks on the ad. It offers immediate visibility and allows advertisers to target specific keywords, demographics, and locations.
3. *Social Media Advertising*: This strategy involves leveraging social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to build brand awareness, engage with the audience, and drive traffic to a website or landing page (Pessala, 2016; Ezeuduji, & Anyanwu, 2020).
4. *Content advertising*: Content marketing focuses on creating and sharing valuable, relevant, and informative content to attract and retain a target audience. It includes blog posts, articles, videos, infographics, ebooks, and more ((Pažeraitė & Repovienė, 2018),
5. *Email advertising*: Email advertising involves sending targeted messages to a group of individuals who have given their permission to receive updates or promotions from a company. It can be used to nurture leads, build customer loyalty, and drive conversions (Akomolafe, & Olumide, 2021).
6. *Influencer Marketing*: Influencer marketing involves collaborating with individuals who have a significant online following and influence over their audience. Brands partner with influencers to promote their products or services and leverage their credibility and reach.

7. *Online Reputation Management (ORM)*: ORM involves monitoring and managing an organization's online reputation. It includes tracking mentions, reviews, and feedback, and responding to them appropriately to maintain a positive brand image (Ogunmokun, & Adebayo, 2020).
8. *Analytics and Data-driven Insights*: Digital advertising provides a wealth of data that can be analyzed to gain insights into consumer behaviour, campaign effectiveness, and ROI. This information helps optimize marketing strategies and make data-driven decisions.

### *Perception of Digital Advertising*

With advertising effectively returning to human focus, more and more researchers are studying consumer behaviour and attitudes towards advertising in terms of perceived benefits and risks (Chen and Duan 2021). Advertising by a company or organization is paramount to giving consumers an overall rating (Ezeuduji, & Anyanwu, 2020). Umukoro and Ogwezi (2021) suggest that perception plays a crucial role as a lens through which individuals interpret and understand the world, representing an essential element of human experience. In the context of advertising, perception pertains to how an advertisement influences and captures the attention of consumers, influencing their interest in a specific item or product (Ivwithren, & Ogwezi, 2023).

### **Factors of Perception in Advertising**

For Tanika & Bhawna (2019), some factors serve as the antecedents of attitude that influence consumers for or against advertising in general. The proposed factors are Relevance, credibility, and Intrusiveness. Ogunmokun, & Adebayo, (2020), consider the aforementioned variable as the fundamental data for cognitive and emotional assessments. Perceived value has a direct impact on attitude, which in turn affects a consumer's propensity to use advertisements in the future.

### **Relevance**

Relevance in digital advertising refers to how users perceive the advertisements they encounter online as personally meaningful, valuable, or applicable to their interests and needs. It encompasses the extent to which adverts resonate with individuals and provide them with content, products, or services that are relevant to their preferences, behaviours, or intentions. When digital advertising is perceived as relevant, users are more likely to engage with them, click on them, and take desired actions such as making a purchase or signing up for a service. Relevance can be determined by factors such as targeting accuracy, contextual alignment, timing, personalization, and the overall quality of the content (Broniarczyk, Huh, Luna, 2018).

### **Credibility**

The degree to which a customer accepts the claims made in media or advertising is referred to as the media's or advertising's credibility. It entails how users perceive the trustworthiness, authenticity, and reliability of the advertisements they encounter. It encompasses the extent to which users perceive the information and claims presented in adverts as valid and believable. The value of web advertising for advertising purposes came revealed to be significantly correlated with advertising believability.

The credibility of the media has an impact on how the consumer perceives the veracity of the information being conveyed (Mosa, 2021; Ogunmokun, & Adebayo, (2020)

### **Intrusiveness**

Intrusiveness in digital advertising refers to how users perceive the degree to which advertisements disrupt their online experience, invade their privacy, or impose unwanted interruptions. It reflects the extent to which ads are perceived as intrusive or disruptive to the user's browsing or content consumption. When digital adverts are perceived as intrusive, users may find them annoying, distracting, or irrelevant to their interests and needs. Intrusive adverts can negatively impact the user experience, leading to avoidance, blocking usage, or even a negative perception of the advertised brand or product. To mitigate intrusiveness, advertisers can adopt user-centric practices. This involves ensuring that adverts are contextually relevant, unobtrusive, and aligned with the user's browsing experience. Employing less disruptive adverts formats, respecting user preferences, and providing opt-out options can also help to improve the perception of intrusiveness (Ji, Zhang, Kim, & Kim, 2016; Alpert, Alpert, Rao, 2015).

