

THE ROLE OF ADVERTISEMENT MEDIA ON CONSUMER BUYING BEHAVIOR

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DECLARATION

I declare that:

This project work is based on my study carried out by me in the Department of Marketing, Faculty of Management Sciences, University of Benin under the supervision of **Dr. Tuoyo Gabriel Kubeyinje**. All ideas and views are product of my personal research, effort and where the views of others were been expressed, they were duly acknowledged.

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CERTIFICATION

This is to certify that this research work titled “**The Role of Advertisement Media on Consumer Buying Behaviour.**” was carried out and submitted by **TEDJERE TEGA** with Matriculation Number **MGS2010201** for the award of Bachelor of Science (B.Sc) degree in Marketing, University of Benin, Benin City.

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DEDICATION

This project is dedicated to Almighty God for his guidance, wisdom and strength throughout this academic journey

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First and foremost, I give all glory to Almighty God for His grace, strength, and wisdom throughout this research journey. Without His guidance, this work would not have been possible.

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ABSTRACT

This study explored the role of advertisement media on consumer buying behavior in Benin City, Edo State, Nigeria. With a focus on how different advertising media and strategies influence consumer decisions, a total of 385 questionnaires were retrieved from respondents. The study employed a quantitative research design, utilizing descriptive statistics, regression analysis, independent sample t-tests, and ANOVA for data analysis. The findings revealed that different forms of advertising media (TV, radio, print, and social media) do not significantly influence consumer buying behavior, and no single advertising medium was found to be more effective than others. However, different advertising strategies and techniques exhibited significant variations in effectiveness, and advertisement media significantly impacted psychological factors but not social factors. Additionally, demographic factors such as age, gender, income, and education were found to significantly influence consumer responses to advertisements. Based on these findings, the study recommended an integrated marketing communication approach, tailored advertising strategies based on demographic segmentation, and a focus on leveraging psychological triggers in advertising campaigns. It also emphasized the need for ongoing market research to adapt to changing consumer preferences.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Consumer behaviour in Nigeria exhibits distinctive patterns influenced by diverse economic, cultural, and social factors. According to the National Bureau of Statistics (2022), Nigeria, with a population exceeding 200 million, boasts a rapidly expanding middle class, characterized by increasing disposable incomes and changing consumption patterns. The annual Consumer Expenditure Survey (2022) revealed that Nigerian households allocate a significant portion of their income to food, transportation, and housing, reflecting fundamental priorities. Additionally, with a youthful population—approximately 60% under the age of 30—there is a noticeable shift towards modern consumption habits, influenced by global trends and technological advancements (Central Bank of Nigeria, 2022). Thus, understanding consumer behaviour is crucial as it aids businesses in designing effective marketing strategies that cater to the preferences of different demographic segments. Schiffman and Kanuk (2015) posited that consumer behavior encompasses the processes and activities individuals engage in when selecting, purchasing, and using products and services, which can be driven by advertisement media influences.

Advertisement media, defined as the channels through which advertising messages are disseminated to the public, plays a pivotal role in shaping consumer perceptions and driving purchasing decisions (Belch & Belch, 2018). The evolution of advertisement media in Nigeria has been remarkable, transitioning from traditional mediums such as print and radio

to a robust digital landscape. Historical accounts indicate that advertising in Nigeria dates back to the colonial era, primarily utilizing print media to reach educated elites. However, the advent of television in the 1960s and the proliferation of radio stations democratized access to advertising, enabling brands to reach a wider audience (Okpara, 2023). The liberalization of the media sector in the 1990s and the subsequent rise of the internet further revolutionized the advertising landscape. Today, Nigeria boasts over 90 million internet users, with social media platforms becoming integral to marketing strategies (Statista, 2021).

Moreover, the different forms of advertisement media each offer unique advantages, shaping consumer behavior in distinct ways. Television remains a powerful medium due to its wide reach and ability to combine visuals, sound, and motion to create compelling narratives. According to the Nigerian Communications Commission (NCC, 2022), television penetration in Nigeria stands at approximately 50%, making it an effective channel for reaching a broad audience. Radio, with its extensive reach in rural areas, continues to be an effective medium for targeting specific demographics. Eze (2022) asserts that radio advertisements are particularly impactful in influencing purchasing decisions in communities with limited access to other forms of media. Print media, although experiencing a decline, still holds sway among older and more literate audiences, providing detailed information that can drive informed purchasing decisions (Okorie, Oyedepo & Akhidenor, 2015). The rise of social media platforms like Facebook, Instagram, and Twitter has revolutionized advertising, offering unprecedented opportunities for targeted marketing and consumer engagement (Kaplan & Haenlein, 2010). Additionally, search engine marketing and mobile advertising have emerged

as powerful tools, leveraging data analytics to deliver personalized ads that resonate with individual preferences (Chaffey & Ellis-Chadwick, 2022). These varied forms of advertisement media collectively shape consumer perceptions and influencing both their psychological and social factors.

Psychologically, advertisements impact consumer attitudes, beliefs, and emotions, often through the use of persuasive techniques such as repetition, emotional appeal, and celebrity endorsements (Fennis, & Stroebe, 2020). For instance, the use of aspirational imagery in advertisements can evoke emotions of desire and aspiration, motivating consumers to purchase products that align with their ideal self-image (Belch & Belch, 2018). Socially, advertisements influence norms and behaviours by shaping perceptions of what is trendy or socially acceptable. Social proof, where individuals look to others' behaviours to guide their own, is a powerful tool used in advertising to foster conformity and drive purchases (Subathra, Senthilkumar, Prabhavathy & Jinu, 2023). In Nigeria, where collectivist cultural traits are prevalent, social influences play a significant role in consumer decisions (Abiaziem & Opeoluwa, 2024). Moreover, advertisements can affect social identity by aligning brands with particular lifestyles or social groups, thereby influencing consumers' choices to reflect their desired social affiliations (Fazli-Salehi, Torres, Madadi & Zúñiga, 2024). Thus, understanding the influence of advertisement media on consumer buying behaviour is essential for advertisers aiming to create impactful campaigns that resonate with consumers and drive purchasing behavior.

1.2 Statement of the Research Problem

The Nigerian marketplace has experienced a significant surge in competition over the past decade, driven by economic growth and increasing consumer purchasing power. This competitive landscape has compelled firms to adopt diverse strategies to enhance their market presence and optimize customer acquisition and retention rates (Okpara, 2020; Afolabi, 2021). Among these strategies, advertisement media has emerged as a pivotal tool in influencing consumer behavior. The proliferation of various advertising channels, including traditional media (television, radio, and print) and digital platforms (social media, search engines, and online banners), reflects the critical role of advertisement media in shaping consumer preferences and purchase decisions (Nwosu & Udo, 2022; Eze & Ozo, 2020). This context underscores the necessity to comprehensively explore the impact of advertisement media on consumer buying behavior in Nigeria, particularly in light of the dynamic and competitive market environment.

Several studies have delved into the impact of advertisement media on various consumer-related outcomes. For instance, research by Osuagwu and Eneh (2022) and Chukwu and Uchenna (2021) investigated the effect of advertisement media on customer satisfaction, concluding that effective advertising significantly enhances consumer satisfaction levels. Similarly, studies by Adegoke and Agbaje (2020) and Ayozie and Salako (2021) explored the influence of advertisement media on brand equity, highlighting the positive correlation between strategic advertising and brand value. Furthermore, investigations by Uchegbu and Ogbonna (2022) and Alawode and Abayomi (2020) examined the role of advertisement

media in fostering customer loyalty, demonstrating that consistent and appealing advertisements strengthen customer loyalty. However, these studies primarily emphasize the positive impacts of product quality on customer satisfaction, brand equity, and loyalty, often overlooking critical aspects such as the identification of the most effective advertisement medium, the comparative effectiveness of various advertising strategies, the psychological and social factors influenced by advertisement media, and the differential responses of consumer segments to these media. Therefore, this study aims to bridge these gaps by providing a robust understanding of how advertisement media drives consumer buying behavior in Nigeria, thereby offering valuable insights for marketers and advertisers in designing more effective advertising campaigns.

1.3 Research Questions

The study will provide answers to the following research questions:

- i. How do different forms of advertising media (TV, radio, print, social media, etc.) influence consumer buying behavior?
- ii. Which advertising medium is most effective in influencing consumer purchase decisions?
- iii. How effective are different advertising strategies and techniques used across various media platforms?

- iv. What psychological and social factors are affected by advertisement media, and how do these factors drive consumer buying behavior?
- v. How do different consumer segments (age, gender, income, education level, etc.) respond to various advertisement media?

1.4 Research Objectives

The broad objective of this study is to examine the role of advertisement media on consumer buying behaviour. Specifically, the study sought to:

- i. analyze the influence of different forms of advertising media (TV, radio, print, social media, etc.) on consumer buying behavior;
- ii. identify the most effective advertising medium in influencing consumer purchase decisions;
- iii. evaluate the effectiveness of various advertising strategies and techniques used across different media platforms;
- iv. investigate the psychological and social factors affected by advertisement media and how these factors drive consumer buying behavior; and
- v. understand how different segments of consumers (age, gender, income, education level, etc.) respond to various advertisement media.

1.5 Research Hypotheses

The following null hypotheses shall be tested:

- i. Different forms of advertising media (TV, radio, print, social media, etc.) do not significantly influence consumer buying behavior in Nigeria.
- ii. No single advertising medium is significantly more effective than others in influencing consumer purchase decisions in Nigeria.
- iii. There is no significant difference in the effectiveness of different advertising strategies and techniques used across various media platforms in Nigeria.
- iv. Advertisement media do not significantly affect the psychological and social factors that drive consumer buying behavior in Nigeria.
- v. Different segments of consumers (age, gender, income, education level, etc.) do not respond differently to various advertisement media in Nigeria.

1.6 Significance of the Study

The significance of this research extends to various stakeholders, including businesses, marketers, policy makers, academic institutions, and consumers themselves.

Businesses: For businesses, understanding how different forms of advertisement media influence consumer buying behavior is crucial for optimizing marketing strategies and resource allocation. By identifying which media platforms are most effective, companies can channel their advertising budgets more efficiently, ensuring higher returns on investment. This knowledge allows businesses to craft more targeted and compelling advertisements that resonate with their intended audience, ultimately driving sales and fostering brand loyalty.

Furthermore, insights into consumer behavior can aid in product development and innovation, as companies can tailor their offerings to better meet the evolving needs and preferences of their customers.

Marketers and Advertising Agencies: They benefit significantly from this research by gaining a deeper understanding of the effectiveness of various advertising strategies and techniques across different media platforms. This information enables marketers to design more impactful campaigns that effectively capture consumer attention and influence purchasing decisions. Additionally, knowledge of the psychological and social factors affected by advertisement media allows marketers to create emotionally engaging content that fosters stronger consumer connections.

Policy Makers and Regulatory Bodies: They also stand to gain from this study, as it provides empirical data that can inform the development of advertising regulations and policies. Understanding the impact of advertisement media on consumer behavior can help policy makers identify potential areas of concern, such as misleading advertisements or the influence of ads on vulnerable populations, including children and adolescents. This information is critical for creating a regulatory framework that protects consumer interests while fostering a fair and competitive advertising environment.

Consumers: They are indirect beneficiaries of this research. As businesses and marketers use the study's findings to create more effective and ethical advertising strategies, consumers are likely to experience advertisements that are more relevant, informative, and aligned with their

preferences and values. Enhanced advertising quality can lead to better-informed purchasing decisions, greater satisfaction with purchased products, and a more positive overall consumption experience. Additionally, awareness of how advertising influences behavior can empower consumers to make more conscious and deliberate choices, fostering a more balanced and informed consumer culture.

Academic Institutions and Researchers: This study contributes to the theoretical understanding of how media influences purchasing decisions and the underlying psychological and social mechanisms. It provides a basis for further research and scholarly discourse, encouraging the exploration of new hypotheses and research methodologies. Moreover, the study can serve as a valuable resource for students and educators in marketing, communication, and business programs, enriching the academic curriculum with contemporary and contextually relevant findings.

1.7 Scope of the Study

The purpose of this study is to examine advertisement media and consumer buying behaviour. However, the study is geographically restricted to Benin City, Edo state Nigeria and would focus on examining the influence of different advertising media on consumer buying behavior, identifying the most effective medium, evaluating the effectiveness of various advertising strategies, investigating the psychological and social factors driving consumer behavior, and understanding how different consumer segments respond to these media. in Benin City, Edo state. The target population shall constitute residents in Benin City, Edo state.

This is as a result of the population of the location being a sufficient population to inform the study and as well as the proximity of the location to the researcher. The study will utilize simple random sampling technique to select the sample size the study will focus on. The study is expected to be completed within 2024.

1.8 Limitation of the Study

This study may face limitations such as respondents' unwillingness to participate, incomplete questionnaires, refusal to participate, and missing responses. These issues can arise due to a lack of interest, time constraints, or concerns about privacy and data security. Additionally, incomplete or missing responses can result from unclear questions or respondents' misunderstanding of the survey. Such limitations can compromise the validity and reliability of the data collected, ultimately affecting the study's findings and conclusions.

To mitigate these limitations, several practical measures can be implemented. First, ensuring the anonymity and confidentiality of respondents' information can help alleviate privacy concerns and encourage participation. Providing clear, concise instructions and designing user-friendly surveys can reduce the likelihood of incomplete or misunderstood responses. Finally, conducting follow-up reminders and offering assistance through multiple channels (e.g., email, social media) will help increase response rates and the completeness of the data collected.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will conduct an in-depth examination of the literatures that are relevant and linked with the subject of this study. The review includes all of the concepts, empirical evidence, and theoretical explanations necessary for a thorough analysis and knowledge of the research. It gives an understanding of how other researchers view advertisements and consumer buying behaviour.

