

Effects of Digital Advertising on Consumer Buying Behavior in Nestle Plc Nigeria Lagos

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ABSTRACT : This study seek to investigate the effects of digital advertising on consumer buying behaviour in Nestle Plc Lagos Nigeria. Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and e-mail marketing, including e-mail spam. Consumer behavior refers to actions and decisions that factor into a customer's purchase. the study made used of two objectives which seek to find out the relationship between digital advertising and consumer buying behavior of Nestle Nig Plc Products the influence of consumer buying behavior on Nestle Nigeria Plc. Two hypotheses were formulated to guide the study. The researcher adopted the cross sectional design. The population for the study were customers of Nestle Nigeria Plc and purposive sampling technique was used in selecting the sample of 100 participants (40%) male and (60%) female. Results from the study revealed that there was a significant relationship between digital advertising and consumer buying behavior in Nestle Nig Plc [$r(98) = .295$ $p < .05$]; there is a significant influence of consumer buying behavior in Nestle Nig Plc [$F(2, 99) = 27.361$; $p < 0.05$]. It was recommended that digital advertising information should be clear, concise, consistent and compelling to attract more customers.; companies should conduct quarterly digital marketing research, so as to gather information as regard the digital platforms to meet the target market in order to meet the projected sales and profit level set by them.

KEY WORDS: Advertising, Behavior, Buying Consumer, Digital, Nestle Word count: 231

I. INTRODUCTION

Over the years, the way businesses or organizations communicate with customers through ads has changed and this is due to several factors including printing press, radio, tv, and social media. As a result of advancement in communication, businesses do not hesitate to invest in ads to achieve their goals. Advertising is currently much more flexible than ever. Whenever and wherever, whether they like it or not, people are exposed to ads, and sometimes without even knowing. The effect of the online revolution on the advertising industry has dramatically changed the reach and accessibility to wider audiences drawn to contents from social media (Nekatibeb, 2012). Entertainment owes it all. In fact, entertainment according to Haider & Shakib (2017) has been identified as a major promotional strategy for increasing advertising efficacy and persuading consumers to make a purchase.

Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. Among the whole marketing tools. Basically advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion. Now a day's advertisement is a great source for promoting the business in the whole market. The consequences of advertisement continue to accelerate. Advertising has become a vital issue and Kotler 2016 pointed out that appeal of advertising is the main idea of an advertisement, and to get the attention of the audience. Now in twenty first century the messages can be delivered by different mode of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays, to mention a few According to Herhold (2017), we live in an information-obsessed environment. Thus, the odds of a company surviving if it does not advertise are very low. We can say that nowadays, social media has practically become a weapon and is playing a major role in advertising. The way businesses operate, and particularly the methods they use to raise public awareness of their goods and services, have been radically changed by the Internet and social media. Therefore, advertisers are continually trying to find new ways to improve the intensity and efficiency of their ads in today's cluttered media environment (Muda, Musa & Putit 2010). Nestle Nigeria Plc has been in existence for over 57 years in Africa and its one of the largest food beverages company in Africa. Nestle Nigeria Plc is a publicly listed food and beverages specialty company with headquarters in Lagos. They specialised in beverages such as coffee, cereals, confectionary food, milo and nestle nidoe. Digital Advertising refers to internet marketing of goods and services to the minds of existing and prospective consumers.

While consumer buying behavior refers to individual reactions before and after the buying and consumption of a product (Stoner . V 2019). Consumers play more active role in searching for useful information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the information and communication technology (ICT), many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies (Clasir, 2003).

OBJECTIVES OF THE STUDY

The general objective of the study is to examine the effects of digital advertising on consumer buying behaviour in Nestle Plc Lagos, Nigeria. Specifically the study is to;

- ✓ investigate the relationships between digital advertising and consumer buying behavior of Nestle Nig Plc Products.
- ✓ examine the effect of digital advertising on consumer buying behavior of Nestle Products

HYPOTHESES

- Ho₁ There is no significant relationship between digital advertising and consumer buying behavior of Nestle Nigeria Plc products
- Ho₂ There is no significant relationship between the effect of digital advertising on consumer buying behaviour.

