



Influence of Digital Advertising Messages on Purchase Behaviour of Product Consumers in Benin-City Edo State Nigeria

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Abstract

This study examines the purchase behaviour of product consumers in Benin-City Edo State in Nigeria to digital advertising messages in order to determine the level of influence it can have on them. It highlights how digital advertising messages can arouse the interest of the prospects. Data were obtained through two major sources: primary and secondary. The primary data were collected through survey research method while the secondary data were gathered through existing information in books, journals, magazines, newspapers, catalogues and the Internet. The data were subjected to scrutiny in order to ascertain their veracity and validity. The results show that the influence of digital advertising messages is not significant to purchase behaviour of the respondents. The conclusion is that the stakeholders in the advertising industry should provide viable information to the mass society on how to react to digital advertising messages in order to impact positively on prospects during their day-to-day market genre. It is recommended that future research in this area of human endeavour should seek to investigate how stakeholders in advertising industry should perceive and address consumers' trends.

Keywords: Digital advertising; Advertising messages; Purchase behaviour; Mass society; Advertising industry.

1. Introduction

Product consumers have greatly shown myriads of opposing attitudes towards the traditional advertising messages in the distant past. It is most unfortunate to reiterate that this same hostile attitude has been transferred on to the new invention in the form of digital advertising (Internet and Out-of-Home advertising) that are strategically located in the interior and exterior of different parts of metropolitan cities in Nigeria. Noticeably, only few Internet viewers at homes and passers-by on the streets perceive the messages that are disseminated through this electronic device as objective pieces of information. It is worthy of note that such few optimistic viewers of digital advertising messages have paid adequate attention to what they have seen, and they are pleased and satisfied with the messages and predictably to a large extent, they are influenced by them.

However, to the majority of pessimistic Internet viewers at home and passers-by on the streets such digital advertising messages serve no useful purpose. They see the messages as false, and usual dishonest sales' tricks they have perceived in the past; this is the most unfortunate reason why they have been paying little or no attention to the advertising messages that are being disseminated through this electronic media. Going by the analysis of attitudinal behaviour of previous buyers of products in Nigerian society towards advertising texts and visuals it can be summed up that future viewer of digital advertising messages can build up either positive or negative attitudes towards what they may see.

Then the question is: Can Digital Advertising Messages Impact Positively or Negatively on Purchase Behaviour of Product Consumers in Benin-City Edo State Nigeria? This is a major problem confronting Nigerian peoples in their perception and reception of digital advertising messages, which this study seeks to investigate. The study of the impacts that digital advertising messages have on the purchase behaviour of product consumers in Benin-City is imperative because it will highlight the effectual means of using digital marketing method to impact on prospects who are purchasing consumable products in the Nigerian society as a whole and it will as well emphasize the consumerism belief in digital promotion as a veritable tool for sensitizing buyers' interest.

The following Research Questions are posed: Can digital advertising messages impact positively or negatively on purchasing behaviour of product consumers in Benin-City Edo State of Nigeria? Can digital advertising messages lead to distortion of reality for consumers of products in Benin-City Edo State Nigeria? Can digital advertising content enrich Benin-City product consumers' imaginative capacity by offering ideas and materials for make-believe purchase? It is then hypothesized that: Digital advertising messages will possibly impact positively or negatively on purchasing behaviour of product consumers in Benin-City Edo State Nigeria; Digital advertising messages will likely lead to distortion of reality for consumers of products in Benin-City Edo State of Nigeria; Digital advertising content will mostly enrich Benin-City product consumers imaginative capacity by offering ideas and materials for make-believe purchase

The major objectives of this study are to: study the effectiveness and efficiency of digital advertising messages on product consumers; examine the behavioural reactions of various prospects to the digital advertising messages in

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order to determine the level of influence it can have on them; highlight how digital advertising message can arouse the interest of the prospects'; discuss the influence of layout and design on strategy and tactics used in digital advertising approaches by the product advertisers and give an account of the psychic influence that digital advertising messages can have on product consumers.

The study will be significant in some respects. First, is the need to determine to what extent the digital advertising messages can influence the buying attitudes of product consumers in Benin-City? Another salient significance of the study is the need to examine the effectiveness and efficiency of digital advertising innovations in order to determine their overall impact on product consumers and to show how the new electronic device of disseminating advertising messages differ from the traditional advertising method.