2.2 Conceptual Review

2.2.1 Consumer Behaviour

Consumer behaviour, according to Schiffman and Wisenblit (2019), is the behaviour that consumers exhibit when searching for, purchasing, using, evaluating, and disposing of products and services that they believe will meet their needs. Consumer behaviour refers to the actions or inactions of a consumer during the product purchasing process (Pollak, Markovic, Vachal & Vavrek, 2022). Depending on the product evaluation process a consumer goes through, such actions can be positive or negative. As such, this behaviour refers to the act of purchasing a product or service, which may include a search for information relevant to a purchase decision, the selection of a buy outlet or product provider, and other actions performed prior to, and during, the purchase process (Ajzen, 2008 as cited

in Kiriri, 2019). Consumer behaviour, according to Solomon (2017), is the dynamic interaction of affect and cognition, behaviour, and environmental events through which humans conduct the exchange aspects of their lives. Consumer behaviour, according to Solomon, Russell-Bennet, and Previte (2019), is the processes by which individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their perceived needs and desires.

Consumer behaviour, according to Kotler, Keller, Brady, Goodman, and Hansen (2019), is the study of how individuals, groups, and organisations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and desires. Many factors influence the consumer's purchasing behaviour during the decision-making process, including cultural, social, and personal factors, with cultural factors being the most dominant in influencing the purchase decision. The dominant beliefs that direct behaviour are influenced by an individual's culture. Different countries have different cultural orientations, which influence consumer decisions in that country. Marketers must therefore pay close attention to cultural values in each country they visit in order to understand how to best market their existing products and identify opportunities for new products (Kotler et al., 2019). Consumer purchasing behaviour is influenced by social factors such as reference groups, family, and social roles and statuses in society. On personal factors, consumers are influenced by their age and life stage, occupation, income levels, personality and self-concept, lifestyle and values, and so on (Kiriri, 2019).

There are several and varied substantive spheres of human development (physical, perceptual, cognitive, linguistic, personality, and social), assuming that behaviour can be defined as a response that is directly or indirectly observed (Esposito et al., 2017). Cultural (culture, subculture, social class), social (groups, family, roles), personal (age, occupation, economic power, lifestyle, personality), and psychological (motivation, perception, learning, beliefs, and attitudes) factors all have an impact on CB (Kotler et al., 2022; Schiffman & Wisenblit, 2019). The CB is presented as a field of study that analyses how people, groups, and organisations choose, purchase, use, and discard goods, services, concepts, or experiences to satisfy needs and desires and negative reinforcement, in the first the consumer seeks comfort and satisfaction (Kotler et al., 2022; Schiffman & Wisenblit, 2019).

Understanding the stimuli that motivate this reward and loss aversion necessitates analysing and working on the motivational elements of Emotion, Attention, Cognition, and Memory (Müller-Oehring & Schulte, 2014; Veiga & Diogo, 2020). People make decisions based on personal experience, habits, and simplified practical rules (Veiga & Diogo, 2020). They seek consistency in their beliefs and perceptions, owing to the fact that mass behaviours are the result of an external influence that provides social cues (Solomon et al., 2017). Furthermore, having the right information about the consumer at the right time allows for the identification of competitive advantages in business relationships between brands and consumers, as well as identifying and understanding the motivations that arise in the current situation (Veiga & Diogo, 2020).

2.2.1.1 Consumer Buying Decision Process

Consumer purchasing decision process involves all aspects of purchasing decision, including consideration before, during, and after the purchase of goods and services. It begins with recognising a need and ends with consumer post-purchase behaviour. During this process, the consumer considers the cost-benefit analysis (Kumar, 2019).



Customer Buying Process (Cobb, 2015)

Need Recognition

The decision to purchase goods and services begins with identifying the need or desire that the consumer wishes to satisfy. The consumer's priority list is determined by the intensity of their need. The consumer will make an immediate purchase of the goods that are most important to him or her and postpone the purchase of other goods (Kumar, 2019).

Information Search

The need identified in the first stage can be met when the consumer knows what product can meet that need and when that product is available. For this purpose, the consumer seeks information from a variety of sources, including family, friends, advertisements, media, and so on (Kumar, 2019).

Evaluation of Alternatives

To meet their needs, the consumer evaluates various alternative products and services. During the evaluation process, the consumer considers various aspects of products and services such as features, utility, brand image, and after-purchase services. The criteria for evaluating the product vary depending on the situation and the consumer's involvement. Sales representatives may also assist customers in evaluating products and services (Kumar, 2019).

Purchase Decision

After weighing all of the options, the purchase of a specific brand is determined by the evaluation criteria and ranking. It also depends on the brand's availability and the consumer's affordability. Consumers are unsure about the purchase outcome because they are hesitant to take risks. Marketers should assist consumers in making decisions by lowering the risk factor and providing them with adequate information about products and services (Kumar, 2019).

Post-Purchase Behaviour

The consumer always evaluates the product's performance. Following the evaluation, the consumer will be either satisfied or dissatisfied. Consumers will repeat purchases if the product performance meets their expectations. The buyer will be enthusiastic about the product. On the other hand, if performance falls short of expectations, the customer will stop purchasing the product. As a result, the product will receive negative publicity (Kumar, 2019).

2.2.2 Advertisement Media

Advertisements, a multifaceted concept in the realm of marketing and communications, has been defined variously by scholars, reflecting its evolving nature in a digitally dominated era.

According to Pollay and Mittal (2017), advertisements are paid, public, non-personal announcements of a persuasive message by an identified sponsor. This definition underscores the commercial and persuasive intent of advertisements, highlighting their public and non-personal nature. Complementing this, Okazaki and Taylor (2018) focus on the digital aspect, describing advertisements as any paid form of non-personal presentation and promotion of ideas, goods, or services through digital platforms. This reflects the contemporary shift towards digital media. Similarly, Andrews and Shimp (2019) emphasize the persuasive aspect, defining advertisements as a form of persuasive communication that uses a publicly accessible medium to influence the behavior or beliefs of an audience. Building on these perspectives, Campbell and Martin (2020) offer a broader view, considering advertisements as a tool for creating awareness and shaping consumer attitudes in both digital and traditional media. This definition integrates the traditional and digital realms, acknowledging the evolution of advertisement platforms. In alignment, Smith and Taylor (2021) highlight the strategic nature of advertisements, defining them as "strategically crafted messages designed to inform, persuade, and remind potential customers about products or services. This perspective underscores the strategic planning behind advertisements. Brown and Lee (2022) place emphasis on the influence of advertisements, viewing them as a mechanism to create, maintain, and manipulate the market demand for goods and services. These definitions collectively emphasize the paid, persuasive, and public nature of advertisements, while also acknowledging their evolution from traditional to digital platforms. The strategic,

communicative, and influential aspects of advertisements are highlighted, underlining their role in shaping consumer behavior and market dynamics.

Advertisements encompass various elements that contribute to their effectiveness. The creative component, including visuals, copy, and audio, plays a pivotal role in capturing attention and conveying messages (Andrews & Shimp, 2019). The media selection, whether digital, print, broadcast, or outdoor, determines the reach and impact of the advertisement (Okazaki and Taylor, 2018). Target audience identification is crucial, as it guides the content and placement of advertisements (Campbell & Martin, 2020). The call-to-action is a critical element, designed to prompt immediate response or engagement from the audience (Smith & Taylor, 2021). Additionally, the integration of digital technologies, such as social media, search engine marketing, and mobile advertising, has become increasingly important in contemporary advertising strategies (Brown & Lee, 2022).

Measuring the effectiveness of advertisements is a complex process, involving various metrics and methods. Traditional measures include reach, frequency, and gross rating points, which assess the extent and frequency of audience exposure (Pollay & Mittal, 2017). In the digital realm, click-through rates, engagement metrics, conversion rates, and return on advertising spend are commonly used to evaluate performance (Okazaki & Taylor, 2018). Additionally, qualitative measures, such as consumer buying behaviour, brand image, and consumer attitudes, provide insights into the long-term impact of advertisements (Andrews and Shimp, 2019).

Advertisements play a critical role in driving consumer behaviour, influencing purchasing decisions, and shaping societal norms and values (Campbell and Martin, 2020). Advertisements also impact economic growth by stimulating demand for products and services (Smith and Taylor, 2021). However, they can also perpetuate stereotypes, create unrealistic expectations, and contribute to information overload, raising ethical and social concerns (Brown and Lee, 2022).

2.2.2.1 Print Media

Print media, a longstanding facet of advertising and brand communication, has been subject to extensive scholarly scrutiny, particularly concerning its impact on consumer buying behaviour in the consumer product realm. Definitions of print media vary, but there's a consensus on its essence as a medium for disseminating information through printed materials. Baltes and Leibing (2015) describe it as a traditional form of communication encompassing newspapers, magazines, and flyers. This view is echoed by Petrova and Wang (2016), who emphasize the tactile and visual aspects of print media. However, Zhou (2017) introduces a dynamic perspective, highlighting the adaptability of print media in the digital age. Similarly, Kumar and Lim (2018) view print media as a blend of tradition and innovation, capable of bridging the old and new media landscapes. Thompson and Strutton (2019) further elaborate on this by focusing on the unique sensory experience print media offers, which digital platforms cannot replicate. Finally, Fisher and Smith (2020) consolidate these views, presenting print media as a multifaceted tool, capable of both traditional outreach and innovative, cross-platform integration.

At its core, print media involves text and imagery, as identified by Zhou (2017), but its components extend beyond these basics. The design and layout, critical in capturing and retaining audience attention, have been emphasized by Kumar and Lim (2018). They argue that these components are crucial in determining the effectiveness of the message conveyed. The choice of paper, ink, and printing technology, as highlighted by Fisher and Smith (2020), also plays a significant role in the overall impact of the printed material. Furthermore, the distribution channels, whether through traditional newsstands or via direct mail, as discussed by Petrova and Wang (2016), significantly influence the reach and audience engagement of print media.

Measuring the impact of print media involves multiple metrics. According to Baltes and Leibing (2015), circulation figures and readership demographics are fundamental in gauging reach and audience relevance. Thompson and Strutton (2019) add that engagement metrics, such as time spent on the material and reader feedback, are crucial in assessing the effectiveness of print media campaigns. Additionally, the integration of print media with digital tracking tools, as suggested by Fisher and Smith (2020), has opened new avenues for measuring impact, allowing for more nuanced analyses of consumer behavior and preferences.

Studies by Petrova and Wang (2016) and Kumar and Lim (2018) demonstrate that print media, despite the digital surge, continues to hold significant sway in consumer decision-making processes. The tactile nature and perceived credibility of print media, as argued by Zhou (2017) and Thompson and Strutton (2019), play a critical role in reinforcing brand

messages. Moreover, Fisher and Smith (2020) illustrate how the integration of print and digital media can amplify consumer buying behaviour, suggesting a synergistic relationship between different media forms. This is supported by empirical findings that show how multi-channel approaches, including print media, enhance brand recall and recognition.

2.2.2.2 Billboard Advertising

Billboard advertising, as a significant facet of outdoor advertising, has evolved into a crucial medium for consumer buying behaviour in the contemporary marketing landscape. Lamberton and Stephen (2016) define billboard advertising as large-scale outdoor advertising structures, typically found in high-traffic areas, showcasing bold visual and textual elements to capture audience attention. This definition underscores the importance of location and size as key attributes. A similar perspective is offered by Bruce and Solomon (2018), who emphasize the role of billboard advertising in creating visual appeal and grabbing consumer attention in a cluttered advertising environment. They highlight the intersection of creativity and strategic placement as pivotal to billboard effectiveness. Keller (2020) extends this understanding by focusing on the immersive experience billboards create in the physical world, arguing that their size and ubiquity make them powerful tools for brand storytelling. This idea resonates with the views of Kotler and Keller (2016), who also discuss the impact of billboards in creating brand narratives that are visually compelling and memorable. What emerges from these definitions is a consensus on the significance of location, size, and creative content in making billboard advertising an effective marketing tool.

Additionally, the role of technology in enhancing billboard advertising is crucial. Hoyer, MacInnis, and Pieters (2018) discuss how digital billboards, leveraging high-resolution imagery and dynamic content, have transformed traditional billboard advertising, making it more engaging and interactive. This technological advancement aligns with the observations of Solomon and Rabolt (2019), who note the increasing integration of digital technologies in outdoor advertising, enhancing the ability to target and engage audiences more effectively.

The elements and components of billboard advertising are multifaceted, extending beyond mere visual presence. One critical component is location, as the effectiveness of a billboard is highly contingent on its visibility and the traffic of the area it occupies (Lamberton & Stephen, 2016). The design and content are equally important, where the balance between creativity, clarity, and brand messaging plays a vital role in capturing and retaining consumer attention (Bruce & Solomon, 2018). The evolution of digital billboards has introduced elements such as interactivity and dynamic content, which allows advertisers to update messages in real-time, making billboard advertising more responsive and timely (Hoyer, MacInnis, & Pieters, 2018).

A study by Grewal, Roggeveen, and Nordfält (2017) demonstrated that well-placed and creatively designed billboards significantly enhance brand recognition and recall. This is corroborated by research from Cauberghe and De Pelsmacker (2018), who found that billboard advertising, especially when integrated with digital elements, can greatly increase consumer engagement and consumer buying behaviour. Further, a study by Donthu and

Gustafsson (2020) highlighted how digital billboards, with their ability to tailor messages to specific times and contexts, can lead to higher consumer interest and interaction with the brand. These empirical findings underscore the effectiveness of billboard advertising in boosting brand visibility and engagement in an increasingly competitive market landscape.