### **Consumer Purchasing Behaviour**

The difficulty in understanding what consumers want gives rise to the study of consumers' behaviour (Mohammed, 2019). The role of consumer satisfaction analysis provides a competitive advantage for the birth of buying. Consumers' behaviour is a broad discipline that explains the why, what, when and where consumers buy products or brands. Understanding consumers' behaviour may not be obvious as it depends on the human mind. More specifically, Peter, Steven & Hume, (2014), pointed out that the consumers' purchasing behaviour may reflect the actions, reactions and consequences that occur during the consumers' decision-making, and picking the material. Oseifuah, & Emejulu, (2021); Chukwu, Kanu, and Ezeabogu (2019), provide evidence to support the claim that choosing, acquiring or using products and services to meet the consumers' needs involves a pattern and is influenced by some factors.

### **Pattern of Consumer Purchasing Behaviour**

Consumers often isolate themselves due to their purchasing behaviour, and this behaviour is reflected on the Internet (DJ Team, 2020). Attitudes are formed through practice and evolve, while patterns reflect thought. Each customer has a unique buying behaviour, and their buying patterns are combined to provide unique features to advertisers. Understanding the consumer of the product allows companies to offer the best products to buyers, thereby increasing sales and profits (CFI Team, 2022). The customer's decision will depend on the type of product they want. Consumer behavior will depend on consumers' involvement in the purchasing decision. The amount of risk involved in the purchase also determines the buying behaviour. Higher-value items tend to be riskier; therefore, try to be more involved in the purchasing decision. Shopping is not easy. Buying behaviour that minimizes conflict, antisocial behaviour, intentional buying behaviour, and diversity-seeking behaviour are some of the factors identified by Marquez (2022), Ogunmokun & Adebayo (2020), Ezeuduji & Anyanwu (2020), Oseifuah & Emejulu (2021).



### **Complex Buying Behaviour**

This behaviour is often experienced when consumers buy expensive or rarely used goods (Baldocchi, 2022). They are involved in the purchasing process and make research before attempting to invest in that product or service. They examine the information and do a lot of training processes and research to make this type of purchase (Leach, 2022). In the buying process, advertisers seek a deeper understanding of themselves to be able to create a specific message that affects buyers' beliefs and behaviour (Kumar, Ahluwalia, Kumar, Singh, Goswami, 2022).

### **Dissonance-Reducing Buying Behaviour**

The involvement of consumers is quite high in dissonance-reducing purchasing behaviour. This may be the result of steep prices and sporadic purchasing. Additionally, there are not many options available, and brand distinctions are not as noticeable. In this phase, a buyer purchases readily accessible goods. Customers will be compelled to purchase things with little or no other options, which will leave them with little freedom to choose. Customers purchase certain items without conducting thorough study, depending on the options available, and their time and/or financial constraints (Long, 2022). These advertisements aim to inspire customers and persuade them to stick with the business. By providing discounts and incentives, these marketing initiatives aim to encourage recurring business and referrals (CFT Team 2022).

### **Habitual Buying Behaviour**

Habitual consumers are those who feel compelled to use particular brands of goods based on trust built by marketers to create brand loyalty (Schoultz, Spetz & Pettersson, 2022). To leave a store and go to a different sales outlet if their brand is not available becomes difficult for this set of consumers (Putri, 2020, Ogunmokun, & Adebayo, 2020). Buyers either purchase their favourite brand, the one that they use regularly or the one available in the store. To attract potential buyers, advertisers should particularly concentrate on visual symbols and images (Shorr, 2021).