1.1. A Brief Review of Related Works

Over the last few decades the study of activities in advertising profession has seen a significant advance. The number of journals and books on the study of advertising practice has been remarkable. Reputable scholars in the field of marketing and advertising have drawn the attention of interested readers to the significant aspects of traditional advertising techniques, digital advertising techniques and Internet marketing, and other methods that are used for buying and selling of consumers' products and services. Such scholars include: Browne (2006), Fan *et al.* (2007), Athanasiadis and Mitropoulos (2010), Chang (2010), Ma and Liu (2010), Mcstay (2010), Truong and Simmons (2010), Bae and Lee (2011), Ahn (2012), Cauberghe and Pelsmacker (2013), Chi (2013), Mallia and Windels (2013). What they have done is not the same as this present study. They are just isolated cases or instances from which valuable materials can be adapted to validate our claims and hypotheses.

1.2. Theoretical Framework

The fundamental structure to advertising theories stipulates that the information gorge between the rich and the poor will continue to step up in the approaching years, and by probity of power law regulations within human social networks information and sapience must become potent in the hands of few advertising agencies. It is apposite to state this clearly here and now that all human beings who engage in marketing activities have been sedulous in the grand data tract grab in the upcoming years as they will all be arranged into myriads of positions.

The question is will all human beings have the ability to determine their locale by choice or chance? There is surety that there is ample opportunity to catch up, but it will require some deftness, a fundamental philosophical reorientation toward the fundamental theories of advertising and the proper supports and structural investment. Moreover, it has been noticed from myriads of theoretical postulations relating to the field of advertising that the hyper-acceleration of technology and media fragmentation will herald a new age in which the number of unknown to known information will grow at an ever increasing quantity. The implication of this latter postulation is that the advertising agencies of the future that are able to creatively acquire, harness and drive insight from the data better than the competition by potency of the fundamental theories of advertising will win while those that could not afford to attain the above-mentioned qualities will be increasingly relegated to braggadocio, occasionally winning big customers, but over time becoming less fortunate, losing customers by comparison.

Going by the above analyses of fundamental structure of advertising theories the basic foundational structure for this article will be laid upon two theories: (1) Theory of Peak Advertising (2) Marketing Theory of Advertising. The **Theory of Peak Advertising** has been expatiated for further reading in a working paper presented by Hwang and Kamdar (2013) at the Nesson Centre for Internet Geophysics. They have hypothesized in their paper that "the theory of peak advertising relies on a simple proposition, that is, online advertising will continuously decline in effectiveness going into the future, to the extent that it will make the existing models unsustainable".

The subsequent result of their theoretical hypothesis is that the continuous decline of online advertising will eventually force a broad transition in the financial models by supporting the web. They, however, give four basic reasons why the stakeholders must have a belief in their theoretical hypothetical case. The first reason is that "the changing demographics of web users do not favour advertising". This is basically because all users of the Internet are not created equal in age and this age factorial speculation suggests that there may be a generational gap in receptiveness to advertising online.

The second reason is that "advertising blocking is increasingly ubiquitous: constantly encountered". They base their argument for this second reason on the fact generated from studies, which have estimated that between 9% and 23% of web users are now using advertising blockers, and according to Hill (2013) "the use of advertising blocking is increasing at the rate of 43% per year". It is worthy of note that the increase usage of advertising blocking has been posing a great threat to the users through the prevention of a message from reaching them; even if such users would have been receptive to the message after the message had reached them. The implication of this threat is the eroding value of all advertising inventory, because media purchasers now know that the advertising placement they have bought will never even results in an impression for some fixed percentage of users.

The third reason is that "click fraud remains a severe and growing challenge". The "click fraud", according to Wikipedia (2013) is "a type of fraud that occurs on the Internet in pay per click online advertising when a person, automated script or computer programme imitates a legitimate user of a web browser clicking on an advert, for the purpose of generating a change per click without having actual interest in the target of the advert link". The explanation by Wikipedia presupposes the fact that the process of click fraud can create distortion of data available for the effectiveness of advertising and promotional activity, and it can impose costs on advertising purchasers that buy placement without any reward. Simply, the challenge of click fraud will increase the risks for the purchasing of

advertising online and it will equally hinder the continued development of investment in online advertising over time.