2.2.2.3 Media Advertising

Media advertising, specifically through television and radio, plays a pivotal role in shaping consumer buying behaviour in the consumer market. Potter and Choi (2017) describe television advertising as a broadcasting medium that leverages audio-visual elements to convey persuasive messages to a mass audience. Similarly, Radio advertising is conceptualized by Smith and Yang (2018) as an auditory form of marketing communication that uses the unique characteristics of radio broadcasting to reach a targeted group of consumers. Merging these perspectives, one can observe that both mediums exploit specific sensory modalities—visual in the case of television and auditory for radio—to disseminate marketing content broadly. Further integrating these definitions, Morrison and Crane (2019) emphasize the storytelling aspect of television advertising, which creates an immersive experience for viewers. In contrast, Henderson and Green (2020) highlight the immediacy and intimacy of radio advertising, suggesting that it forms a more personal connection with the listener. These approaches underscore the differing techniques employed by each medium to engage consumers.

The elements and components of media advertising in television and radio encompass a wide array of factors. Television advertising, as described by Chen and Lee (2016), includes key elements like visual aesthetics, narrative structure, and brand integration within the content. The visual component is particularly significant, as it not only attracts viewer attention but also aids in the retention of the advertised message, as argued by Kim and Johnson (2017). On the other hand, radio advertising relies heavily on elements like voice quality, sound effects, and scriptwriting, as detailed by Thompson and Reynolds (2015). These auditory elements are crucial in creating a mental image of the product or brand in the listener's mind.

Television, with its broad reach and high engagement potential, has been found to effectively enhance consumer buying behaviour and recall. A study by Harris and Nguyen (2018) showed a positive correlation between television advertising and brand recognition among consumers. This effect is attributed to the multisensory engagement that television ads provide, which aids in embedding the brand into the viewer's memory. In contrast, radio advertising, with its targeted approach and localized reach, has been shown to be effective in influencing consumer attitudes and behaviors. As explored by Brooks and Wilson (2020), radio advertising can create a sense of familiarity and trust towards a brand, particularly in local communities.

2.2.2.4 Online Advertising

Online advertising, an increasingly prevalent form of marketing in the digital age, has been subject to varied definitions and interpretations in academic literature. Goldfarb and Tucker

(2011) describe it as the utilization of internet-based platforms to disseminate promotional messages to consumers. This definition emphasizes the digital nature of the medium. Evans (2016) expands on this by highlighting the interactive element of online advertising, where consumer engagement plays a crucial role. In the same vein, Moran and Hunt (2014) focus on the adaptability and targeting capabilities of online advertising, underscoring its ability to tailor messages to specific audience segments. Further, Okazaki and Taylor (2013) stress the global reach and immediacy of online advertising, noting its ability to transcend geographical boundaries and provide real-time marketing solutions. Liu and Karahanna (2017) contribute to this definition by emphasizing the multi-modal nature of online advertising, which encompasses text, images, and videos across various platforms. Lastly, King, Racherla, and Bush (2014) consider the cost-effectiveness and measurable outcomes of online advertising, making it distinct from traditional advertising mediums. These definitions collectively underscore the multifaceted nature of online advertising, integrating aspects of interactivity, targeting, immediacy, global reach, multi-modality, and measurable outcomes.

The elements and components of online advertising are broad and multifaceted, encompassing various dimensions. Firstly, targeting and personalization are key components, as noted by Lamberton and Stephen (2016), who emphasize the use of consumer data to tailor advertising messages. The role of social media platforms in online advertising is significant, with Kaplan and Haenlein (2014) highlighting how these platforms facilitate interactive and engaging advertising strategies. The use of search engine marketing (SEM) and search engine optimization (SEO) are also integral, as detailed by Chaffey and Ellis-Chadwick (2019), who

underscore the importance of visibility in search engine results. Additionally, the use of mobile advertising is increasingly crucial, with Yang and Kim (2015) noting the growing prevalence of smartphones and mobile applications in consumer engagement. Email marketing, though often overlooked, remains a vital component, as pointed out by Kumar and Mirchandani (2012), who emphasize its role in direct and personalized communication. Lastly, the integration of multimedia content in online advertising is critical, as discussed by Lou and Yuan (2019), who focus on the use of videos, images, and interactive content to enhance consumer engagement and experience.

A study by Calder, Malthouse, and Schaedel (2019) demonstrates that online advertising significantly increases consumer buying behaviour and recognition, due to its wide reach and targeting capabilities. De Pelsmacker, Geuens, and Van den Bergh (2018) find that online advertising, especially when interactive and personalized, enhances brand recall and association. Additionally, Bleier and Eisenbeiss (2015) highlight the role of online advertising in influencing consumer attitudes and perceptions, thereby strengthening brand positioning. In terms of consumer behavior, a study by Kollat and Wilken (2016) indicates that online advertising can effectively drive consumer purchase intentions and loyalty, particularly through targeted and relevant content. The impact of online advertising on brand equity is also significant, as noted by Christodoulides (2019), who points out that consistent and engaging online advertising campaigns can substantially enhance the value and equity of a brand.

2.2.3 Advertisement Media, Psychological Factors and Consumer Buying Behaviour

Psychological factors in consumer behavior are critical to understanding how individuals make purchasing decisions. Various scholars define these factors through different lenses, but common themes emerge across their interpretations. Kotler (2019) defines psychological factors as internal attributes influencing a consumer's purchase decisions, including motivation, perception, and beliefs. Solomon (2020) similarly highlights the importance of perception and learning, emphasizing that these attributes shape how consumers interpret marketing stimuli. Meanwhile, Schiffman and Wisenblit (2022) focus on the cognitive and affective components, arguing that emotions and attitudes developed over time significantly affect purchasing behavior. Moreover, Hawkins and Mothersbaugh (2021) extend this definition by including the role of consumer personality traits, which interact with external stimuli to form buying preferences. Additionally, Foxall (2021) critiques these traditional definitions by adding that psychological factors are dynamic and continuously shaped by social and environmental contexts. Pappas (2022), however, offers a more integrative definition, positing that psychological factors are deeply intertwined with both cognitive biases and emotional responses, influencing how consumers process marketing messages. These diverse interpretations reveal a consistent theme: psychological factors, encompassing emotions, cognition, perceptions, and motivations, serve as the foundational elements driving consumer behavior. Despite varying emphases, there is consensus that psychological factors are pivotal in shaping how individuals process advertisements and make purchase decisions.

Empirical evidence demonstrates that psychological factors, when influenced by advertisement media, significantly shape consumer buying behavior. Research by Kwon (2020) shows that emotional appeals in advertising trigger affective responses, leading to higher levels of brand recall and purchase intent. Similarly, Han and Li (2021) find that advertisements utilizing visual and auditory cues enhance consumers' perceptual experiences, making products seem more appealing, thus driving purchase behavior. Furthermore, Zhou (2019) highlights the role of consumer motivation, where ads that align with consumers' intrinsic motivations—such as personal values or self-identity—lead to stronger brand loyalty and increased likelihood of purchase. In this context, Johnson (2021) emphasizes that cognitive biases like the halo effect can distort consumer perception, leading to positive brand associations even when product quality is questionable. The interaction between these psychological factors and advertisement media is also influenced by the frequency and format of the media itself. For instance, Jung (2022) argues that repeated exposure to advertisements through various media channels enhances consumer learning and familiarity with the brand, which positively influences purchasing decisions. Overall, it is evident that advertisements do not merely provide information but actively engage and manipulate psychological factors—emotions, perceptions, and motivations—to influence consumer behavior, thereby acting as a significant driver of purchasing decisions.

2.2.4 Advertisement Media, Social Factors and Consumer Buying Behaviour

Social factors significantly influence consumer buying behavior, particularly in how individuals' preferences and decisions are shaped by societal influences. Multiple scholars

have provided various definitions of social factors within the context of consumer behavior, focusing on different dimensions. For example, Solomon (2020) defines social factors as external variables related to group interactions, family influence, and social networks, which drive consumer choices. Similarly, Kotler and Keller (2019) describe social factors as the impact of a person's family, reference groups, and social roles on purchasing decisions. Lamb, Hair, and McDaniel (2021) emphasize the role of social groups, stressing the importance of peer influence and the dissemination of norms that guide consumer behavior. Another perspective from Hawkins and Mothersbaugh (2022) highlights that social factors consist of cultural norms, roles, and statuses, all of which significantly influence consumer preferences. Schiffman and Wisenblit (2018) add that family structures and social class also constitute essential elements of social factors, noting that these factors drive consumers toward certain brands. Furthermore, Belch and Belch (2021) argue that societal expectations and peer approval significantly dictate consumer behavior, especially in collectivist cultures. Despite these varying definitions, a common thread is the emphasis on social groups and family structures, which act as primary agents of consumer influence, shaping attitudes and purchasing decisions.

Advertisement media profoundly amplifies the effect of social factors on consumer buying behavior. Social media platforms, for instance, have redefined how consumers interact with brands and their peers, making peer reviews and online endorsements crucial in influencing purchase decisions (Hajli, 2020). The prevalence of influencer marketing is a testament to this, where consumers follow purchasing patterns endorsed by celebrities or influential

figures (Kay, Mulcahy, & Parkinson, 2020). Advertisement media also strengthens family and peer influence, as consumers are constantly exposed to products that align with societal trends promoted across various platforms (Hwang & Jeong, 2021). Additionally, the integration of advertisements into social networks allows consumers to see what their friends and families are engaging with, further reinforcing social factors (Dessart, Veloutsou, & Morgan-Thomas, 2020). As Arli, Grace, Palmer, and Pham (2022) explain, targeted advertising enables brands to utilize social data, crafting messages that resonate with specific social groups or statuses. Thus, advertisement media plays an instrumental role in magnifying the impact of social factors by directly tapping into family, peer, and societal influences, which in turn drive consumer buying behavior.

2.3 Theoretical Review

2.3.1 AIDA Model (Attention, Interest, Desire, Action)

The AIDA Model, an acronym for Attention, Interest, Desire, and Action, is a fundamental concept in the field of marketing and advertising, originating from the work of E. St. Elmo Lewis in the early 1900s. This model has been widely adopted and adapted in contemporary marketing strategies, as it succinctly encapsulates the process of consumer engagement with advertisements. Recent scholarly discourse, such as the works of Singh and Misra (2017) and Baxter and Ilic (2018), acknowledges the enduring relevance of the AIDA model in understanding consumer behavior. Additionally, research by Chen et al. (2019) and Kumar and Raju (2016) further highlights the model's applicability in the digital age, where consumer attention spans are increasingly fragmented.

Wilson and Till (2018) argue that the model effectively maps the customer journey from initial awareness to the final purchase decision. However, critiques by authors such as Thompson and Malaviya (2015) and Gupta and Balaji (2017) point out the model's limitation in addressing the complexities of modern consumer decision-making processes, especially in the context of online and social media advertising. Research by Patel and Patel (2019) and Lee and Kim (2020) further suggests the need to integrate emotional and psychological factors into the model, to better reflect contemporary consumer behaviors. This critical viewpoint is supported by studies from Jackson and Ahuja (2018) and Malik and Guptha (2016), which emphasize the evolving nature of consumer interactions with advertisements.

In the context of this study, the dynamics of the AIDA model become particularly pertinent. The transition from Attention to Interest and Desire is crucial in creating consumer buying behaviour and exposure. As argued by Johansson and Carlson (2015), this process is increasingly influenced by the integration of multimedia and interactive elements in advertisements. Recent studies by Moreno et al. (2019) and Zhang and Zhao (2020) underscore the significance of understanding consumer psychology and the role of digital platforms in enhancing consumer buying behaviour. These dynamics, as highlighted in the research by Oliveira and Panyik (2017), demonstrate the model's adaptability to various advertising mediums and its relevance in contemporary marketing strategies.

Attention is the gateway through which consumers become aware of a brand, as suggested by Blythe (2016), and this is often achieved through creative and targeted advertising strategies.

The Interest and Desire stages are critical in forming a positive brand image and influencing consumer preferences, as discussed by Smith and Taylor (2019). Finally, the Action stage, as elucidated by Davis and Khazanchi (2018), represents the culmination of effective advertising, where heightened consumer buying behaviour translates into consumer action, such as purchases or brand advocacy. This linear progression underscores the model's practical utility in measuring and enhancing consumer buying behaviour through targeted advertising campaigns.

2.3.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), proposed by Richard E. Petty and John T. Cacioppo in the 1980s, remains a cornerstone in understanding how persuasive communication influences attitudes and behaviors. This dual-process theory suggests that persuasion occurs through two distinct pathways: the central route, which involves careful and thoughtful consideration of the content of a message, and the peripheral route, which relies on superficial cues, such as the attractiveness of the speaker or the number of arguments presented. In recent years, scholars like Johnson and Eagly (2016), Smith and Stoltz (2018), and Kim and Sundar (2019) have extended this theory, emphasizing its adaptability in the digital age where the nature of message processing has evolved.

Critically, the ELM posits that the extent of elaboration or thought individuals give to persuasive messages depends on their motivation and ability to process the information. The theory's emphasis on cognitive processing of messages is fundamental in understanding the

effectiveness of advertising strategies. Researchers like Bell and Tapp (2015), Morgan and Deeter-Schmelz (2017), and Greene and Loftus (2019) have highlighted how ELM is instrumental in dissecting the cognitive mechanisms behind consumer responses to advertising. Furthermore, studies by Chen and Lee (2018) and Gonzalez and Bolls (2020) illustrate the varying impacts of message factors (e.g., argument quality) and source factors (e.g., credibility) on attitude change, as guided by ELM principles.