### **Impulsive Buying Behaviour**

Consumers classified as impulse buyers are characterized by their tendency to make unplanned purchasing decisions. These buyers swiftly make purchases and do so immediately when they feel a strong connection with a product and its features. The decision-making process for impulse buyers often involves an emotional appeal, and the products they purchase are typically not initially part of their intended plans. Therefore, strategic product placement becomes crucial in capturing their attention (CFI Team, 2022). Impulse consumers present a valuable opportunity for upselling and are the second most desirable segment to target, following loyal customers. Unlike other shoppers, impulse customers do not have a specific shopping list in mind and instead make spontaneous purchases. Additionally, they are typically open to recommendations for products. When it comes to generating sales revenue, impulse customers rank second, right after loyal customers (Wang, Pan, Xu, Luo & Wu, 2022; Santos Pinto, 2021).

### **Variety seeking Behaviour**

According to Ju (2015), variety-seeking is a common psychological heuristic employed by consumers when making decisions. In variety-seeking behaviour, consumer engagement tends to be limited as consumers frequently switch between brands. The cost associated with switching products is low, which motivates consumers to experiment with new products out of curiosity or to alleviate boredom. In this context, consumers purchase different products not primarily due to dissatisfaction but rather driven by a desire for variety. Brand switching occurs spontaneously and unintentionally. To effectively address such consumer behavior, brands must adopt diverse strategies. Market managers can exert influence over habitual buying behaviour by strategically managing shelf space allocation (Zhang, 2022).

### **Influencing Factors of Consumers' Purchasing Behaviour**

Several factors in the background lead consumers to behave in a precise manner (Ezeuduji, & Anyanwu, 2020). Such factors affect the consumer intentionally or unintentionally; which may be within or beyond the consumer. To establish a better understanding, Schofield (2020) in a study on factors influencing consumer behaviour explains that consumer purchasing behaviour consequently has a significant impact on buying choice. Several variables or factors such as cultural, social, personal, and economic factors have an impact on the purchasing behaviour of consumers.

#### **Cultural factors**

People are largely the result of a learning process, human behaviour is mostly the consequence of a learning process and as a result, while growing up, people learn a set of values, perceptions, preferences and behaviour patterns due to socialisation within the family and a series of other key institutions (Omeife, & Ani, 2021).

#### **Social Factors**

People are social beings (Sakman, 2019). Therefore, behavioural patterns, likes and dislikes, are greatly influenced by the people around them. People often seek verification from those around them and rarely do anything socially unacceptable. The social factors influencing consumer behaviour are categorized as Family, Reference Groups, Roles and status (Olaniran, Osundina, & Alao, (2021).

#### **Personal factor**

Personal factors also influence buyer behaviour. The important personal factors, which influence buyer behaviour, are Age, Occupation, Income and Life Style (Quazzafi, 2020).

#### **Economic Factors**

Consumer behaviour is significantly shaped by various economic factors. These economic factors encompass personal income, family income, income expectations, savings, liquid assets held by the consumer, consumer credit, and other related economic variables. These factors exert considerable influence on how consumers make decisions and behave in the marketplace. (Morris, 2022).

### **Theoretical Framework**

This research is based on the Diffusion of Innovation theory (DOI). The Diffusion of Innovation strategy has been used successfully to sell products and services to consumers and has been successful since the 1970s (Locket, 2018). In 1962, the American communication theorist and sociologist E.M. Rogers believes that innovation permeates the communication process in a relationship (CFI Team 2022; communicationtheory.org/, 2016). As one of the earliest scientific studies originated in communication science, it explains how an idea or product was introduced over time and spread over a population or social system, such as the loss of nutrients dispersed in large volumes of water (study.com, 2022). The theory tries to explain new science, technology and other developments that spread between civilizations and cultures before they become widespread (Halton, 2021). Lamorte (2019) argues that DOI goes through a process of adoption which entails doing something different from what a person has done before (for example, buying or using new products, acquiring and practising new behaviours, etc.). The diffusion of innovation theory has many limitations. Chile (2017) identified limitations such as conflicts of interest, leadership, economic diversity and insufficient knowledge. Similarly, Enables of Change (2021) identifies: pro-innovation bias, self-criticism, back problems, balance issues, linearity of the model, overestimation of the size of leads, and actual level of absorption as limitations of the theory.