II. LITERATURE REVIEW

Concept of Digital Advertising : Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers (Kim & Park, 2012). According to Miller (2012) online advertising has various types with video, animation and audio messages to the consumers. Today consumers use digital tools and networks more than before (Parul, D 2016). Digital advertising involves contextual advertising on search engine pages, banner, social network advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands (Kotler & Keller, 2009) Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective.

Online advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities.

Types of Digital Advertising : In today's digital environment, digital advertising formats rapidly emerging and target consumers in different ways. Although digital advertising has many different types, the most basic and common five of them according to (Miller, 2012) are as follows:
Banner Advertising: Banner advertising entails embedding an advertisement into a web page. The aim of the banners is to attract traffic to a online page by linking to the website of the advertiser. There are different kinds of banner applications and their occurrence can be different from animated and interactive. Banners differ in that the results for advertisement campaigns may be monitored real-time and maybe targeted to the viewer's interests. Banner advertising offers several advantages.

They are less expensive than traditional forms of advertising. When a consumer clicks on the advertising, the consumer's web browser goes directly to the advertiser's web pages where a variety of products and services may be presented. E-Mail Marketing: E-mail marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention (Babin, B; Vaca, S; Harma, S (2015)). Developing sustained attention or "engagement" with an e-mail message, personalization, interactive features, and hyperlinks to web pages seem to be the most effective tactics. Comparatively, the verbal text, especially the body copy, seems to be less important for e-mail

marketers who choose to adopt a catalog approach, where body-copy text is often reduced to a brief description of each product. Personalization also influences the style and layout of e-mail marketing messages.

Social Media Advertising: Social media had become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation. Consumers are more like to buy something that is recommended to them, rather than when it is marketed to them; this is even more likely when there commendation comes from someone that they trust. While the economy has changed the way consumers shop, and how they spend, what has not changed is that consumers trust the opinions of friends and family, as well as people they do not know, usually more than anything the retailer has to say about the company or their products. The challenge for retailers is to identify how this digital word of mouth influences, as well as who the influencers are (Kunz, Hackworth & Osborne, 2011).

Social networks have become a new place for online advertising. Businesses can lead to greater recognition with products and brands of network user and with the acquaintances advice by applying more than viral marketing. The rise in social media advertising, marketers establish more intimate relationships with their customers. Many social networking sites give consumers the ability to personalize their preferences and information, thus segmenting consumers for marketers.

Mobile Advertising: The expansion of the use of all types of mobile devices, advancement in mobile technology and rapid increase in mobile penetration have established new delivery platforms to both marketers and advertisers. Consumer adoption of digital mobile telecommunications has in most countries been even faster than that of the Internet. Modern mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being utilized by marketers and many organizations. As the popularity of mobile devices increases, Short Messaging Service(SMS) has become more imperative to access potential customers. SMS messages were the dominant format of mobile marketing communication. (Ayo, C; Shegun, C and Shola, M (2011))

Concept of Consumer Behaviour : The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, culture, personality, age and education(Kotler, 2004). Findings on consumer behavior are used to develop methods and products that will boost company performance and sales. Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, How they buy it, Why they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

Types of Consumer Behaviour : There are four types of consumer behavior according to Henry, A (1987) these are; dissonance reducing buying behavior , habitual buying behaviour, variety seeking and complex buying behaviour as described below;

1. **Dissonance reducing buying behaviour:** Dissonance reducing buying behavior occurs when the customer finds it difficult to differentiate among the brands. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance(after sales discomfort). This is the consumer behaviour displayed mostly by uninformed consumers (Kotler and Keller, 2006).
2. **Habitual Buying Behavior:** Habitual buying behavior is a consumer purchase decision where by the consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit (Kotler & Keller,2006).
3. **Variety Seeking Buying Behavior:** In case of variety seeking buying behavior the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another (Kotler & Keller, 2006). This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

4. **Complex Buying Behavior:** Complex buying behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self-expressive products (Kotler & Keller, 2009).