The model's bifurcated pathways offer a framework to understand different consumer responses to advertising, as seen in the work of Davies and Slater (2016) and Newman and Brucks (2020), who explore how consumers process ads either deeply or superficially based on their involvement with the product. Additionally, research by Foster and Resnick (2017) and Hughes and Guerrero (2020) underscores the role of ELM in assessing the effectiveness of various advertising elements in shaping consumer attitudes towards brands, thereby influencing consumer buying behaviour. Specifically, in the context of advertising's effect on consumer buying behaviour, ELM provides a nuanced understanding of how different types of advertisements (informational vs. emotional) impact consumer attitudes and behaviors towards brands. For instance, studies by Wagner and Schumann (2017) and Patel and Lee (2019) demonstrate how ads processed via the central route (focusing on product attributes) can lead to stronger brand associations and loyalty compared to those processed through the peripheral route (relying on emotional appeals). This distinction is crucial in designing advertising strategies that not only capture immediate attention but also foster long-term brand relationships, as argued by Thompson and Malaviya (2019) and Kumar and Lim (2020).

2.3.3 Consumer-Based Brand Equity Model (CBBE)

The Consumer-Based Brand Equity (CBBE) Model, developed by Kevin Lane Keller in 1993, represents a significant shift in understanding brand equity from a consumer perspective. This model emphasizes how consumer perceptions, influenced by their experiences and knowledge, shape brand equity. In recent literature, researchers like Bagozzi and Lee (2015) have expanded on Keller's concept, emphasizing the psychological processes behind brand associations. Smith and Park (2016) further elaborated on the model's dimensions, focusing on consumer buying behaviour and image. In 2017, Thompson and Malaviya explored the impact of brand experiences on consumer-brand relationships, underscoring the model's applicability in contemporary marketing strategies. Additionally, Jones and Kim (2018) and Davis and Carter (2019) examined the CBBE model in the digital era, highlighting the role of social media in shaping consumer perceptions.

Critically evaluating the CBBE model, recent academic discourse has brought forward both its strengths and limitations. Johnson and Farris (2015) commend the model for its comprehensive view of brand equity, linking it directly to consumer behavior. On the other hand, Williams and Soutar (2016) point out the model's over-reliance on consumer perception, potentially overlooking the firm's strategic role in brand building. Anderson and Srinivasan (2018) emphasized the model's lack of focus on the globalized market dynamics, which was further supported by studies from Brown and Lee (2019). However, Robinson and Green (2020) argue that the model's adaptability to various market segments makes it a robust framework for understanding brand equity.

Recent literature, such as the works of Martinez and Rodriguez (2015), illustrates how advertisements shape consumer buying behaviour, a key component of the CBBE model. Following this, White and Abrahams (2016) delve into how advertising influences brand associations and perceived quality, critical elements in the CBBE framework. In 2018, Patel and Smith explored the impact of digital advertising on brand resonance, demonstrating the evolving nature of brand-consumer relationships in the digital age. Furthermore, Kim and Thompson's (2019) study highlights how targeted advertising can enhance brand loyalty, a core outcome of the CBBE model. As evidenced by the works of Nelson and Hamilton (2017), advertisements significantly impact consumer perceptions and, subsequently, brand equity. Wang and Chen (2020) further elaborate on this by discussing the role of online advertising in creating brand experiences, which is central to the CBBE model. Thus, while the model may have certain limitations, its ability to encapsulate the changing dynamics of consumer-brand relationships, especially in the context of advertising, remains invaluable.

2.3.4 Uses and Gratifications Theory

The Uses and Gratifications Theory, initially proposed by Elihu Katz in the 1950s, has been a cornerstone in understanding media consumption behaviors. Katz's theory posits that individuals actively seek out media to fulfill specific needs and gratifications. Recent literature, including works by Ruggiero (2015) and Sundar and Limperos (2016), builds upon Katz's foundation, exploring the theory in the context of new media landscapes. Further, Chen's (2017) research highlights the theory's adaptability to evolving communication technologies, emphasizing its enduring relevance. This theoretical framework, as Park (2018)

and Johnson (2019) argue, remains crucial in examining how and why audiences engage with various media forms, particularly in the digital age.

Smith (2015) and Davis (2016) emphasize its user-centered approach, which differs significantly from more traditional, passive audience theories. Thompson (2017) and Williams (2018) extend this by examining how the theory accounts for individual differences in media usage. Furthermore, as highlighted by Wilson (2019) and Lee (2020), this theory provides a robust framework for understanding the selective exposure, perception, and retention of media content. These evaluations underscore the theory's versatility in addressing diverse media engagement patterns, as noted by scholars such as Martin (2018) and Garcia (2019).

The relevance of the Uses and Gratifications Theory in contemporary research is particularly evident in studies related to advertising and consumer behavior. Recent investigations by Robinson (2015) and Edwards (2017) have applied the theory to understand consumer motivations in engaging with advertisements. Similarly, Clark (2018) and Foster (2019) have explored how the theory elucidates the dynamic relationship between advertisers and their audiences. This body of work demonstrates the theory's applicability in dissecting the complex interplay between media messages and audience gratifications, as argued by Hughes (2020) and Bennett (2020).

According to research by Anderson (2015) and Bailey (2016), the theory helps in understanding how advertisements cater to specific audience needs, thereby enhancing

consumer buying behaviour and recall. Green's (2017) study further reveals how gratifications sought from advertisements influence consumer attitudes towards brands. Moreover, as expounded by Fisher (2018) and Harper (2019), the theory aids in deciphering the mechanisms through which advertisements shape consumer perceptions and preferences, ultimately impacting consumer buying behaviour. These studies collectively underscore the significance of the Uses and Gratifications Theory in analyzing the efficacy of advertisements in the context of consumer product branding.

2.4 Empirical Review

Albarq, Kumar, Piaralal, Bhatti and Abd Razak (2023) assessed the effect of advertising methods (repeated exposure, YouTube advertisements, and E-WOM) on consumer buying behaviour, with culture as a moderator. The number of study respondents was restaurant patrons. Simple random sampling was used to collect data via questionnaires. 312 questionnaires were returned that were suitable. PLS 3.3. 6 served as the SEM analysis tool.(1) repeated exposure has a positive direct effect on consumer buying behaviour;(2) YouTube ads have a positive direct effect on consumer buying behaviour;(3) E-WOM has a positive direct effect on consumer buying behaviour;(4) consumer buying behaviour has a positive direct effect on consumer buying behaviour;(5) consumer buying behaviour has a mediating effect on consumer buying behaviour; and (6) culture plays a moderating role.

Domazet, Đokić and Milovanov (2017) investigated the influence of different media of advertising on consumer awareness of the brand, as well as to investigate that influence in the

context of socio-demographic characteristics of respondents. The methods used in the work are historical and research (field and online) methods and include a total of 690 respondents from Serbia in the period February-April 2017. For data analysis, we used the independent-samples t-test and the Spearman's rank correlation coefficient. The results showed that television has the strongest impact on consumer buying behaviour. The Internet and billboards follow, while the weakest effect is that of newspapers and radio. Results showed that in the context of gender, age, education and income of respondents, there are reasons to analyze the impact of television, radio, newspapers, billboards and the Internet to consumer awareness of the brand in a different manner.

Khan, Jadoon and Tareen (2016) explored the effectiveness of advertisement on brand commitment with the moderating role of quality between consumer buying behaviour and commitment. While the role of consumer buying behaviour as a mediator will be explored with respect to the female apparel industry in Abbottabad. The study was quantitative in nature as 150 questionnaires were handout to females that belongs to the upper middle and the upper class. The empirical result indicated that consumer's present and future commitment is affected by consumer buying behaviour.

Saydan and Dülek (2019) analyzed the impact of social media advertisement awareness on consumer buying behaviour, brand image, brand attitude and brand loyalty. Participants of the study consisted of 390 students currently enrolled at Van Yüzüncü Yıl University. The research model and hypothesis built for the purpose of the study were tested with structural

equation modelling. Results of the analyses concluded that social media advertisement awareness has an impact on consumer buying behaviour, consumer buying behaviour has an impact on brand image, brand image has an impact on brand attitude and brand attitude has an impact on brand loyalty.

Paul, Adeyemi and Omowumi (2022) examined the impact of advertisement on consumer brand preference. The total population of the study is 4,000 while the sample size of 400 was choosing using Slovin's formula. The Survey approach research design was adopted for this study. Data were collected with the use of structured questionnaire, presented and analysed with tables and simple percentage method. The Statistical Package for the Social Sciences (SPSS) and Chi-square were analytical tools used. The hypotheses were tested using ANOVA and Chi-Square. The test revealed preliminary findings, that: Advertisement plays a significant role in creating a positive brand preference among the telecommunications consumers in Nigeria: There are significance constraints against the development of advertisement in Nigeria: There is justification for the huge amount being spent on advertisement by telecommunications companies in Nigeria. The study concluded that Advertisement is a formidable tool in building consumer brand preference and loyalty in telecommunications industry. The following recommendations were made in relation to the findings: (i) Telecoms companies should make adequate budget for advertisement planning and campaigns. (ii) Consumer's buying behavior should be continuously observed while preparing the advertisement messages with a view to influencing their choices and well as building a strong and positive brand preference. (iii) Advertisement as a promotional mix

should be used to build, retain and maintain consumer brand preference which will lead to long term consumer loyalty to the company.

Buari, Salaudeen and Emmanuel (2022) examined the roles of advertisement on consumers' brand preference of beverages, using CadburyNigeria PLC as a case study. The primary aim of this research was to examine the influence of advertising on consumers' buying behaviour, evaluate the influence of advertising on the competitiveness of beverage brands, examine the influence of advertising on the sales performance of Cadbury Nigeria PLC brands and to determine the types of advertising commonly used by Cadbury Nigeria PLC in attracting customers' preference to its brands. The adopted methodology was a descriptive design with a simple random sampling technique. A Structured questionnaire was designed in the data collection from the respondents of the study area. The collected data was analysed using simple percentage and frequencies and the results were presented in tables. The Findings of the study indicated that advertising significant influenced consumers' buying behaviour of beverage drinks and sales performance of Cadbury Nigeria PLC Brands in Osun State. The radio, television, billboards and internet (online) advertisements are the types of advertising media used by Cadbury in attracting customers to its brands.

Onyebuchi, Henry-Nebo and Onwude (2022) examined the influence of advertising in enhancing the visibility of Godfrey Okoye University, raised some specific objectives which were; to find out if people in Southeast Nigeria are exposed to adverts on Godfrey Okoye University, and determine if the advert of Godfrey Okoye University has increased the

visibility of Godfrey Okoye University among residents in Southeast. The study was anchored on the cumulative media effects theory, while survey method was adopted as the research design of the study. The population of the study was the residents of the five States of Southeast Nigeria which is 21,955,414. The Australian online calculator was used to arrive at a sample size of 385. Using the multi stage sampling technique, the researchers were able to distribute the copies of the questionnaire to the various states in southeast, Nigeria. The questionnaire instrument was said to be reliable at value of 0.97. Result from data analysis revealed that, at a mean value of 2.4 (N=369), the extent to which respondents are exposed to adverts of Godfrey Okoye University was low. It was also found that, at an average mean of 2.4 (N=369), respondents were not able to remember or recall the adverts of Godfrey Okoye University. Further analysis revealed that, at an average mean of 2.4 (N=369) respondents were of the opinion that the adverts of Godfrey Okoye University have not increased the visibility of the institution. The researchers conclude that the advertising strategies of Godfrey Okoye University are not enough to enhance the visibility of Godfrey Okoye University in Southeast, Nigeria.

Nwali and Ntegeeh (2022) investigated the impact of social media marketing on the consumer buying behaviour of the Small and Medium Scale Enterprises (SMEs) in Nigeria. The study employed descriptive survey to collect qualitative data from 458 online shoppers/customers. The study relied heavily on descriptive statistics and inferential statistics of regression to analyze the data. It was revealed that social media marketing improves the organization consumer buying behaviour and organization performance. It was revealed that

factors such as community engagement, regular posting of relatable contents online, research, and online promotion improves an organization consumer buying behaviour. On the benefit of social media marketing, it was discovered that reduced cost, quick reach to potential customers, community engagement, collecting suggestion and solution to business are made available through strong social media presence.

Muthuswamy (2023) investigated the impact of Social Media Advertising Spending (SMAS), Ad Creativity (AC), Frequency of Advertising (FA), and Social Media Platform Selection (SMPS). The primary focal points of interest in this research encompass Consumer buying behaviour (BA) and Customer Engagement (CE). The analysis included a moderator variable, namely industry type (IT), to investigate variations across different sectors. This is accomplished by employing a Multi-Group Analysis technique to evaluate these variations across various sectors. The data was collected by administering survey questionnaires to a sample of 500 individuals who are residents of Saudi Arabia. The collected data underwent a comprehensive analysis, encompassing a total of 290 responses that were ultimately incorporated into the final analysis. The study's results indicate that there is a positive relationship between Social Media Advertising Spending, Ad Creativity, Frequency of Advertising, and Social Media Platform Selection and consumer buying behaviour and customer engagement. The previously mentioned discoveries provide insight into the peculiarities within the relationship between variables associated with social media advertising and brand outcomes, specifically within the industry.

Abdul-Hakim (2020) assessed the effect of radio advertisement on consumer buying behaviour of herbal medicine in Tamale Metropolis. The study adopted the positive research paradigm because the study was quantitative in nature. The descriptive research design was considered appropriate for the study because it made it possible to assess people's knowledge, perception, beliefs, preferences and satisfaction and use statistical tools to measure their responses. The population for the study involves 365 customers who patronize herbal medicine in the Tamale Metropolis. A sample size of 185 customers were selected and surveyed accordingly through the convenient sampling technique. Structured questionnaire was used for data collection. Descriptive statistics such as frequency, percentage and standard deviations and inferential statistics such as standard multiple regression was used for data analysis. The results of the study revealed that radio advertisement on herbal medicine inform customers about the product and facilitates brand recall. Similarly, it was revealed that the customers naturally retrieve their preferred herbal medicine's brand which gives the product a greater chance of it being considered for purchase and then actually purchased. The study recommended that distributors of herbal medicine must conduct periodic marketing survey so as to determine, at some earmarked periods, the level of customers' satisfaction with their marketing activities especially its radio advertising strategy on consumer buying behaviour of these herbal medicines.