The fourth reason is that “the ever escalating advertising density may itself erode effectiveness”. The reason for this assumption is not farfetched: it can be garnered from the proposition that advertisers compete over the limited resources of attention online. This proposition can be supported by Goldstein (2013) statement that “as the number of ads increase across all channels, advertisers effectively fight over ever smaller slices of user attention, potentially culminating in users ignoring advertising messaging altogether...this might account for the extremely high click-through rate of the first banner advertisement in 1994, which commanded high levels of attention because it was the only advertisement of its kind around”. The overall impression from this proposition is that the popularity of advertising in the intervening decade will erode the success of any given advertisement.

The **Marketing Theory of Advertising** has been reconceptualised in the propositions made by Nan and Faber (2004), when they review the structural elements of communication to suggest that (1) consumer scepticism (2) repetition (3) message coordination and (4) a cluttered and competitive environment are the unique elements that distinguish advertising from other forms of communication. They have postulated on prior research relating to these aforementioned attributes of advertising and suggested myriads of ways in which they may be significant in theory building and testing in the following ways:

First *Consumer Scepticism* is conceptualized by Boush (1994) as “buyers’ negative attitudes toward the aims and objectives of, and claims made by, advertisers”. This definition negates the assumption from some advertising theories that were derived from sociological angle, which state that consumers will accept or believe most advertising messages. The definition is, however, towing the line of the audiences’ negativism to advertising messages, which was adopted by Calfee and Ringold (1994) in which they clarify the fact in their research that “about 70 percent of product consumers thought that advertising is often untruthful, and seeks to persuade people to buy things they do not want”. The aggregate number of consumers who are sceptical toward advertising remained noticeably constant across the whole extent of time of their examination.

Friestad and Wright (1994), have developed the *Persuasion Knowledge Model* (PKM) to consider some doubtful reasons why consumer scepticism may be significant in influencing the processing of persuasive communication messages. In one of their considerations they aver that “consumers learn knowledge about marketers’ motives, strategies and tactics from various sources such as marketplace experience and social interactions”, and then draw on such persuasion knowledge to interpret and respond to advertising presentations. They, however, observe that an adamant sceptical consumer will definitely detach him or herself from the interaction with such advertising messages and prevent further encounter and elaboration of the messages presented.

Secondly the *Repetitive* nature is the most significant feature of advertising that the marketing theorists have identified in order to distinguish it from other general communication messages. The theorists have proposed that the *repetition* of particular advertising texts and visuals for several times a day or for several months in a year may be a determining factor in measuring the level of exposure of the consumer to the intending messages of the advertiser. The marketing theorists have also assumed that effect of repetition seems to have advertising effectiveness measures such as recall, recognition, attitude toward the advertising, attitude toward the brand, and purchase intention.

Based on the above argument Batra and Ray (1986) have proposed that “advertisement needs a certain number of exposures in order to *wear-in* and have some positive effects on one or more of the advertising effectiveness measures, and that the positive effects keep increasing until at a certain level of repetition the advertisement starts to *wear-out* when the advertising exposure is no longer having any effect on the advertising effectiveness measures”. Cacioppo and Petty (1980), have also taken time to investigate the process through which repetition influences advertising effects and eventually come up with the theoretical postulation that the effects of repetition on persuasion can be mediated by the number of positive and negative thoughts generated during repeated exposures to advertising messages. Their postulations have, however, given rise to modified *two-factor* theory which states that “persuasion is the net of both positive and negative thoughts generated during repeated exposure to advertising messages”.

Thirdly the marketing theorists have postulated that “in order to have effective *messages coordination* marketers have increasingly used multiple communication options such as television, magazine, radio and other media devices to reach their customers”. The theorists in the field of marketing communication such as Gould (2000) and Keller (2001) have equally postulated that “the emergence of the Internet has been providing the marketers the ample additional opportunity to inform, persuade and entice consumers”. This method of coordinating brand messages through multiple communication devices has been conceptualized as *Integrated Marketing Communication* (IMC), which involves the development, implementation and evaluation of marketing promotions using multiple communication options where design and execution of any communication option reflects the nature and content of the other communication options that also make up the campaign. It is a collaborative venture of marketing theorists to speculate the fact advertising theories that address how various communication messages interact would go a long way toward making advertising theory and research of greater value to practitioners, as well as offering insights into how memory works and how it can be facilitated.