THEORIES : A lot of theories have been provided by scholars (Onega (2014); (Ukwueze(2019); that serves as bases for the success of advertisement, some of the theories are as follows:

Mediation Reality Theory; Shifting Reality Theory; The Magic of the meaning theory; The Hidden Message Theory and the Imitative Desire Theory.

Mediation Reality Theory: Advertisements are successful when they are integrated with other media and environments in which they are completely submerged. It argued that it is not the content of the advertisement that makes them persuasive but the cooperation of the media to amalgamate action and fictions (Hennion, A (1989)).

Shifting Loyalty Theory: Advertisement create intensive brand loyalty, they also prompt customers to shift their loyalty and to disowned their current loyalty for a relatively new brand in the market (ME Price 1994).

The Magic of the meaning theory: Advertisement carries a strong message with a meaning instilled in them, advertisement touches our values, emotions and underline beliefs (Raymond Williams (1962)).

The Hidden Message Theory: certain adverts can misrepresent and misguide the consumers, indicates that the critical thinking of the potential consumers can be manipulated with adverts (Darwin 2009).

The Imitative Desire Theory: This theory was invented by Rene Girard in the 20th Century which states that Advertisement tends to act upon the prospect mind, people usually have the desire of becoming others especially where the others is famous, beautiful or powerful but the reality is that it is not possible, this impossibility keep the desires alive in all of us.

All the above theories have their criticism which tends to improve the understanding, clarify values and to narrow the space between what we are doing and what we want to do. In view of the above theories, this study is anchored on Mediation Reality Theory because of the characteristics that favoured the present moment

EMPIRICAL REVIEW : Nekatibeb, J (2012) indicated that effectiveness in digital marketing in attracting customers and allow them to interact with the brand through digital media. 150 firms were studied and 50 executives were randomly selected, the collected data was analyzed using correlation analysis. Results review that digital marketing shows positive correlation on sales, they concluded that online adverts, email, social media and search engine shows positive effect on sales.

Muda (2012) In their study of consumer literature review indicate that trends driven by the digital revolution are continuously changing customer behavior and their needs therefore, it is important for a company to transform his customers service accordingly. Smith, W (2002) and Nermike Alleya (2020) wrote on impact of digital marketing on consumer buying decision process in the Egyptian market. The study examines digital marketing channels (e email marketing, mobile marketing) Afrina, Y; Sadia, T; Kaniz, F (2015) studied digital marketing as attracting customers and allowing them to interact with the brand through digital media. Their article focuses on the importance of digital marketing for both marketers and consumers. The examined sample consist of one hundred and fifty firms' executives which have been randomly selected to prove the effectiveness of digital marketing. Collected data was analysed with the help of correlation analysis. Result revealed that every element of digital marketing is positively related to sales increase. It recommended that digital marketing has become essentially part of strategy of many companies and that digital marketing has no boundaries, companies can use digital tools to promote the company and their products. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

Alreany, C; Shiella, L (2019) They write on digital marketing as the marketing of goods and services by using digital technologies. The increase in the penetration of the internet in media digital marketing has become one of the best way for the advertisers / marketers to market their products and services with customers also liking the various elements of digital because of its various advantages. The study focuses on the elements of digital marketing and their relation with sales correlation analysis was used. Result found that there exist a positive

correlation between various elements of digital marketing and sales. Lukman Fasasi (2017) wrote on digital marketing on the financial performance of firms. The study determined the extent of the use of digital marketing in firms and also the effect of digital marketing on firms financial performance. The study used primary data which comprises 150 small business using digital marketing in Lagos State. Census sampling was used to select all the companies. Result showed that email marketing was the most marketing tool and that digital marketing has a positive effect on firms financial performance. The study recommend that digital marketing enable them to be close to customers and obtain valuable feedback. From the above literature it would be observe that the effect of digital advertising is yet to be researched on at the Nestle Nigeria Plc. This serve as a gap to be filled in this study.