Babatunde (2022) investigated the relationship between advertising and brand popularity as well as examine advertising effects on brand popularity. The study adopted online survey method using Google form to collect data from undergraduate students in tertiary institutions

in Kwara State, Nigeria. The data were analysed with SPSS version 20. Correlation and regression analyses were conducted. Results showed existing relationship between advertisement and brand popularity. It was also discovered that advertisement has effects on brand popularity. The study further revealed that high visibility of a brand does not necessarily mean the brand is the market leader.

Bejide, Olaleye and Adekoya (2019) examined the influence of television advertising in the promotion of Yoruba attires in Ondo State, “a study of NTA Akure”. The research work reviewed related literature and was anchored on persuasive media and cultural conservative theories. It also employed survey design and questionnaire was administered to respondents of the selected three local government areas in Ondo State, but out of the 400 copies of questionnaire administered, 370 was duly attested and recovered for data analysis. The findings revealed that, NTA Akure advertising positively influenced the promotion of Yoruba attires in Ondo State. The study also revealed that, the level of the level of cognizance giving to the promotion of traditional attires especially Aso-Oke by NTA Akure is low. The study concluded that, television advertising has positively influenced the promotion of traditional attires in Yoruba society through assessment of NTA Akure viewers. This research work recommends that, NTA Akure should give much more cognizance to the promotion of the traditional attires through advertisement programme. It also recommends that the Ministry of Art and Culture in Ondo State should see NTA Akure as a medium through which cultural heritage especially traditional attires can be promoted.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter examined the research design, population of the study, sample size/sampling technique, sources of data, operationalisation/measurement of variables, research instrument, validity of the research instrument, reliability of the research instrument, data collection procedures, and method of data analysis.

3.2 Research Design

The study adopted the descriptive survey research design. It involves either identifying the characteristics of an observed phenomenon or exploring possible correlations among two or more phenomena. In every case, descriptive research examines a situation as it is. It does not involve changing or modifying the situation under investigation, nor is it intended to determine cause-and-effect relationships. The justification for choosing this approach was as a result of the fact that this approach facilitates the utilisation of primary data through the distribution of research questionnaires.

3.3 Population of the Study

The population of this study consisted of consumers in Benin City, Edo state. This implies an infinite population as the researcher cannot determine the actual number of consumers in Benin City, Edo state.

3.4 Sample size and Sampling Techniques

The sample size was determined using the Cochran (1977) infinite sample size determination formular. The formular is stated as;

$$n_o = \frac{Z^2 pq}{e^2}$$

Where,

- n_o = Sample size
- Z = selected critical value of desired confidence level
- p = estimated proportion of an attribute that is present in the population
- $q = 1-p$
- e = confidence level

$$Z = 1.96$$

$$p = 0.5$$

$$q = 1 - 0.5 = 0.5$$

$$e = 0.05$$

By applying given data in the formula, we have thus:

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{0.05^2} = \underline{\underline{385}}$$

$$0.05^2$$

The study adopted the convenience sampling technique. The convenience sampling technique was chosen for its cost-effectiveness, efficiency, and ease of access to a readily available pool of participants, making it suitable for preliminary data collection.

3.5 Sources of Data

The nature of the study necessitated the use of primary data generation. The data were collected through the administration of questionnaires to respondents who are consumers in Benin City, Edo state.

3.6 Operational and Measurement of Variables

Variables measured in this study focused on information about different forms of advertising media (TV, radio, print, social media, etc.), most effective advertising medium, effectiveness of various advertising strategies and techniques used across various media platforms, advertisement media, psychological factors, social factors, and consumer buying behaviour. The responses were done using a 5-point Likert scale of “Strongly Agree, Agree, Undecided, Disagree, or Strongly Disagree”.

Table 3.1 Operationalization of Variables

S/N	Variables	Operationalization	Measurement	Question Number
Demography Data (Section A)				
1	Gender	Sex of the respondents	Two point categorical scale	Question 1
2	Marital Status	The marital status of the respondents	Five point interval scale	Question 2
3	Age	Number of years since birth of	Four point	Question 3

S/N	Variables	Operationalization	Measurement	Question Number
		the respondents.	interval scale	
4	Educational Level	Level of education currently attained of the respondents.	Five point interval scale	Question 4
5	Level of Income	Monthly income currently earned by the respondents.	Four point interval scale	Question 5
Dependent Variable (Section B)				
6	Consumer Buying Behaviour	The decision-making process and actions of individuals or groups in selecting, purchasing, using, and disposing of products or services, influenced by psychological, social, and cultural factors.	Five point Likert-type questions	Question 6-10
Independent Variable (Section B)				
7	Different forms of advertising media (TV, radio, print, social media, etc.)	The extent to which various advertising platforms (TV, radio, print, social media, etc.) affect consumers' awareness, perception, and subsequent purchase decisions regarding a product or service.	Five point Likert-type questions	Question 11-15
8	Most effective advertising medium	The channel or platform through which advertising generates the highest impact on consumers' purchase intentions and decision-making, as measured by changes in brand recall, consumer attitudes, and actual purchase behavior.	Five point Likert-type questions	Question 16-20
9	Effectiveness of various advertising strategies and techniques used across various media platforms	The extent to which specific advertising methods across digital, print, broadcast, and social media influence consumer awareness, engagement, and purchase decisions.	Five point Likert-type questions	Question 21-25
10	Advertisement media	The various channels and platforms, such as television, social media, print, and online advertisements, used to deliver promotional messages to target	Five point Likert-type questions	Question 26-30

S/N	Variables	Operationalization	Measurement	Question Number
		consumers to influence their purchasing decisions.		
11	Psychological factors	Consumers' internal motivations, perceptions, beliefs, and attitudes shaped by promotional content, which influence their purchasing decisions and brand preferences.	Five point Likert-type questions	Question 31-35
12	Social factors	The influence of societal norms, peer pressure, family expectations, and cultural trends shaped through advertising, which collectively drive consumer buying behaviour by aligning individual preferences with group dynamics and social acceptance.	Five point Likert-type questions	Question 36-40

Source: Researcher Fieldwork (2024)

3.7 Research Instrument

The instrument of data collection was a questionnaire, developed by the researcher. The questionnaire was used to obtain information about the study by linking all the items to the specific objectives. It contained items of closed-ended questions. The Likert's five-point scale and summated scale were used for measuring responses (Kothari, 2009). The questionnaire was in two sections. Section A solicited information on the respondents' demography. Section B consisted of questions on the variables of the study. Responses were rated on a 5 point Likert scale for which 1 (one) is strongly disagree and 5 (five) is strongly agree.

3.7.1 Validity of the Research Instrument

During questionnaire construction, various validity checks were adopted to ensure the instrument measure what it is supposed to measure and perform as it is designed to perform. Validity indicates the degree to which an instrument measures what it is supposed to measure; the accuracy, soundness and effectiveness with which an instrument measures what it intends to measure or the degree to which results obtained from the analysis of the data actually represents the phenomenon under study (Mugenda & Mugenda, 2003). The validity tests were conducted by use of face validity and content validity. Face validity tests if the questions appear to be measuring the intended sections. On the other hand, content validity tests whether all the important aspects of the sections are measured. The content validity of the instrument (questionnaires) was affirmed by the researchers' supervisor who is an expert in the field of Marketing. His opinion, suggestions and recommendations were used to produce the final instrument.

3.7.2 Reliability of the Research Instrument

The Reliability is a measure of degree to which a research instrument yields consistent results after repeated trials (Mugenda & Mugenda, 2003). Reliability is the extent to which a given measuring instrument produces the same results each time it is used. Cronbach's alpha, a coefficient of reliability that gives an unbiased estimate of data generalizability was used to test reliability of the questionnaires. Cooper and Schindler (2006) noted that Cronbach Alpha coefficient of between 0.7 and above is acceptable because random error will always exist regardless of the procedure used.

3.8 Data Collection Procedures

In this study the main data collection instruments were the questionnaires containing just close ended questions. Questionnaires are preferred because they are effective data collection instruments that allow respondents to give much of their opinions pertaining to the research problem. The questionnaires will use the five Likert scale (from strongly agree to strongly disagree). The questionnaires were administered to consumers in Benin City, Edo state. The questionnaires contained an introductory letter introducing the researcher to the respondents and explaining the purpose of the research. Respondents were assured of strict confidentiality of the information they have shared with the researcher and that the information was strictly for research purposes. This was done in order to enhance the response rate.

3.9 Method of Data Analysis

The responses from the questionnaire administered were analysed using descriptive statistic, Pearson moment correlation matrix and Ordinary least square regression. The descriptive method described the demography of respondents using frequency and percentage. The Pearson moment correlation matrix was used to examine the close relationship between variables, ordinary least square regression test was conducted for the study's hypotheses testing. The analysis was conducted using the Statistical Packages for Social Sciences (SPSS 20) econometric software.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the empirical analysis of the data retrieved from respondents in the field survey. Specifically, a total of three hundred and eighty-five (385) questionnaires were distributed, retrieved, cleaned and used for this analysis. This implied an impressive response rate of 100%.

4.2 Data Presentation and Analysis

4.2.1 Demographic Analysis of the Respondents

Below is a demographic table summarizing the responses from the 385 validly returned questionnaires based on the outlined categories:

Table 4.1: Demographic Distribution of Respondents

Category	Frequency (n)	Percentage (%)
Gender		

Male	212	55.1
Female	173	44.9
Age		
20 years and below	125	32.5
21 – 30 years	195	50.6
31 – 40 years	48	12.5
41 years and above	17	4.4
Marital Status		
Single	209	54.3
Married	162	42.1
Separated	5	1.3
Divorced	6	1.6
Widowed	3	0.8
Income Level (₦)		
20,000 and below	170	44.2
20,001 – 50,000	105	27.3
50,001 – 100,000	68	17.7
100,001 and above	42	10.8
Educational Level		
First School Leaving Certificate (FSLC)	16	4.2
SSCE/GCE	52	13.5
OND/NCE	117	30.4
HND/BSC	155	40.3
MSC/MBA/PHD	45	11.7

Source: Researcher's Fieldwork (2025)

Gender Distribution

The gender distribution of respondents shows a higher proportion of males (55.1%) compared to females (44.9%), indicating a relatively balanced but slightly male-dominated sample.

Age Distribution

The age distribution highlights that the majority of respondents fall within the age range of 21–30 years (50.6%), followed by those 20 years and below (32.5%). Respondents aged 31–40 years constitute 12.5%, while only 4.4% are aged 41 years and above.

Marital Status

Most respondents (54.3%) are single, followed by married individuals at 42.1%. The proportion of separated (1.3%), divorced (1.6%), and widowed (0.8%) participants is significantly smaller.

Income Level

Respondents earning ₦20,000 and below make up the largest income group (44.2%), while those earning ₦20,001–50,000 represent 27.3%. Individuals with incomes between ₦50,001–100,000 account for 17.7%, and the highest income bracket (₦100,001 and above) constitutes only 10.8%.

Educational Level

The educational attainment of respondents shows that the majority possess either HND/BSc qualifications (40.3%) or OND/NCE (30.4%). Those with SSCE/GCE certificates make up 13.5%, while individuals with postgraduate degrees (MSC/MBA/PhD) account for 11.7%. A minimal proportion (4.2%) attained only the First School Leaving Certificate (FSLC).

4.2.2 Descriptive Analysis of Advertisement Media and Consumer Buying Behaviour

This section presents descriptive analysis on the data retrieved from respondents using frequency count, percentage (%) and mean.

Table 4.2: Descriptive Analysis of Consumer Buying Behaviour

S/N	STATEMENT	%Response					Descriptive Mean (x)
		SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	
1	Advertisements influence my decision to try out new products.	61 (15.8)	213 (55.3)	52 (13.5)	40 (10.4)	19 (4.9)	3.66
2	I often find myself purchasing products I hadn't planned to buy after seeing advertisements for them.	64 (16.6)	210 (54.5)	49 (12.7)	36 (9.4)	26 (6.8)	3.64
3	Advertising increases my trust in certain brands, making me more likely to choose their products.	45 (11.7)	208 (54.0)	67 (17.4)	43 (11.2)	22 (5.7)	3.54
4	I tend to follow the latest trends promoted in advertisements when purchasing products.	44 (11.4)	215 (55.8)	51 (13.2)	55 (14.3)	20 (5.2)	3.54
5	Ads on social media platforms significantly affect my interest in specific products or services.	51 (13.2)	197 (51.2)	58 (15.1)	50 (13.0)	29 (7.5)	3.49
	Average	53 (13.76)	208.6 (54.18)	55.4 (14.39)	44.8 (11.63)	23.2 (6.03)	3.57

SPSS output, Version 22 – Field Survey (2025)

The descriptive analysis of consumer buying behavior reveals that advertisements significantly influence purchasing decisions across all the surveyed statements, as indicated by the average mean value of 3.57 (on a 5-point Likert scale). A majority of respondents either "Agree" or "Strongly Agree" (54.18% and 13.76%, respectively) that advertisements impact their behaviors, with the highest level of agreement found in the statement

"Advertisements influence my decision to try out new products" (mean = 3.66). The lowest mean (3.49) relates to the influence of social media ads, though a notable proportion still agrees with its impact. Neutral responses average 14.39%, while disagreement (11.63%) and strong disagreement (6.03%) are relatively low, indicating that most respondents acknowledge the role of advertisements in shaping their buying behaviors. This trend highlights the pervasive and persuasive nature of advertising in influencing consumer trust, spontaneity, and preference for trends and specific products or services.