Fourthly, the explanation given by marketing theorists on *cluttered and competing advertising environments* that it creates information overload. This presupposes that consumers of products and services as information processors have limited capacity based on the fact that clutter will reduce the likelihood of processing and remembering any given message in their memory. An instance has been given that in a situation where there are too many ads, clutter effect will arise and this may cause irritation that will negatively influence evaluation of upcoming advertisements. In an attempt to avoid such a situation the marketing theorists have made frantic efforts to delineate the line between competitive clutter and non-competitive clutter in order to speculate on the airing of advertising for

directly competing brands and they come up with the proposition that competitive clutter has negative effect that may be more detrimental to advertising effectiveness than non-competitive clutter.

The negative effects of competitive clutter can be demonstrated in *retroactive* (in which competing advertisements appear before the target advertisements) and *proactive* (in which competing advertisements appear after the target advertisements) effects of competing advertisements on memory. Looking at this situation from another perspective, the marketing theorists such as Kent (1993) and Kent and Allen (1997) have opined that competitive and non-competitive clutter may have an impact on consumers' attitude toward the advertisement and attitude toward the brand. They aver that the impact may not be uniform, because in some cases it may be positive while in others it may be negative. For example, it can be proposed that a *bad* advertisement may benefit from being placed in an advertising environment that contains both *bad* and *good* advertisements while a good advertisement may perform more poorly when it is placed in the same advertising environment. This latter proposition may, to some extent, explain why some advertisements that performed very well in copy tests did not live up to expectation when they were aired. These two aforementioned theories: (1) Peak Theory of Advertising and (2) Marketing Theory of Advertising are germane to the process of explaining and describing the issues that have been generated from the *Impact that Digital Advertising Messages has on Purchase Behaviour of Product Consumers in Benin-City Edo State Nigeria*.

2. Methodology

The data were collected through two principal sources: Primary and Secondary. The primary data were collected through Survey Research Method, which Sobowale (1983) refers to as "the most commonly used research technique by behavioural social scientists". This source was used to collect and analyze socio-economic data on the respondents residing in Benin-City, Nigeria. It was based on administering questionnaires on the respondents and asking them for information. It was done with representative sample of the population being studied and it is assumed that information obtained from the sample is valid for the general Nigerian population. This latter assumption is based on Osuala (2005) proposition that "the study of samples from which inferences about population can be drawn is needed because of the difficulties of attempting to study entire populations". The secondary data source were through existing information collected from books, journals, magazines, catalogues, newspapers and the Internet. Data collected from these two sources were first subjected to scrutiny by this researcher in order to ascertain their veracity and validity. After ascertaining the data to be genuine, they were then synthesized and interpreted.

3. Data Analysis

The data from questionnaires distributed among respondents are presented and analyzed in this section of the article. "The data analysis involves the process of treating data collected from the field with statistical tools so that a mass of data can be summarized, simplified and interpreted" (Williams, 1968). On the basis of analyzed sample data, "generalization was made about the overall population from which the sample was originally drawn" (Olaitan, 2000). In the course of field administration, 100 questionnaires were sent out and the whole number was returned. The data collected have been used to validate the Demography variables in section A of the questionnaire using **frequency table**. The data collected were also used to validate the Independent and Dependent variables in sections B and C of the questionnaire using **t-test of independence table** and **one-way Anova table**. Three hypotheses were proposed and tested with the Independent and Dependent variables in the following ways: (1) **Digital advertising messages will possibly impact positively or negatively** (the cause=independent variable) **on purchasing behaviour of product consumers in Benin-City** (the effect=dependent variable) by using **t-test of independence table**. (2) **Digital advertising messages will likely lead** (the cause=independent variable) **to distortion of reality for consumers of products in Benin-City** (the effect=dependent variable) by using **t-test of independence table** and (3) **Digital advertising content will mostly enrich** (the cause=independent variable) **product consumers imaginative capacity by offering ideas and materials for make-believe purchase** (the effect=dependent variable) by using **t-test of independence table**. Going by the statistical analysis the study has, however, established the fact that the total numbers of questionnaires returned were found valid.

Table-1. Descriptive summary table below shows the overall statistics of the respondents

| | | Respondent Age | Respondent Sex | Marital Status | Educational Qualification |
|---|---------|-----------------------|-----------------------|-----------------------|----------------------------------|
| N | Valid | 100 | 99 | 100 | 99 |
| | Missing | 0 | 1 | 0 | 1 |

The frequency table above shows the **overall demographic statistics** of the respondents as follows: (1) The valid number of respondents' age is 100 (2) The valid number of respondents' sex is 99 with one missing response (3) The valid number of respondents' marital status is 100 and (4) The valid number of respondents' educational qualification is 99 with one missing response.

