

EFFECT OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR IN SELECTED SMALL AND MEDIUM SCALE ENTERPRISES IN NIGERIA

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Abstract - Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print advert and other traditional advertising media. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Many consumers are online every day for their personal work, but do they notice the advert, banners displayed on that webpage and most importantly their recall value. The current study investigated the internet advertising on consumer behavior by conducting a case study of some selected small and medium scale enterprises in Kaduna State Metropolis. The study sought to determine the internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and purchase decision.

Keywords: Advertisers, internet, media, technology, consumers, traditional advertising, behavior

INTRODUCTION

The Internet has greatly improved in terms of user interface, due to its unique features of simplicity, interaction and customization. It is a very useful tool for communication, entertainment, education and online business. Changes in the future or the development of communication technology have had a profound impact on everyday life. It has changed the way we do business, allowing entrepreneurs around the world to choose from a wide range of products and services at any time. The Internet is now advertising. Many companies have turned to the Internet to improve their products and services. The Internet is considered one of the most important advertising channels

in the global market. Companies invest billions of dollars in online advertising to get the most out of their advertising investment (Edwards, 2005).

The advancement of digital technology in the 21st century has led to unprecedented changes in consumer behavior online. These changes bring many new challenges to advertisers in the digital age. Thanks to digital media, users have access to information anytime, anywhere. In addition, it relies not only on company data about their products, but also on data from friends, organizations, colleagues, and especially the media. From an organizational point of view, digital channeling is beneficial and meets the deep needs of advertisers for greater communication and interaction with their customers. Here are some of the key issues that led to digital advertising. Digital marketing is the use of technology resources to improve products and services for consumers. It includes the Internet range as the primary advertising tool, measured with traditional television and mobile phones and radio (Yasmin, Tasneem and Fatema, 2015). Digital channels such as the Internet, email, mobile phones and digital TV offer new strategies to maintain customer relationships. By the way communicating with customers on a regular basis, merchants promote privacy standards with little or no cost to them. On the one hand, this has the potential to enhance customer engagement and affect their satisfaction (Merisavo, 2016).

Statement of the Problem

The fact is that online advertising plays an important role in raising awareness about a product or service in the market. David and James (1982) argue that advertising is an easy way to educate consumers of current products and services or services. While it is common practice to link the work of a company to the advertising industry, people often forget that advertising budgets are too expensive for a business. Consumers are found to face a variety of issues when deciding on online advertising.

Online advertising usually consists of different types of marketing campaigns brought in by video, print and audio. search or unsolicited and includes corporate websites, company logos, emails, pop-ups, banner ads, high-quality ads, buttons, display ads, media buttons, powerful media and dialogue games (Wolin and Korganokar, 2003). With the rapid development of technology, the Internet has become an important place for users as they meet most of their needs.

Research Objectives

The research is intended to achieve the following objectives:

- i. Evaluate the impact of email advertising on consumer behaviour.
- ii. Learn the impact of search engine optimization (SEM) on consumer behaviour
- iii. Examine the impact of social media advertising on consumer behaviour.

LITERATURE REVIEW

Concept of Advertising

The meaning of advertising cannot be explained because it has different meanings for different people, as far as understanding what it is. Advertising is the type of advertising that advertisers use to communicate with their users through different channels through different media.

According to Kotler (2000), advertising for personal promotion and promotion of ideas, products or services is a well-known sponsor. Advertising companies are not just businesses, but museums, charities, and government agencies that send messages to audiences. Ads can also be described as subscriptions, not the personal ones of a well-known sponsor with an organization, product, service, or concept (Bennet, 2006). Advertising is any message paid through the media, such as television, radio, magazines, newspapers, or billboards from a well-known source.

Network Integration

The Internet contributes to the promotion of BMI, which allows entrepreneurs to communicate directly with individual buyers (Low, 2000). Internet services are part of the company's network, so it can integrate Internet services as a source of advertising with many types of traditional media. The implementation of the BMI goal involves the development of a traditional way of communicating sales from most media to a single individual or product model (Hoffman & Novak, 1996).

The use of the Internet in advertising campaigns does not include the use of advertising channels in major media such as television, radio, newspapers and magazines. However, the Internet may reduce the number of media ads required. This may be due to the fact that the target audience often

uses a computer that uses a computer like the Internet as an effective way to communicate with people via email and business to buy products online. The advertising industry has challenged the use of the Internet to establish direct, personal communication and interaction with the target market.

The new impact of the Internet on business relationships and consumers has created a new environment for communication in the telecommunications industry (Shiva, 1997).

Concept of Consumer Behaviour

The user is the end user of the product. Any person, group or relative buys the products you use. Nwaizugbo (2004: 63). The decision to buy a product or not depends on the consumer's opinion. Consumer purchasing behavior refers to the purchase of a consumer, i.e. people and relatives who have purchased consumer goods and services. It refers to the system of buying for anyone who wants to buy, from individuals to relatives, groups or organizations Kotler & Keller (2011).

Achumba (1996) describes consumer behavior as the activities of consumer goods that are actually being sold or may be products, services, information or ideas. The Advertising Commission of Nigeria (2000) states that advertising cannot be done without a consumer. The final decision on which products and services should be made by the consumer, and the success or failure of the advertising company is determined by the consumer's behavior. Engle (1995) describes consumer behavior as the work of people who choose to use the abundant resources (money, time, effort) to spend on related things. This includes an analysis of what buyers are buying, why they are buying it, where they are buying it and how often.