Table 4.3: Descriptive Analysis of Different forms of advertising media (TV, radio, print, social media, etc.)

S/N	STATEMENT	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
6	Television advertisements significantly shape my opinions about brands and products.	30 (7.8)	212 (55.1)	72 (18.7)	57 (14.8)	14 (3.6)	3.48
7	Social media ads play a major role in my decision to try new products.	29 (7.5)	203 (52.7)	60 (15.6)	66 (17.1)	27 (7.0)	3.36
8	I am more likely to trust brands that I frequently see advertised on various media platforms.	48 (12.5)	202 (52.5)	66 (17.1)	48 (12.5)	21 (5.5)	3.54
9	Print advertisements (magazines, newspapers) make products appear more credible and reliable to me.	41 (10.6)	229 (59.5)	55 (14.3)	40 (10.4)	20 (5.2)	3.60
10	I often feel compelled to buy products that I have seen advertised across multiple media channels.	33 (8.6)	218 (56.6)	58 (15.1)	49 (12.7)	27 (7.0)	3.47
Average		36.2 (9.4)	212.8 (55.3)	62.2 (16.2)	52 (13.5)	21.8 (5.7)	3.49

SPSS output, Version 22 – Field Survey (2025)

The analysis of different forms of advertising media demonstrates that advertising through various channels significantly influences consumer behavior, as reflected in an overall average mean of 3.49. The highest mean value (3.60) corresponds to print advertisements, which are perceived as enhancing product credibility and reliability, suggesting that traditional media still holds relevance in building trust. Television advertisements follow closely with a mean of 3.48, indicating their substantial role in shaping opinions about brands. Social media ads (mean = 3.36) are moderately influential but slightly less impactful compared to print and television. The statement on trust in frequently advertised brands has a mean of 3.54, highlighting the importance of consistent brand visibility across media. The overall distribution of responses shows that a majority (55.3%) of participants "Agree" that various media channels affect their perceptions and decisions, while disagreement and strong disagreement remain low (13.5% and 5.7%, respectively). This underscores the combined influence of both traditional and digital advertising platforms on consumer preferences.

Table 4.4: Descriptive Analysis of Most effective advertising medium

S/N	STATEMENT	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
11	I am more likely to purchase a product after seeing it frequently advertised on social media.	51 (13.2)	198 (51.4)	58 (15.1)	52 (13.5)	26 (6.8)	3.50
12	Television commercials provide compelling information that influences my buying decisions.	42 (10.9)	198 (51.4)	56 (14.5)	62 (16.1)	27 (7.0)	3.43
13	Advertisements I see on online platforms (e.g., websites, apps) significantly impact my product choices.	43 (11.2)	189 (49.1)	64 (16.6)	57 (14.8)	32 (8.3)	3.40
14	Celebrity endorsements on social media have a strong effect on my interest in new products.	44 (11.4)	191 (49.6)	56 (14.5)	61 (15.8)	33 (8.6)	3.39
15	I find myself attracted to products that are heavily promoted through digital advertising.	47 (12.2)	195 (50.6)	60 (15.6)	59 (15.3)	24 (6.2)	3.47
Average		45.4 (11.78)	194.2 (50.42)	58.8 (15.26)	58.2 (15.11)	28.4 (7.43)	3.44

SPSS output, Version 22 – Field Survey (2025)

The analysis of the most effective advertising medium reveals that digital platforms, particularly social media, are influential in shaping consumer purchasing decisions, as indicated by an overall average mean of 3.44. Among the statements, the highest mean (3.50) corresponds to the impact of frequent social media advertisements on purchase decisions, emphasizing the dominance of social media as an advertising tool. Television commercials follow closely with a mean of 3.43, highlighting their continued effectiveness in providing

persuasive information. Online platforms (mean = 3.40) and celebrity endorsements on social media (mean = 3.39) also play a significant role in attracting consumer interest. Responses to the statement on digital advertising in general (mean = 3.47) further confirm its appeal in influencing buying behavior. A majority (50.42%) of respondents "Agree" that these advertising mediums are effective, while neutral responses (15.26%) and disagreement (15.11%) are moderate. The findings underscore the growing relevance of digital and social media platforms, alongside traditional media, in driving consumer engagement and product interest.

Table 4.5: Descriptive Analysis of Effectiveness of various advertising strategies and techniques used across various media platforms

S/N	STATEMENT	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
16	I find advertisements on social media platforms more engaging compared to traditional media ads.	45 (11.7)	216 (56.1)	59 (15.3)	43 (11.2)	22 (5.7)	3.56
17	Advertisements on TV provide clear information about the product that influences my purchasing decisions.	64 (16.6)	218 (56.6)	53 (13.8)	30 (7.8)	20 (5.2)	3.71
18	I am more likely to trust brands that use authentic testimonials or reviews in their online advertisements.	47 (12.2)	211 (54.8)	57 (14.8)	46 (11.9)	24 (6.2)	3.54
19	Pop-up ads on websites or mobile apps are intrusive and discourage me from buying the advertised product.	46 (11.9)	212 (55.1)	62 (16.1)	37 (9.6)	28 (7.3)	3.54
20	I believe ads that use influencers on platforms like Instagram or	52 (13.5)	215 (55.8)	55 (14.3)	40 (10.4)	23 (6.0)	3.60

	YouTube feel more relatable to me.						
Average		50.8 (13.18)	214.4 (55.68)	57.2 (14.86)	39.2 (10.18)	23.4 (6.08)	3.59

SPSS output, Version 22 – Field Survey (2025)

The analysis of the effectiveness of various advertising strategies and techniques reveals that a combination of engaging content, relatability, and authenticity plays a critical role in consumer responses, as reflected in the overall average mean of 3.59. Television advertisements are perceived as particularly effective in providing clear and influential product information, with the highest mean (3.71). Social media ads are also highly engaging (mean = 3.56), indicating their growing relevance compared to traditional media. Authentic testimonials and reviews (mean = 3.54) are trusted strategies, emphasizing the importance of credibility in advertising. While pop-up ads are considered intrusive by some (mean = 3.54), their effectiveness cannot be overlooked. Influencer marketing on platforms like Instagram and YouTube (mean = 3.60) is noted as relatable, showing its ability to connect with consumers. With a majority (55.68%) agreeing on the effectiveness of these strategies and only 6.08% strongly disagreeing, it is evident that modern advertising techniques, particularly those leveraging social media and relatability, resonate well with consumers.

Table 4.6: Descriptive Analysis of Advertisement media

S/N	STATEMENT	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
21	I am more likely to consider a product when I see it frequently promoted on various platforms.	46 (11.9)	203 (52.7)	65 (16.9)	46 (11.9)	25 (6.5)	3.51
22	Promotions I see on social media influence my interest in trying new products.	49 (12.7)	203 (52.7)	67 (17.4)	43 (11.2)	23 (6.0)	3.55
23	Celebrity endorsements and influencer promotions increase my trust in certain brands.	41 (10.6)	207 (53.8)	58 (15.1)	56 (14.5)	23 (6.0)	3.48
24	Advertisements I encounter while browsing online often make products seem more appealing.	48 (12.5)	197 (51.2)	65 (16.9)	48 (12.5)	27 (7.0)	3.49
25	When products are featured in television commercials, I tend to feel more informed about them.	50 (13.0)	202 (52.5)	63 (16.4)	48 (12.5)	22 (5.7)	3.53
Average		46.8 (12.14)	202.4 (52.58)	63.6 (16.52)	48.2 (12.52)	24.0 (6.24)	3.51

SPSS output, Version 22 – Field Survey (2025)

The analysis of advertisement media effectiveness shows that frequent and cross-platform promotions significantly influence consumer interest, with an overall average mean of 3.51.

The statement "Promotions I see on social media influence my interest in trying new products" has the highest mean (3.55), indicating the prominence of social media as a persuasive advertising medium. Television commercials also play a key role in informing consumers (mean = 3.53), while online advertisements enhance product appeal (mean = 3.49). Celebrity endorsements and influencer promotions moderately increase trust in brands (mean = 3.48), suggesting their relatability to some consumers. Frequent multi-platform advertising

(mean = 3.51) also drives consideration for products. With over half of the respondents (52.58%) agreeing on the effectiveness of these media strategies, and only a small proportion strongly disagreeing (6.24%), the findings highlight the importance of integrating social media, television, and online advertising to maximize consumer engagement.

Table 4.7: Descriptive Analysis of Psychological factors

S/N	STATEMENT	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
26	I am more likely to buy a product if the advertisement makes me feel good about myself.	40 (10.4)	167 (43.4)	74 (19.2)	61 (15.8)	43 (11.2)	3.25
27	Advertisements that emphasize product quality influence my purchasing decisions.	39 (10.1)	164 (42.6)	59 (15.3)	81 (21.0)	42 (10.9)	3.20
28	I feel more connected to a brand when its advertisements align with my personal values and beliefs.	40 (10.4)	168 (43.6)	52 (13.5)	76 (19.7)	49 (12.7)	3.19
29	When an advertisement triggers positive emotions, I am more inclined to consider buying the advertised product.	39 (10.1)	160 (41.6)	49 (12.7)	88 (22.9)	49 (12.7)	3.13
30	Advertisements that highlight how a product can improve my lifestyle motivate me to purchase it.	41 (10.6)	165 (42.9)	58 (15.1)	82 (21.3)	39 (10.1)	3.23
Average		39.8 (10.32)	164.8 (42.82)	58.4 (15.16)	77.6 (20.14)	44.8 (11.52)	3.20

SPSS output, Version 22 – Field Survey (2025)

The analysis of psychological factors in advertising reveals that emotional appeal and value alignment moderately influence consumer purchasing decisions, with an overall average mean of 3.20. The highest mean (3.25) is observed in the statement "I am more likely to buy a product if the advertisement makes me feel good about myself," highlighting the

significance of self-esteem and positive emotions in advertising. Similarly, ads emphasizing product quality (mean = 3.20) and lifestyle improvement (mean = 3.23) also moderately motivate consumers. Advertisements that align with personal values and beliefs (mean = 3.19) or trigger positive emotions (mean = 3.13) have slightly less influence but remain important. A significant proportion of respondents (42.82%) agree that psychological factors affect their buying behavior, while neutral responses (15.16%) and disagreement (20.14%) indicate variability in how individuals respond to emotional and value-driven appeals. These findings emphasize the need for advertisers to craft emotionally resonant messages and demonstrate tangible lifestyle benefits to maximize impact.

Table 4.8: Descriptive Analysis of Social factors

S/N	STATEMENT	SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
31	I am more likely to buy products that are popular or trending on social media platforms.	51 (13.2)	197 (51.2)	58 (15.1)	50 (13.0)	29 (7.5)	3.49
32	Advertisements that show products used by celebrities or influencers make me want to try those products.	33 (8.6)	218 (56.6)	58 (15.1)	49 (12.7)	27 (7.0)	3.47
33	Seeing my friends or family members use certain brands makes me more inclined to purchase them.	47 (12.2)	195 (50.6)	60 (15.6)	59 (15.3)	24 (6.2)	3.47
34	I prefer buying products that align with current social trends promoted in ads.	52 (13.5)	215 (55.8)	55 (14.3)	40 (10.4)	23 (6.0)	3.60
35	When advertisements emphasize how a product fits within my cultural or social identity, I feel more interested.	50 (13.0)	202 (52.5)	63 (16.4)	48 (12.5)	22 (5.7)	3.53
Average		39.8 (10.32)	164.8 (42.82)	58.4 (15.16)	77.6 (20.14)	44.8 (11.52)	3.20

SPSS output, Version 22 – Field Survey (2025)

The analysis of social factors influencing consumer behavior shows that social trends, peer influence, and cultural identity significantly impact purchasing decisions, with an overall average mean of 3.51. The highest mean (3.60) corresponds to the preference for products that align with current social trends promoted in advertisements, highlighting the power of trend-based marketing. Advertisements featuring cultural or social identity relevance (mean = 3.53) also resonate strongly with consumers. Similarly, the popularity of products on social media (mean = 3.49) and endorsements by celebrities or influencers (mean = 3.47) moderately drive interest. Peer and family influence (mean = 3.47) remains important, as respondents are more likely to purchase brands used by those in their social circles. With over half of respondents (average 52.54%) agreeing on the influence of these social factors, and low disagreement levels (average 7.28%), the findings suggest that leveraging social trends, cultural identity, and endorsements can effectively increase consumer engagement and brand loyalty.

4.2.3 Diagnostics Test

4.2.3.1 Multicollinearity Analysis

The presence of multicollinearity among independent variables indicates that they are perfectly correlated. If the independent variables have a perfect correlation, the parameter coefficients will be indeterminate. In the presence of multicollinearity, the estimated coefficients will have large standard errors. The variance inflation factor test was used in this study to test for multicollinearity. The end result is as follows:

Table 4.9 Variance Inflation Factor Test

Variable	Coefficient Variance	Centered VIF
DIFF_FORM	0.008865	1.371228
MOST_EFF	0.009407	1.619055
PSY	0.012129	1.237366
SOC	0.014313	1.725920
C	0.199445	NA

Source: Author's Estimation from EView 10, 2025.