Table-2. Descriptive summary table showing the **AGE** of the respondents is presented below

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | 21-30 | 28 | 28.0 | 28.0 | 28.0 |
| | 31-40 | 41 | 41.0 | 41.0 | 69.0 |
| | 41-50 | 27 | 27.0 | 27.0 | 96.0 |
| | 51 and above | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

The result in table 2 shows that (A)28 respondents within the age bracket 21-30 responded to item in the questionnaire to score 28.0 per cent of the total number of questionnaire in the frequency to give 28.0 valid per cent of the total response and a**28.0** cumulative per cent of the total response. (B) 41 respondents within the age bracket 31-40 responded to item in the questionnaire to score 41.0 per cent of the total number of questionnaire in the frequency to give 41.0 valid per cent of the total response and $28.0+41.0=69.0$ cumulative per cent of the total response. (C) 27 respondents within the age bracket 41-50 responded to item in the questionnaire to score 27.0 per cent of the total number of questionnaire in the frequency to give 27.0 valid per cent of the total response and $69.0+27.0=96.0$ cumulative per cent of the total response. (D) 4 respondents within the age bracket 51 and above responded to item in the questionnaire to score 4.0 per cent of the total number of questionnaire in the frequency to give 4.0 valid per cent of the total response and $96.0+4.0=100$ cumulative per cent of the total response. The result indicates a significant difference in the score recorded by respondents within the age bracket 31-40 with greater (>) 41 per cent as against others with 28 per cent (21-30 age group), 27 per cent (41-50 age group) and 4 per cent (51 and above age group).

Table-3. Descriptive summary table showing the **SEX** of the respondents is presented below

| | Frequency | Per cent | Valid Per cent | Cumulativ Per cent |
|------------|-----------|----------|----------------|--------------------|
| Valid MALE | 33 | 33.0 | 33.0 | 33.0 |
| FEMALE | 67 | 67.0 | 67.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

The result in table 3 shows that (A) 33 male responded to the item to score 33.0 per cent of the total number of questionnaire in the frequency with 33.0 valid per cent of the total response and 33.0 cumulative per cent of the total response (B) 67 female responded to the item to score 67.0 per cent of the total number of questionnaire in the frequency with 67.0 valid per cent of the total response and $67.0+33.0=100.0$ cumulative per cent of the total response. The result indicates that the total number of female respondents is greater (>) 67.0 valid per cent than their male counterparts.

Table-4. Descriptive summary table showing the **Marital Status** of the respondents is presented below

| | Frequency | Per cent | Valid Per cent | Cumulative Per cent |
|--------------|-----------|----------|----------------|---------------------|
| Valid SINGLE | 40 | 40.0 | 40.0 | 40.0 |
| Married | 41 | 41.0 | 41.0 | 81.0 |
| Widow | 19 | 19.0 | 19.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

The result in the table shows that (A) 40 single responded to the item to score 40.0 per cent of the total number of questionnaire in the frequency with 40.0 valid per cent of the response and 40.0 cumulative per cent of the total response (B) 41 married responded to the item to score 41.0 with 41.0 valid per cent of the total response and $41.0+40.0=81.0$ cumulative per cent of the total response (C)19 widow responded to the item to score 19.0 with 19.0 valid per cent and $19.0+81.0=100.0$ cumulative per cent of the total response. The result is indicative that married respondents have greater (>) 41 per cent than other two in the frequency.

Table-5. Descriptive summary table showing **Educational qualification** of the respondents is presented below:

| | Frequency | Per cent | Valid Per cent | Cumulative Per cent |
|-----------------|-----------|----------|----------------|---------------------|
| Valid WASC/SSCE | 29 | 29.0 | 29.0 | 29.0 |
| ND/NCE | 55 | 55.0 | 55.0 | 84.0 |
| HND/BSc/BA/BED | 15 | 15.0 | 15.0 | 99.0 |
| HIGHER DEGREE | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