### **RESEARCH METHODS**

The quantitative research method was used to achieve the aim of this study. This study includes a consumer survey in Delta State, Nigeria. The data were collected using an online questionnaire distributed through various social media platforms and mailing lists. The sample consisted of 400 respondents who had been exposed to digital advertising in the past six months. The survey was divided into four parts. The first section collected demographic information about the participants, such as gender, age, and marital status. Also examined in this category are respondents' level of education, use of the internet, and online purchases. The second section measures respondents' views on digital advertising, including the frequency, channel, and type of digital advertising they see. The third section measures respondents' attitudes towards digital advertising, including their perceptions of its relevance, credibility, and intrusiveness. The final section examines the purchasing behavior of respondents, including their patterns of purchases and factors that influence their purchasing decisions. The collected data was analyzed descriptively, and correlational analysis was run on Stata 15.0 software. Results are presented in tables and discussed in line with the research objectives and hypotheses.



**RESULTS****Table 1:** Questionnaire Description

<b>Distributed</b>	<b>Retrieved</b>	<b>Usable</b>
<b>400</b>	398	392 (97%)

Table 1; As seen in the table above, 400 copies of the questionnaire were administered, of which 392 were properly filled, retrieve, and found usable.

**Table 2- Demographic Variable**

<b>Gender</b>	<b>Age</b>	<b>Marital Status</b>	<b>Former Edu.</b>	<b>Use of Int.</b>	<b>Purchase Online</b>
Male 198(51%)	18-37 192(49%)	Single 109 (28%)	None 7(2%)	Very Often 119(30%)	Very often 117(30%)
Female 194(49%)	38-57 85(22%)	Married 142(62%)	Primary 24(6%)	Often 132(34%)	Often 149(38%)
	58-77 69(17%)	Others 41(10%)	Secondary 102(26%)	Rarely 84(21%)	Rarely 75(19%)
	78-End 46(12%)		Tertiary 197(50%)	Very Rarely 41 (11%)	
			Others 62(16%)	Never 16(4%)	

**Table 2:** The demographics of the respondents in the study were represented as gender, age, Marital status, former education, use of the internet and purchase online. The multidirectional views of the respondent show the independents of the variable.

## Testing the Hypothesis - Bivariate Analysis

### Hypotheses One

**Table 3: H1:** There is no correlation between consumer perception of digital advertising and the purchasing pattern of consumers in Delta State.  
spearman cpda pcpb, stats(rho obs p)

	Output	Decision
Number of obs	392	Fail to Reject
Spearman's rho	0.0270	
Prob >  t	0.5941	

**Table 3:** The output states a Spearman's rho correlation coefficient of 0.0270 and a p-value of 0.5941. With these values, the null hypothesis which suggests that there is no correlation between consumer perception of digital advertising and the purchasing pattern of consumers cannot be rejected. Therefore, the hypotheses stand. The low correlation coefficient (0.0270) indicates a very weak or negligible relationship between the variables. Additionally, the p-value of 0.5941 is greater than the commonly used significance level of 0.05. This means that the observed correlation could be due to random chance, and we do not have enough evidence to support a significant relationship between consumer perception of digital advertising and the purchasing pattern of consumers. It's important to note that failing to reject the null hypothesis does not necessarily imply the absence of a relationship. This means that as consumer perception of digital advertising increases, so does the likelihood of them making a purchase. However, it is important to note that the correlation is not strong so digital advertising is not a guarantee that consumers will make a purchase. This agrees with the view of Ezeuduji, & Anyanwu, (2020), that some factors serve as the antecedents of attitude that influence consumers for or against advertising in general. The p-value of 0.5941 is also relatively high. This means that there is a 59.41% chance that the correlation between consumer perception and purchasing pattern is due to chance therefore, Marketers should consider all of the patterns engaged by consumers' as suggested by Marquez (2022), Indeed Editorial Team (2022), Leach (2022), and Oseifuah & Emejulu (2021), when developing their digital advertising campaigns.