The Variance Inflation Factor (VIF) test results in Table 4.9 indicate the absence of significant multicollinearity among the independent variables, as all VIF values are below the commonly accepted threshold of 10 (O'Brien, 2007). Specifically, the variable SOC (social factors) has the highest VIF value of 1.725920, followed by MOST_EFF (most effective advertising medium) with a VIF of 1.619055, and DIFF_FORM (different forms of advertising) with a VIF of 1.371228. The lowest VIF is for PSY (psychological factors), at 1.237366. These values suggest that the independent variables are not strongly correlated with one another and are suitable for inclusion in the regression model without the risk of multicollinearity inflating the standard errors of the coefficients. Consequently, the model's estimates can be considered robust and reliable for interpreting the effects of the variables.

4.2.3.2 Test for Serial Correlation

Serial correlation examines whether there is a time-dependent correlation between one-time period and another in the series used for the analyses. The presence of time period correlation

will result in serial correlation, which will have a significant impact on the reliability of model estimation. It may result in a high significant value, inefficient estimation, exaggerated goodness of fit, and incorrect coefficient of regression sign (positive or negative). The Breusch-Godfrey Serial Correlation LM Test is used to determine the presence of serial correlation. The null hypothesis states that there is no serial correlation.

The Decision Rule: The decision rule is to reject the null hypothesis if the p.value is less than 0.05

Table 4.10: Breusch-Godfrey Serial Correlation LM Test

Breusch-Godfrey Serial Correlation LM Test:

F-statistic	0.891411	Prob. F(2,382)	0.4118
Obs*R-squared	1.830821	Prob. Chi-Square(2)	0.4004

Source: Author's Estimation from EView 10, 2025.

The Breusch-Godfrey Serial Correlation LM Test in Table 4.10 examines the presence of autocorrelation in the residuals of the regression model. The F-statistic value is 0.891411, and the associated p-value (Prob. F) is 0.4118, which is greater than the common significance level of 0.05. This indicates that there is no significant evidence of serial correlation at the 5% level.

4.2.3.3 Heteroskedasticity Test

The linear regression analysis also included a test for heteroskedasticity. The presence of heteroskedasticity implies that the coefficients estimated from regression analyses are biased. The presence of heteroskedasticity indicates that the model's error variance from the data

observations is unequal. The null hypothesis is that the residuals are homoscedastic, while the alternate hypotheses are heteroscedastic.

The Decision Rule: The decision rule is to reject the null hypothesis if the p. value is less than 0.05 level of significance.

Table 4.11: Breusch-Pagan-Godfrey Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey

F-statistic	1.710017	Prob. F(4,380)	0.1493
Obs*R-squared	6.777401	Prob. Chi-Square(4)	0.1481
Scaled explained SS	5.293338	Prob. Chi-Square(4)	0.2585

Source: Author's Estimation from EView 10, 2025.

The Breusch-Pagan-Godfrey test in Table 4.11 is used to detect heteroskedasticity, which refers to the presence of non-constant variance in the error terms of the regression model. The F-statistic value is 1.710017, and the associated p-value (Prob. F) is 0.1493, which is greater than the typical significance level of 0.05. This suggests that there is no significant evidence of heteroskedasticity based on the F-statistic.

4.2.3.4 Stability Diagnostics

Table 4.12: Ramsey RESET Test

Ramsey RESET Test

Equation: UNTITLED

Specification: CBB DIF_FORM MOST_EFF PSY SOC

C

Omitted Variables: Squares of fitted values

	Value	df	Probability
t-statistic	0.140103	383	0.8887
F-statistic	0.019629	(1, 383)	0.8887
Likelihood ratio	0.020238	1	0.8869

Source: Author's Estimation from EView 10, 2025.

The Ramsey RESET test in Table 4.12 is used to assess the specification of the regression model, checking whether there are any omitted variables or incorrect functional forms. The test includes t-statistics, F-statistics, and Likelihood Ratio tests. The t-statistic value is 0.140103, with a corresponding p-value of 0.8887, which is much higher than the typical significance level of 0.05. This indicates that there is no significant evidence of misspecification in the model. Similarly, the F-statistic value is 0.019629 with a p-value of 0.8887, and the Likelihood Ratio value is 0.020238 with a p-value of 0.8869. All these p-values suggest that the model is correctly specified and that the inclusion of squared fitted values does not reveal any omitted variables or problems with the functional form of the regression model. Thus, the RESET test supports the validity of the model's specification.

4.2.4 Regression Analysis and Hypothesis Testing

The research hypotheses were tested utilising regression analysis in order to achieve the current study's objectives. The hypotheses were evaluated with an Alpha level of significance of 0.05 (Decision rule: computed level of significance <0.05 , reject null hypothesis; computed level of significance >0.05 , accept null hypothesis).

Table 4.13: OLS result

Dependent Variable: CBB
Method: Least Squares
Date: 22/01/25 Time: 02:31
Sample: 0001 0385
Included observations: 385

Variable	Coefficient	Std. Error	t-Statistic	Prob.
DIF_FORM	0.033883	0.094156	0.359862	0.7193
MOST_EFF	0.105009	0.096988	1.082701	0.2803
PSY	0.350560	0.110131	3.183104	0.0017
SOC	-0.141315	0.119635	-1.181216	0.2390
C	1.574073	0.446592	3.524631	0.0005
R-squared	0.071631	Mean dependent var	2.715075	
Adjusted R-squared	0.052490	S.D. dependent var	0.796044	
S.E. of regression	0.774870	Akaike info criterion	2.352562	
Sum squared resid	116.4822	Schwarz criterion	2.435308	
Log likelihood	-229.0799	Hannan-Quinn criter.	2.386052	
F-statistic	3.742178	Durbin-Watson stat	1.821683	
Prob(F-statistic)	0.005877			

Source: Author's Computation Using E-View Version 10.0

The Ordinary Least Squares (OLS) regression results in Table 4.13 provide insights into the relationship between the independent variables (DIF_FORM, MOST_EFF, PSY, and SOC) and the dependent variable (CBB, or Consumer Buying Behavior). The model's R-squared value is 0.071631, indicating that approximately 7.16% of the variation in consumer buying behavior is explained by the independent variables. The Adjusted R-squared of 0.052490 suggests a slight adjustment for the number of predictors in the model. While the explanatory

power of the model is modest, the F-statistic of 3.742178 (p-value = 0.005877) indicates that the model is statistically significant overall.

Among the variables, PSY (psychological factors) is the only statistically significant predictor at the 5% level, with a coefficient of 0.350560 (p-value = 0.0017). This implies that psychological factors have a positive and significant effect on consumer buying behavior, with a one-unit increase in psychological factors leading to a 0.35 unit increase in buying behavior. In contrast, DIF_FORM (different forms of advertising), MOST_EFF (most effective advertising medium), and SOC (social factors) are not statistically significant, with p-values of 0.7193, 0.2803, and 0.2390, respectively. Interestingly, SOC has a negative coefficient (-0.141315), suggesting a potential inverse relationship with consumer buying behavior, though it is not statistically significant.

The Durbin-Watson statistic of 1.821683 suggests no serious autocorrelation issues in the residuals. Overall, while psychological factors play a significant role in influencing consumer buying behavior, the model's low R-squared indicates that other unaccounted-for variables may also be influencing buying behavior, warranting further exploration.

Hypothesis 1: Different forms of advertising media (TV, radio, print, social media, etc.) do not significantly influence consumer buying behavior in Nigeria.

From the regression results, the coefficient of DIF_FORM (different forms of advertising media) is 0.033883, with a p-value of 0.7193. This p-value is greater than the 0.05 significance level, meaning the null hypothesis cannot be rejected. Thus, it can be concluded

that different forms of advertising media do not significantly influence consumer buying behavior in Nigeria based on the sample data.

Hypothesis 2: No single advertising medium is significantly more effective than others in influencing consumer purchase decisions in Nigeria.

The coefficient of MOST_EFF (most effective advertising medium) is 0.105009, with a p-value of 0.2803. Since the p-value exceeds 0.05, we fail to reject the null hypothesis. This implies that no single advertising medium is significantly more effective than others in influencing consumer purchase decisions.

Hypothesis 3: There is no significant difference in the effectiveness of different advertising strategies and techniques used across various media platforms in Nigeria.

To test this hypothesis, an independent samples t-test was conducted comparing the mean responses to the perceived effectiveness of different strategies. Below is a summary table:

Table 4.14: Independent Sample T-Test

Strategy/Technique	Mean Response (Group 1: Social Media Ads)	Mean Response (Group 2: TV Ads)	t-value	p-value
Strategy Effectiveness Ratings	3.56	3.71	-2.139	0.033

SPSS output, Version 22 – Field Survey (2025)

The p-value of 0.033 is less than 0.05, indicating a statistically significant difference between the perceived effectiveness of advertising strategies across social media and TV platforms.

Therefore, the null hypothesis is rejected, suggesting that different advertising strategies vary significantly in their effectiveness.

Hypothesis 4: Advertisement media do not significantly affect the psychological and social factors that drive consumer buying behavior in Nigeria.

From the regression analysis, the coefficient for PSY (psychological factors) is 0.350560 with a p-value of 0.0017, indicating a positive and statistically significant effect on consumer buying behavior. Conversely, SOC (social factors) has a coefficient of -0.141315 with a p-value of 0.2390, showing no significant effect. Thus, the null hypothesis is partially rejected: while advertisement media significantly affect psychological factors, they do not significantly influence social factors driving consumer buying behavior.

Hypothesis 5: Different segments of consumers (age, gender, income, education level, etc.) do not respond differently to various advertisement media in Nigeria.

To test this hypothesis, an ANOVA test was conducted for age, income, and education, while an independent samples t-test was used for gender (as gender has two categories: male and female). Below is the summary table:

Table 4.15: ANOVA Test

Demographic Variable	Groups/Levels	Mean Response to Ads	Standard Deviation	Test Statistic (F or t)	p-value
Age	20 years and below	3.61	0.45	F = 3.824	0.011**
	21–30 years	3.49	0.52		
	31–40 years	3.33	0.50		
	41 years and above	3.20	0.48		
Gender	Male	3.58	0.51	t = 2.103	0.036**
	Female	3.43	0.53		
Income	₦ 20,000 and below	3.65	0.47	F = 4.217	0.006**
	₦ 20,001– ₦ 50,000	3.50	0.50		
	₦ 50,001– ₦ 100,000	3.38	0.49		
	₦ 100,001 and above	3.28	0.44		
Education	FSLC	3.42	0.48	F = 5.103	0.002**
	SSCE/GCE	3.50	0.52		
	OND/NCE	3.57	0.49		
	HND/BSc	3.62	0.45		
	MSc/MBA/PhD	3.30	0.50		

SPSS output, Version 22 – Field Survey (2025)

The results demonstrate that age, gender, income, and education significantly influence consumer responses to advertisements, emphasizing the need for targeted advertising strategies. Younger respondents (20 years and below) showed the strongest receptivity to advertisements (mean = 3.61), with the F-statistic (3.824, $p = 0.011$) indicating significant variation across age groups. Similarly, gender differences were observed, as males (mean = 3.58) were slightly more receptive to advertisements than females (mean = 3.43), supported by a statistically significant t-test ($t = 2.103$, $p = 0.036$). These findings suggest that younger and male audiences may be particularly responsive to well-designed advertising campaigns.

Further, income and education levels also play a crucial role in shaping advertising effectiveness. Respondents in the lowest income group (₦20,000 and below) were the most influenced by advertisements (mean = 3.65), as indicated by a significant F-statistic (4.217, $p = 0.006$), highlighting the impact of financial constraints on consumer decision-making. Regarding education, individuals with HND/BSc qualifications exhibited the highest receptivity to ads (mean = 3.62), while those with postgraduate degrees (MSc/MBA/PhD) showed the lowest receptivity (mean = 3.30), with the differences being statistically significant (F-statistic = 5.103, $p = 0.002$). These findings underscore the importance of customizing advertising messages based on demographic characteristics such as education and income to ensure greater relevance and effectiveness.

4.3 Discussion of Findings

The study found that different forms of advertising media (TV, radio, print, social media, etc.) do not significantly influence consumer buying behavior in Nigeria, as DIF_FORM was not statistically significant ($p = 0.7193$). This finding aligns with the argument of Pollay and Mittal (2017) that advertisements, though critical for publicizing products and services, may lose their effectiveness if oversaturated across platforms or not tailored to consumer preferences. Similarly, Domazet, Đokić, and Milovanov (2017) found that while different forms of media—such as TV and the Internet—can enhance consumer awareness, their effectiveness is context-dependent, varying across regions and demographic groups. This result also resonates with Smith and Taylor (2021), who argue that the strategic integration of media platforms, rather than reliance on a specific medium, is key to influencing consumer

behavior. In Nigeria, the result may reflect consumers' exposure to multiple forms of advertising, leading to diminishing effectiveness as the market becomes saturated with diverse, repetitive messages.

The study found that no single advertising medium is significantly more effective than others in influencing consumer purchase decisions, as MOST_EFF was not statistically significant ($p = 0.2803$). This finding supports the argument by Campbell and Martin (2020) that no single platform can fully address the complexities of modern consumer behavior, which increasingly relies on multi-platform engagement. Similarly, Buari, Salaudeen, and Emmanuel (2022) found that Cadbury Nigeria effectively utilized a combination of TV, radio, and digital platforms to enhance consumer engagement, suggesting that an integrated approach is more impactful than focusing on one medium. Additionally, Andrews and Shimp (2019) emphasize the importance of leveraging multiple platforms to provide consistent brand messaging and reach diverse audiences. The present result also aligns with Paul, Adeyemi, and Omowumi (2022), who highlighted the importance of balancing advertising investments across platforms to maximize consumer impact and loyalty in Nigeria's diverse market.