The result in the table shows that (A)29 respondents that responded to the item have school certificate to score 29 per cent of the total number of questionnaire in the frequency with 29.0 valid per cent of the total response and 29.0 cumulative per cent of the total response (B) 55 respondents that responded to the item have ND/NCE certificates to score 55.0 per cent of the total number of questionnaire in the frequency with 55.0 valid per cent and 84.0 cumulative per cent of the total response (C) 15 respondents that responded have BSc/HND/BA/BED to score 15.0 per cent of the total number of questionnaire in the frequency with 15.0 valid per cent and 99.0 cumulative per cent of the total response (D)1 respondent that responded has HIGHER DEGREE to score 1.0 per cent of the total

number of questionnaire in the frequency with 1.0 valid per cent and 99.0+1.0=100 cumulative per cent of the total response. The result indicates that the respondents with ND/NCE have greater (>) 55.0 per cent to score higher than other respondents in the frequency.

Table-6. t-test summary table showing influence of digital advert messages towards purchase of consumers' product is presented below

| | N | Mean | Std. Deviation | Std. Error Mean | T | df | P |
|--|----|------|----------------|-----------------|--------|----|------|
| Influence of advert messages on attitude | 95 | 3.09 | 2.510 | .258 | 12.018 | 94 | >.00 |

The result in [table 6](#) indicates that out of 95 respondents in the frequency only 1 person shows different attitude towards the item. This shows that negative influence of digital advertising messages is not significant on consumers' attitude towards purchase of products. ($t=12.018$; $df=94$; $P>.00$). This also implies that consumers buy products without any external influence ($X=3.09$)

Table-7. t-test summary table showing Self-expression concerning the digital advert message is presented below

| | N | Mean | Std. Deviation | Std. Error Mean | T | df | P |
|--|----|------|----------------|-----------------|--------|----|-----|
| Self-expression concerning digital advert messages | 99 | 2.87 | 1.360 | .137 | 20.986 | 98 | .00 |

The result on [table 7](#) shows that out of 99 respondents in the frequency only 1 exhibits different attitude to the item. This shows that there is no significant influence of self-expression on digital advertising messages ($t=20.986$; $df=98$; $P>.00$). This also implies that consumers self-expression is not paramount than digital advertising messages while purchasing consumers' product ($X=2.89$).

Table-8. t-test summary table showing correspondence of purchase behaviour with media messages by digital advert devices is presented below

| | N | Mean | Std. Deviation | Std. Error Mean | t | Df | P |
|--|----|------|----------------|-----------------|--------|----|-----|
| Correspondence of purchase behaviour with media messages by digital advert devices | 98 | 2.72 | 1.345 | .136 | 20.048 | 97 | .00 |

The result on [table 8](#) shows that out 98 respondents in the frequency only 1 exhibits different attitude towards the item. This is an indication that there is no significant influence of media messages on purchase behaviour of the consumers ($t=20.048$; $df=97$; $P>.00$). This also implies that there is no correspondence between purchase behaviour of respondents and media messages ($X=2.72$).

Table-9. one-way Anova summary table showing the hypothesis which states that digital advert messages will have positive impact on consumers' behaviour is presented below

| Respondents Sex | Sum of Squares | df | Mean square | F | Sig. |
|-----------------|----------------|----|-------------|-------|------|
| Between Groups | 4.001 | 4 | 1.000 | 3.611 | .009 |
| Within Groups | 25.484 | 92 | .277 | | |
| Total | 29.485 | 96 | | | |

The result on [table 9](#) indicates that digital advertising messages will not have significant positive influence on the purchase behaviour of product consumers $F(4,92)=3.611$; $P>.009$.

Table-10. one-way Anova summary table showing the hypothesis which states that digital advert messages will have negative impact on consumers' behaviour is presented below

| Respondents Sex | Sum of Squares | df | Mean square | F | Sig. |
|-----------------|----------------|----|-------------|-------|------|
| Between Groups | 1.913 | 5 | .383 | 1.252 | .292 |
| Within Groups | 26.895 | 88 | .306 | | |
| Total | 28.808 | 93 | | | |

The result on [table 10](#) indicates that digital advertising messages will have significant negative influence on purchase behaviour of product consumers $F(5,88)=1.252$ $<.292$

Table-11. one-way Anova summary table showing the hypothesis which states that digital advert messages will distort reality for consumer products is presented below

| Respondents Sex | | | | | |
|-----------------|----------------|----|-------------|-------|------|
| | Sum of Squares | df | Mean square | F | Sig. |
| Between Groups | 2.197 | 4 | .549 | 1.837 | .128 |
| Within Groups | 27.803 | 93 | .299 | | |
| Total | 30.000 | 97 | | | |