III. METHODOLOGY

The researcher adopted the cross sectional design. The purpose of using this research design is to establish the effects of the independent variables on the dependent variables and to establish the level of effects of the independent variable on the dependent variables. The population of the study encompass all the consumers of Nestle products and in this case they are infinite and unknown. Therefore choosing a sample from the population the purposive sampling was used to select 100 participants for this study. The primary source of data was used to obtain information from samples selected from the infinite population. Therefore, the major research instrument used in conducting this research work is questionnaire. The questionnaires were structural and the respondents found it easy to write their responses. The questionnaires were designed to elicit information from customers in the organization who were randomly selected. A pilot study was carried out to ascertain the reliability of the instrument, a result of Croch. Alpha Coefficient of 0.85 was obtained which confirmed that the instrument was adequate in measuring the needed information. The data collected from the participants were analyzed using inferential statistics like regression analysis and Pearson Product Moment Correlation to test its hypotheses at 0.05 level of significance.

IV. ANALYSIS AND RESULTS

Hypothesis 1: There is no significant relationship between digital advertising and consumer buying behavior of Nestle Nig Plc

Variables	N	Mean	SD	DF	r-cal	r-cri	p
Digital advertising	100	59.73	5.33	98	.296	.295	<0.05
Consumer buying behavior	100	58.56	6.19				

* $p < 0.05$; ** $p < 0.01$; * N = 100

From table 1, there is a significant relationship between digital advertising and consumer buying behavior of Nestle Nig Plc [$r(98) = .295$ $p < .05$]. Therefore, hypothesis 1 is rejected. This implies the digital advertising propels consumers towards positive purchasing attitude towards Nestle Nig Plc.

Hypothesis 2: There is no significant relationship between the effects of digital advertising and consumer buying behavior of Nestle Plc.

Table 2 a: Model summary

Model	R	R Square	Adjusted Square	R	Std. Error of Estimate
1	.389 ^a	.152	.136		1.87032

a. Predictors: (Constant), Digital advertising

The R Square value of .152 indicated 15.2% is the variance that is accounted for in the model which is low. The independent variable accounted for 15.2% variance in the dependent variable. i.e. the regression model is poorly fit.

Table b: Regression analysis showing the significant effect of consumer buying behavior towards Nestle Nig Plc

Model		Sum of Squares	df	Mean Square	F-cal.	F-cri.	Sig.
1	Regression	177.613	2	78.617	27.361	3.38	.000 ^a
	Residual	1076.973	97	3.626			
	Total	1254.587	99				

- a. Predictors: (Constant), digital advertising
- b. Dependent Variable: consumer buying behaviour

From the table 2b above, there is a significant influence of consumer buying behavior towards Nestle Nig Plc [F (2, 99) =27.361; p<0.05]. Therefore the null hypothesis 2 is rejected. This implies that consumer buying behaviour is a predictive factor towards customers patronage in Nestle Nigeria Plc.

V. DISCUSSION OF FINDINGS

The findings from this research work shows that a very strong relationship exist between digital advertising and consumer buying behavior, that it would be deduced that closeness of information to target consumers and prospects could lead to increase in sales volume resulting to more profit to Nestle Plc. Result from hypothesis two shows that the regression showing the effect of digital advertising on consumer buying behavior is poorly fit with the independent variable explaining 15-20% of the dependent variable. This could mean that Nestle still have to do more on the area of digital advertisement to keep on encouraging existing and prospective consumers to buy their products by telling the consumers the benefits they could derive as a result of consuming their products.

VI. CONCLUSION

The study indicates that a strong relationship exist between digital advertising and consumer buying behavior such that consumers buy more of products which they are exposed to the benefits through digital information. Information are drawn to the attention of individuals target consumers which enabled quick decision concerning the purchases of the products. Digital marketing is capable of arousing the interest of potential customers due to personalized information.

RECOMMENDATION

The following recommendation was made;

1. It was recommended that digital advertising information should be clear, concise, consistent and compelling to attract more customers.
2. There should be proper expression of the goods or commodity so as to enable the consumer know the importance of what they want to purchase.
3. Organization should be truthful in their advertisement such that consumers get what they see in the products
4. Activities of consumers towards the purchase of a product could serve as a measure for policy making on Nestle Plc.
5. Positioning their products in the mind of prospective and existing customers can lead to increase in sales volume and profit.
6. Finally, for Nestle to be more successful, it must give attention to digital marketing to reach a wider audience with minimum cost.

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