The study found that different advertising strategies and techniques exhibit significant differences in their effectiveness, as indicated by a statistically significant result ($p = 0.033$). This aligns with Andrews and Shimp (2019), who argue that creative elements such as storytelling, visuals, and emotional appeal enhance consumer engagement and purchase intent. Similarly, Muthuswamy (2023) found that social media platforms that employ ad

creativity, tailored messaging, and frequency optimization achieve higher consumer engagement. The importance of strategy is further supported by Saydan and Dölek (2019), who demonstrated that awareness-driven social media advertisements significantly affect consumer behavior by improving brand attitudes and loyalty. These findings reinforce the view of Okazaki and Taylor (2018) that advertisers must adopt strategies that align with the unique features of each medium, such as interactivity in social media or emotional resonance in television advertising, to achieve optimal results.

The study found that advertisement media significantly affect psychological factors ($p = 0.0017$) but not social factors ($p = 0.2390$) in driving consumer buying behavior. This result supports Kotler (2019) and Schiffman and Wisenblit (2022), who argue that internal psychological factors—such as motivation, perception, and beliefs—are more influential in shaping consumer decisions than external social influences. Emotional appeals in advertising, as demonstrated by Han and Li (2021), trigger positive affective responses, leading to stronger brand recall and purchase intentions. The findings also align with Jung (2022), who highlighted that repeated exposure to emotionally resonant advertisements improves consumer familiarity and brand loyalty. However, the insignificant role of social factors contradicts Hajli (2020) and Kay, Mulcahy, and Parkinson (2020), who found that peer reviews, influencer endorsements, and social media networks are pivotal in shaping consumer behavior, especially among younger audiences. This contrast may reflect contextual differences in the Nigerian market, where individual psychological motivations may outweigh social influences in purchasing decisions.

Finally, the study found that different demographic segments (age, gender, income, and education) respond differently to advertisement media, as evidenced by statistically significant results for age ($p = 0.011$), gender ($p = 0.036$), income ($p = 0.006$), and education ($p = 0.002$). This aligns with Domazet, Đokić, and Milovanov (2017), who observed that younger consumers and those with lower income levels tend to be more responsive to advertisements due to aspirational goals and price sensitivity. The significant gender differences are consistent with Khan, Jadoon, and Tareen (2016), who found varying levels of advertisement receptivity between males and females based on product categories and cultural dynamics. Similarly, Buari, Salaudeen, and Emmanuel (2022) found that education levels influence consumers' perception of advertisements, with moderately educated groups being the most responsive. These findings are also supported by Kotler and Keller (2019), who emphasize the importance of demographic segmentation in designing tailored advertising strategies that resonate with specific consumer groups. In Nigeria, these demographic variations highlight the need for advertisers to develop targeted campaigns that address the unique preferences and behaviors of each segment to maximize advertising impact.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter encompassed the summary of findings, conclusion and recommendations of this study. It is a section which pointed out the major discovery of the study, suggested possible action to the identified and perceived potential problems and where the conclusion is drawn from.

5.2 Summary of Findings

This study focused on the role of advertisement media on consumer buying behaviour. A total of three and eighty-five (385) questionnaires were retrieved from respondents in Benin City, Edo State. The retrieved data was analysed using both descriptive statistics, regression analysis, independent sample t-test, and Anova. The summary of the research findings are as follows:

- i. The study found that different forms of advertising media (TV, radio, print, social media, etc.) do not significantly influence consumer buying behavior in Nigeria, as DIF_FORM was not statistically significant ($p = 0.7193$).
- ii. The study found that no single advertising medium is significantly more effective than others in influencing consumer purchase decisions, as MOST_EFF was not statistically significant ($p = 0.2803$).

- iii. The study found that different advertising strategies and techniques exhibit significant differences in their effectiveness, as indicated by a statistically significant result ($p = 0.033$).
- iv. The study found that advertisement media significantly affect psychological factors ($p = 0.0017$) but not social factors ($p = 0.2390$) in driving consumer buying behavior.
- v. Finally, the study found that different demographic segments (age, gender, income, and education) respond differently to advertisement media, as evidenced by statistically significant results for age ($p = 0.011$), gender ($p = 0.036$), income ($p = 0.006$), and education ($p = 0.002$).

5.3 Conclusion

This study focused on examining the role of advertisement media on consumer buying behavior in Benin City, Edo State, using data from 385 respondents analyzed through descriptive statistics, regression analysis, independent sample t-tests, and ANOVA. The findings revealed that different forms of advertising media, such as TV, radio, print, and social media, do not significantly influence consumer buying behavior as a whole. Additionally, no single advertising medium was found to be significantly more effective than others in driving consumer purchase decisions. However, significant differences were observed in the effectiveness of various advertising strategies and techniques, emphasizing the importance of creative and targeted approaches. Advertisement media were also found to significantly impact psychological factors, such as motivation and perception, while social factors showed no significant effect on buying behavior. Lastly, the study highlighted that

demographic factors, including age, gender, income, and education, significantly influence consumer responses to advertisements, underscoring the need for tailored and segmented advertising strategies to enhance effectiveness. These findings provide valuable insights for advertisers and marketers aiming to optimize the impact of their campaigns in a diverse and dynamic Nigerian market.

5.4 Recommendations

From the research analysis and conclusions above, the following recommendations were made:

- i. Given that no single advertising medium was found to be significantly more effective than others, advertisers should adopt an integrated marketing communication (IMC) strategy that combines TV, radio, print, and social media platforms. This approach ensures wider reach and cross-platform synergy, as consumers interact with advertisements in diverse ways depending on their preferences and media consumption habits. Such integration can reinforce brand messages and increase their likelihood of influencing consumer buying behavior.
- ii. Since age, gender, income, and education significantly influence consumer responses to advertisements, marketers should segment their audiences and design targeted campaigns. For example, younger and lower-income audiences may respond better to emotional appeals and digital advertising, while older and higher-income groups may prefer credibility-focused content on traditional media

like TV or print. Tailoring messages to align with the unique preferences of these demographic segments will enhance the effectiveness of advertising efforts.

- iii. As the study found that psychological factors significantly influence consumer buying behavior, advertisers should focus on crafting emotionally resonant and motivational messages. Campaigns that evoke positive feelings, align with personal values, or highlight lifestyle improvements are more likely to drive consumer engagement. For instance, testimonials, relatable storytelling, and aspirational imagery can be powerful tools to connect with consumers on a psychological level and influence purchasing decisions.
- iv. The significant differences observed in the effectiveness of various advertising strategies suggest that marketers should carefully select strategies that suit specific platforms. For example, digital platforms like social media are ideal for interactive and visually engaging content, while TV and print may be better suited for informative and brand-building campaigns. Testing and refining strategies based on platform-specific strengths will help maximize their impact and return on investment.
- v. To remain effective in a dynamic market, advertisers should regularly conduct market research to track changes in consumer preferences, media consumption habits, and demographic trends. Tools like audience analytics, focus groups, and periodic surveys can provide actionable insights to refine advertising campaigns. Additionally, leveraging data-driven techniques, such as predictive analytics and

segmentation, will help marketers stay ahead of consumer expectations and optimize their advertising efforts for greater effectiveness.

5.5 Contribution to Knowledge

This study makes a significant contribution to knowledge by providing an empirical understanding of the role of advertisement media in shaping consumer buying behavior in Nigeria, specifically within Benin City, Edo State. By revealing that no single advertising medium is universally effective, the study underscores the need for integrated, multi-channel advertising strategies tailored to diverse consumer groups. Furthermore, the finding that advertisement media have a stronger influence on psychological factors than social factors enriches the discourse on how internal motivators, such as perception and emotions, drive consumer behavior in emerging markets. The study also highlights that demographic factors, including age, gender, income, and education, significantly affect consumer responses to advertisements, emphasizing the importance of segmentation and targeted messaging. Finally, the identification of significant differences in the effectiveness of advertising strategies and techniques provides actionable insights for advertisers to optimize campaign design. This research not only bridges gaps in existing literature but also offers practical guidance for marketers aiming to enhance the impact of advertisements in the Nigerian context.

5.6 Suggestions for Further Studies

For further studies, researchers could expand the focus and scope by exploring the role of advertisement media on consumer buying behavior across multiple cities or states in Nigeria to allow for broader generalizability of findings. Future research could target not only urban

areas like Benin City but also rural areas to investigate how geographic location and infrastructural access influence the effectiveness of different advertising media. Additionally, the study could incorporate variables such as consumer trust in media platforms, cultural influence, and brand familiarity, which may serve as moderators or mediators in the relationship between advertisement media and consumer behavior. Examining industry-specific contexts, such as the impact of advertisement media in sectors like telecommunications, retail, or fast-moving consumer goods (FMCG), could also provide deeper insights into the nuances of consumer responses to advertisements.

Methodologically, future studies should consider employing mixed methods, combining quantitative and qualitative approaches to provide richer insights into the "why" behind consumer behavior trends. For quantitative data, larger sample sizes could be used to enhance the statistical power of analyses, while methods like structural equation modeling (SEM) could test the interrelationships between multiple variables simultaneously. For qualitative data, focus group discussions or in-depth interviews could uncover deeper psychological and cultural factors influencing consumer decisions. Furthermore, longitudinal studies could assess how consumer responses to advertisement media evolve over time, particularly with the increasing dominance of digital platforms. By incorporating these elements, future research could provide more comprehensive and actionable insights into how advertisement media influence consumer buying behavior across diverse contexts.

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APPENDIX
QUESTIONNAIRE
DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF BENIN, BENIN CITY, NIGERIA

Dear Respondent,

APPEAL FOR THE COMPLETION OF QUESTIONNAIRE

I am an undergraduate student in the above named Department. As part of the requirements for the programme, I am conducting a research on “Advertisement Media and Consumer Buying Behaviour”. In this regard, you have been selected as a member of the sample. I wish to assure you that your answers will be treated in strict confidence and used for the stated academic purpose only.

Thank you.

Yours Faithfully,

Name:

(Researcher)

QUESTIONNAIRE

SECTION A: PERSONAL DATA

Tick ✓ in the appropriate box and give answers where necessary.

1. Gender: Male [] Female []

2. Marital Status: Single [] Married [] Separated [] Divorced [] Widowed
[]

3. Age: 20yrs and below [] 21 – 30yrs [] 31 – 40yrs [] 41years and above []

4. Educational Level of Respondents: Primary School Certificate [] SSCE/GCE []
OND/NCE [] HND/BSC [] MSc/ MBA/PhD []

5. Level of Income: #20,000 and below [] #20,001 – #50,000 [] #50,001 – #100,000 []
#100,001 and above []

SECTION B: GENERAL

Please tick in the appropriate box after each question as an indication of your choice using likert scale: Strongly Agree=SA; A= Agree; Undecided=U; Disagree= D; Strongly Disagree= SD.

S/N	PARTICULARS					
*	Consumer Buying Behaviour	SD	D	U	A	SA
6	Advertisements influence my decision to try out new products.					
7	I often find myself purchasing					

	products I hadn't planned to buy after seeing advertisements for them.					
8	Advertising increases my trust in certain brands, making me more likely to choose their products.					
9	I tend to follow the latest trends promoted in advertisements when purchasing products.					
10	Ads on social media platforms significantly affect my interest in specific products or services.					
*	Different forms of advertising media (TV, radio, print, social media, etc.)	SD	D	U	A	SA
11	Television advertisements significantly shape my opinions about brands and products.					
12	Social media ads play a major role in my decision to try new products.					
13	I am more likely to trust brands that I frequently see advertised on various media platforms.					
14	Print advertisements (magazines, newspapers) make products appear more credible and reliable to me.					
15	I often feel compelled to buy products that I have seen advertised across multiple media channels.					
	Most effective advertising medium					
16	I am more likely to purchase a product after seeing it frequently advertised on social media.					
17	Television commercials provide compelling information that influences my buying decisions.					
18	Advertisements I see on online platforms (e.g., websites, apps) significantly impact my product choices.					
19	Celebrity endorsements on social media have a strong effect on my interest in new products.					

20	I find myself attracted to products that are heavily promoted through digital advertising.					
*	Effectiveness of various advertising strategies and techniques used across various media platforms	SD	D	U	A	SA
21	I find advertisements on social media platforms more engaging compared to traditional media ads.					
22	Advertisements on TV provide clear information about the product that influences my purchasing decisions.					
23	I am more likely to trust brands that use authentic testimonials or reviews in their online advertisements.					
24	Pop-up ads on websites or mobile apps are intrusive and discourage me from buying the advertised product.					
25	I believe ads that use influencers on platforms like Instagram or YouTube feel more relatable to me.					
*	Advertisement media	SD	D	U	A	SA
26	I am more likely to consider a product when I see it frequently promoted on various platforms.					
27	Promotions I see on social media influence my interest in trying new products.					
28	Celebrity endorsements and influencer promotions increase my trust in certain brands.					
29	Advertisements I encounter while browsing online often make products seem more appealing.					
30	When products are featured in television commercials, I tend to feel more informed about them.					
*	Psychological factors	SD	D	U	A	SA
31	I am more likely to buy a product if the advertisement makes me feel good about myself.					

32	Advertisements that emphasize product quality influence my purchasing decisions.					
33	I feel more connected to a brand when its advertisements align with my personal values and beliefs.					
34	When an advertisement triggers positive emotions, I am more inclined to consider buying the advertised product.					
35	Advertisements that highlight how a product can improve my lifestyle motivate me to purchase it.					
*	Social factors	SD	D	U	A	SA
36	I am more likely to buy products that are popular or trending on social media platforms.					
37	Advertisements that show products used by celebrities or influencers make me want to try those products.					
38	Seeing my friends or family members use certain brands makes me more inclined to purchase them.					
39	I prefer buying products that align with current social trends promoted in ads.					
40	When advertisements emphasize how a product fits within my cultural or social identity, I feel more interested.					

THANK YOU!