The result on [table 11](#) indicates that digital advertising messages will significantly distort reality for purchase of consumers' product $F(4,93)=1.837; <.128$

Table-12. one-way Anova summary table showing the hypothesis which states that digital advert messages will enrich consumers' imaginative capacity is presented below

| Respondents Sex | | | | | |
|-----------------|----------------|----|-------------|-------|------|
| | Sum of Squares | df | Mean square | F | Sig. |
| Between Groups | 4.199 | 4 | 1.050 | 3.790 | .007 |
| Within Groups | 25.207 | 91 | .277 | | |
| Total | 29.406 | 95 | | | |

The result on [table 12](#) indicates that digital advertising messages will not significantly enrich consumers' imaginative capacity $F(4,91)=3.790; >.007$

4. Summary/Conclusion

The data that have been analyzed above are summarized as follows: One hundred questionnaires were sent out and the whole number was returned. In the analysis, the data gathered from the field were used to validate the Demography variables in section A of the questionnaire using **frequency table**. The data collected were also used to validate the Independent and Dependent variables in sections B and C of the questionnaire using **t-test of independence table** and **one-way Anova table**. Table one shows the **overall demographic statistics** of the respondents as follows: (1) The valid number of respondents' age is 100 (2) The valid number of respondents' sex is 99 with one missing response (3) The valid number of respondents' marital status is 100 and (4) The valid number of respondents' educational qualification is 99 with one missing response

The result in table two indicates a significant difference in the score recorded by respondents within the age bracket 31-40 with greater (>) 41 per cent as against others with 28 per cent (21-30 age group), 27 per cent (41-50 age group) and 4 per cent (51 and above age group). The result in table three indicates that the total number of female respondents is greater (>) 67.0 valid per cent than their male counterparts. The result in table four is indicative that married respondents have greater (>) 41 per cent than other two in the frequency. The result in table five indicates that the respondents with ND/NCE have greater (>) 55.0 per cent to score higher than other respondents in the frequency.

The t-test results on tables six-eight state that (1) influence of digital advertising messages is not significant on consumers' attitude towards purchase of products (2) there is no significant influence of self-expression on digital advertising messages and (3) there is no significant influence of media messages on purchase behaviour of the consumers. The one-way Anova results on table nine-twelve state that (1) digital advertising messages will not have significant positive influence on the purchase behaviour of product consumers (2) digital advertising messages will have significant negative influence on purchase behaviour of product consumers (3) digital advertising messages will significantly distort reality for purchase of consumers' product and (4) digital advertising messages will not significantly enrich consumers' imaginative capacity

The major objective of this study was to examine the behavioural reactions of various prospects to the digital advertising messages in order to determine the level of influence it can have on them. The researcher explored consumers' views within Benin metropolis as to what issues they saw facing digital advertising. The major findings indicate that influence of digital advertising messages is not significant on consumers' attitude towards purchase of products. The results generated from the findings show that the practices of digital advertising will need to be modified in a significant way compared to approaches used in traditional media. The results also suggest that product consumers are conscious of the need for opt-in and opt-out features that would allow them to self-select the advertisement they wish to receive. This study provides valuable insights into how product consumers perceive and manage their behavioural attitude on digital media.

Recommendations

The extant literature by scholars such as [Browne \(2006\)](#), [Fan et al. \(2007\)](#), [Athanasiadis and Mitropoulos \(2010\)](#), [Chang \(2010\)](#) and [Ma and Liu \(2010\)](#) have alluded to various trends in the digital advertising market, but they have largely ignored how they might impact on advertisers. This is a major gap that this researcher has tried to fill in the course of his research. Since this present study has affirmed that digital advertising influence is not significant on consumers' attitude towards purchase of products, stakeholders in the advertising industry are thereby advised to give adequate attention to how digital media will be effective in impacting messages to prospects in the day-to-day market genre. Future research in this area of human endeavour should seek to investigate how advertising industry's stakeholders perceive and address consumers' trends. Since the limitation of our research majorly

concerns the typical nature of the economy of the region that is being studied in Nigeria, care should be taken in generalizing the findings of the study beyond the research setting of Benin and the participants involved. Because of the demographic background of our respondents, we expect that the themes and conclusions presented here will be relevant in other parts of Nigeria.

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