**Hypotheses Two**

**Table 4:** H<sub>2</sub>: There is no relationship between consumer perception of digital advertising and factors influencing consumer purchasing behaviour in Delta state.

spearman code, fcpb stats (rho obs p) star (0.05)

	Output	Decision
Number of obs	392	Reject
Spearman's rho	0.6161	
Prob >  t	0.0000	

**Table 4:** A Spearman rank correlation was run to determine the relationship between consumer perception of digital advertising and factors influencing consumer purchasing behavior. Spearman's rho is 0.0.6161 with a p-value of 0.0000. In this case, a p-value of 0.0000 indicates the probability of a very strong correlation because, usually, the threshold of 0.05 is used to determine significance. That is, if the p-value is lower than this threshold, the hypothesis is rejected. For the second hypothesis, the output of Spearman's rho correlation coefficient of 0.6161 and a p-value of 0.0000 suggests a strong positive relationship between consumer perception of digital advertising and factors influencing consumer purchasing behavior. Based on these results, we can reject the null hypothesis, which states that there is no relationship between these variables. Therefore, we have evidence to support the alternative hypothesis that there is indeed a significant relationship between consumer perception of digital advertising and factors influencing consumer purchasing behavior. This means that consumers' perceptions of digital advertising have an impact on their purchasing behaviour. The more positive their perception is, the more likely they are to be influenced by various factors that drive their purchasing decisions. It's important to note that correlation does not imply causation. While we have established a significant relationship between these variables, further research is needed to determine the causal direction and underlying mechanisms driving this relationship. Broniarczyk, Huh, Luna, (2018); Ji, Zhang, Kim, & Kim, (2016); Alpert, Alpert, Rao, (2015), that perceived value has a direct impact on attitude, which in turn affects a consumer's propensity to use advertisements in the future.

From the demographic table, the highest percentage of the 392 respondents' positions on each variable show males are 51%, against 49% females. 49% fall within the age of 18-37 while 62% representing the majority are married. Also, 50% have formal education to tertiary level and 34% use the Internet often. Lastly, 38% often make purchases online as well. Corroborating the study of Akomolafe, & Olumide, (2021), demographic variables such as age, gender, and education level can be linked to the relationship between digital advertising and consumer purchasing behaviour. The

age bracket of this study shows that the majority who appreciate and engage in it are young adults with an educational background.

## CONCLUSION AND SUGGESTION

The appreciation of digital advertising keeps having a significant impact on consumer purchasing behavior. Digital advertising has become increasingly prevalent in recent years, and it has transformed the way businesses engage with their target audience. Through various digital platforms such as social media, search engines, and mobile applications, companies have gained the ability to reach a wide range of consumers in Delta State, effectively influencing their purchasing decisions. One key aspect of digital advertising is its ability to provide personalized and targeted messages to consumers. With the aid of data analytics and consumer profiling, businesses can tailor their advertisements to specific demographics, patterns of buying, and influencing factors of consumers. This has been found to enhance consumer engagement, increase brand awareness, and positively influence consumer attitudes towards products and services. Although the intrusive nature of digital advertising and the credibility question remain irritating concerns, their synergic relevance to both the organization and consumers allows for immediate consumer feedback and engagement. Consumers in Delta State can easily interact with brands through social media comments, reviews, and direct messaging, providing valuable insights and fostering a sense of community. This two-way communication enhances consumer trust and loyalty, ultimately impacting their purchasing behaviour.

The convenience factor has contributed to the growth of e-commerce and online transactions in Delta State, as consumers are more inclined to make purchases directly through digital platforms. However, it is important to note that while digital advertising has its advantages, it also poses challenges. Advertising credibility and intrusiveness are issues that businesses need to address to ensure the effectiveness of their digital advertising campaigns. Additionally, the digital divide and varying levels of digital literacy among consumers in Delta State may influence the extent to which digital advertising influences their purchasing behavior. As technology continues to evolve and digital advertising techniques advance, understanding and adapting to the changing landscape will be crucial for businesses seeking to effectively reach and engage consumers in Delta State

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