In addition, Osuagwu and Eniola (1998) suggest that consumer behavior is a customer behavior or consumer behavior in the acquisition, acquisition, use, testing and disposal of goods, services and concepts they anticipate. satisfaction. their needs and desires. Based on the above information, this consumer behavior learns how people choose to use their resources on consumer-related assets and how they evaluate these purchasing recommendations. Additionari to this, Kolter (1997) states that the purpose of advertising is to meet the needs and demands of targeted customers. The field of consumer behavior, therefore, explores how goods, services, ideas or experiences are selected, purchased, used and discarded to meet their needs and desires. Clearly, it should be noted that no good definition can be presented to describe consumer behavior, so different researchers will

always have different views on the meaning of behavior. of the consumer. However, it is important to understand that consumer behavior and customer information have never been easier (Agwu and Murray 2014).

Customer Management

Entrepreneurship provides opportunities for consumers, and one of those opportunities is the development of online business (Ukaj, 2015). Consumer behavior plays an important role in business success and has a huge impact on online advertising. (Svatosova, 2013). The future of business is e-marketing (Lodhi&Shoaib, 2017). Distribute e-commerce advertising as an e-commerce product for products and services. In their research, they found that e-commerce is the future of the global market and the online advertising industry. Research has found that oral communication has a profound effect on consumer behavior and decision making. Millions of people around the world are spending most of their time online, exposing themselves to social media and digital, which has had an impact on their business behavior (Stephens, 2015).

Consumers around the world are familiar with the pillars of online advertising (Li-Ming &Wai, 2013). Of course, most online users are watching social media with instant messaging. In contrast, Ioanas&Stoica (2014) claim that online users are using the Internet after the emergence of online stores. Kotler and Armstrong (2012) describe consumer behavior as consumer and relative behaviors of end-users who purchase the products and services they use. Grimsley (2015) argues that consumer behavior is a measure of consumer attitudes, preferences, policies and decisions about consumer behavior in the market when purchasing a (good) product or “Service”. That is, it is very important to understand how the consumer market works in each region to sell goods effectively. Advertisers need to understand what motivates users, e.g. B. Consumer procurement, impact factors and effective advertising. Improved advertising means influencing consumer behavior at all stages of the consumer marketing process. There are many types of advertising companies that can be used for this. Business owners usually try to maximize their products or services by branding. This includes a photo or brand name to incorporate certain characteristics and product into the minds of Ugonna buyers (Okolo, Ogne, Ohanagorom, Nwodo, &Oranusi, 2017).

Theoretical Review

Okeji (2018) evaluated is effective advertising as an effective marketing tool in Nigeria: Evidence from food and beverages industry. He employed a total sample of fifty members of staff of the Nigerian Bottling Company as respondents to investigate their perception regarding the effectiveness of advertising as a marketing tool in the company. The responses were analyzed using correlation and the Chi-square statistic. The study found that advertising contributes positively to sales of the Nigerian Bottling Company Plc as depicted by 100% response rate. The weakness of the study lies in its arbitrary drawing of sample size without recourse to any objective criteria. Thus it becomes very difficult and unsafe to generalize based on the findings of the study.

Abiodun (2011) examined the impact of advertising on sales volume of Starcomms Plc. The study used frequency tables, percentages and Chi-square to establish relationship between advertising and sales volume of the company. Despite the attempt made by the study to establish relationship between advertising and sales volume of the company, the study suffers from a number of weaknesses. The study failed to clearly reveal the impact of advertising on the sales volume of the firm because it utilized primary data that does not adequately capture the impact of relationships. Similarly, the sampling procedure of the study and the absence of validity and reliability test for the research instruments may have affected the data collected and by implication the findings of the study. Lastly, the number of questionnaire copies filled and returned was not adequate by any systematic standard for the test of hypothesis.

In a related study, Akanbi&Adeyeye (2011) examined the relationship between advertising and sales volume of Nigerian Bottling Company Plc between 1999 and 2009. Using the OLS regression technique and t-test on annual time series data of advert costs and sales volume as surrogates; the study found a significant relationship between advertising and sales volume of the company.

Despite the fact that the study provided a modest attempt to establish relationship between advertising and sales volume of NBC Plc, it is not completely spared of some limitations. First and foremost, the study failed to establish the stationarity of the time series data used for testing the relationship. Furthermore, given that the study aims at finding out how advert costs can improve

sales, the right proxies to employ should have been advert cost and sales in their absolute values. Thus, it is highly unlikely if these methodological issues did not affect the results of the study.

METHODOLOGY

The research adopted a singular source of data collection, which is a primary source in the form of administering a questionnaire to the sample population, to get the required data for the research study. Analysis was used to analyze qualitative data while the quantitative data was analyzed using descriptive statistics using SPSS.

CONCLUSION

Advertising is a positive ad that attempts to change or reinforce their previous behavior. In fact, it is not just about educating customers about the products, but about the system that most affects the customers and assures them that they are buying. The purpose of this study is to assess the impact of advertising on the purchasing power of selected small and medium enterprises in Nigeria.

It is imperative to note that internet advertising has virtually succeeded in turning shops and malls to fall short of sales as people nowadays prefer to search for goods online, make payment via mobile banking applications and get their products delivered via courier services. We can take for example Uber business, which have killed the green cab taxi business in Abuja.

RECOMMENDATIONS

Based on the statement of the problem, the objective of the study and the result of the findings, the following recommendations are made.

- i. The management should emphasize on advertising as an important and strategic policy aimed at increasing sales revenues of the advertising entrepreneurial marketing strategies relating to sales revenue and profitability promotion policy. This could be achieved through the commitment of more financial resources and the enhancement of advertisement budgets from time to time in tandem with economic realities.

- ii. Various brands should employ effective communication in online marketing and pay attention to the growing trend of online marketing in their marketing approach to influence buying behavior and ultimately make purchases.
- iii. Shopping size operators should Endeavour to apply on-time delivery as to encourage regularity of visits and consumer patronage of online stores.

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