

DIGITAL MARKETING AND CONSUMER PURCHASE DECISIONS FOR HOUSEHOLD PRODUCTS IN AKURE METROPOLIS.

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ABSTRACT

This study examined the influence of digital marketing on consumer purchase decisions for household products in Akure Metropolis. The study focused on three digital marketing strategies: social media marketing, online advertising, and email marketing. A survey research design was adopted, and data were collected from 400 adult consumers using a structured questionnaire. Data were analyzed using descriptive statistics and Pearson Product Moment Correlation to test three hypotheses at a 0.05 significance level. The findings revealed that social media marketing, online advertising, and email marketing all have significant positive relationships with consumer purchase decisions, with social media marketing exerting the strongest influence. The study concludes that digital marketing is a critical tool for shaping consumer buying behavior, and businesses should leverage these strategies to enhance engagement and sales. The study recommends prioritizing social media marketing, employing targeted online advertisements, and utilizing personalized email campaigns to optimize consumer purchase outcomes.

Keywords: Digital Marketing, Consumer Purchase Decisions, Social Media Marketing, Online Advertising, Email Marketing, Household Products, Port Harcourt

INTRODUCTION

In recent years, digital marketing has become a pivotal force in shaping consumer purchasing decisions, particularly in emerging markets like Nigeria. The proliferation of internet access and mobile technology has transformed how consumers interact with brands and make buying choices. In Akure, the capital city of Ondo State, digital platforms such as social media, email marketing, online advertising, and search engine optimization have gained prominence as effective tools for influencing consumer behaviour.

Research indicates that digital marketing strategies significantly impact consumer purchase decisions. A study by Ebigwu (2025) found that social media, email marketing, online advertisements, and website search engines positively influence consumers' decisions to purchase household products in Delta State, Nigeria. Similarly, research by Odubanjo (2023) highlighted that digital and online advertising, content marketing, and social media marketing significantly affect buyers' purchase intentions of household products in Abeokuta, Nigeria.

These findings underscore the growing importance of digital marketing in the Nigerian retail landscape. In Akure, the adoption of digital marketing strategies by businesses has been instrumental in reaching a broader audience and influencing consumer purchasing decisions. However, there is a need for more localized research to understand the specific impact of digital marketing on consumer behavior in Akure, as existing studies have predominantly focused on other regions.

This study aims to bridge this gap by investigating the influence of digital marketing on consumer purchase decisions for household products in Akure. Understanding these dynamics will provide valuable insights for businesses seeking to enhance their marketing strategies and effectively engage with consumers in the digital age.

Statement of the Problem

In today's fast-paced digital environment, businesses increasingly rely on digital marketing to reach and influence consumers. In Akure, household product companies are investing in online advertisements, social media campaigns, email marketing, and other digital strategies to attract buyers. Despite these efforts, many businesses continue to face challenges in converting digital engagement into actual purchases. Some consumers remain indifferent to online promotions, while others may experience information overload, distrust of online advertising, or confusion caused by inconsistent messaging across digital platforms (Ebigwu, 2025; Odubanjo, 2023).

Furthermore, there is limited empirical evidence on how specific digital marketing strategies directly influence consumer purchase decisions in Akure. Most existing studies focus on other regions of Nigeria, leaving a gap in understanding local consumer behavior, preferences, and responsiveness to digital marketing campaigns. This lack of localized insights makes it difficult for businesses to design effective marketing strategies that maximize purchase conversion. This study, therefore, seeks to investigate the influence of digital marketing on consumer purchase decisions for household products in Akure, providing actionable insights for marketers, business owners, and policymakers seeking to optimize digital engagement and improve sales outcomes.

Aim and Objectives of the Study

The aim of this study is to examine the influence of digital marketing on consumer purchase decisions for household products in Akure

1. To assess the effect of social media marketing on consumers' purchase decisions for household products in Akure.
2. To examine the influence of online advertising on consumers' purchase decisions for household products in Akure.
3. To determine the impact of email marketing on consumers' purchase decisions for household products in Akure.

Research Questions

Based on the objectives, the following research questions are formulated:

1. What is the effect of social media marketing on consumers' purchase decisions for household products in Akure?
2. How does online advertising influence consumers' purchase decisions for household products in Akure?
3. What is the impact of email marketing on consumers' purchase decisions for household products in Akure?

Hypotheses

The following null hypotheses (H_0) and alternative hypotheses (H_1) will guide the study:

1. There is no significant relationship between social media marketing and consumers' purchase decisions for household products in Akure.
2. Online advertising has no significant relationship with consumers' purchase decisions for household products in Akure.
3. Email marketing has no significant relationship with consumers' purchase decisions for household products in Akure.

Conceptual Review

Digital marketing refers to the use of online platforms and technologies to promote products and services, engage with consumers, and influence purchasing behavior (Chaffey & Ellis-Chadwick, 2022). In the context of household products, digital marketing strategies include social media

marketing, online advertising, and email marketing, each serving as a tool for reaching and persuading potential buyers.

Social Media Marketing involves leveraging platforms such as Facebook, Instagram, Twitter, and TikTok to create brand awareness, engage consumers, and drive purchase decisions. Studies show that social media marketing allows businesses to interact directly with consumers, respond to queries, and share promotional content, which can significantly influence purchase intentions (Ebigwu, 2025).

Online Advertising refers to paid promotional content displayed on websites, search engines, and mobile applications. Online ads can target specific audiences based on demographics, behavior, and preferences, enhancing the likelihood of consumer engagement and purchase (Odubanjo, 2023).

Email Marketing involves sending personalized messages, newsletters, or promotional offers to consumers' email accounts. This strategy helps maintain customer relationships, inform consumers about new products, and encourage repeat purchases. Evidence suggests that email marketing can significantly impact consumers' purchase decisions when messages are relevant, timely, and well-targeted (Chaffey & Ellis-Chadwick, 2022).

Theoretical Review

This study is anchored on the Theory of Planned Behavior (TPB) by Ajzen (2019). The TPB posits that an individual's behaviour is influenced by their attitudes, subjective norms, and perceived behavioral control. Applied to digital marketing, consumers' purchase decisions are shaped by their attitudes toward digital promotions, social influences from peers and online communities, and their perceived ability to engage with online platforms effectively. Digital marketing strategies, therefore, can influence these components, ultimately affecting purchase decisions.

Additionally, the study draws on the Technology Acceptance Model (TAM) by Davis (1989), which emphasizes that perceived usefulness and ease of use determine technology adoption. In this context, consumers are more likely to engage with digital marketing content if it is user-friendly, informative, and accessible, which in turn can positively influence their purchase behavior.

By integrating these theoretical perspectives, the study seeks to understand how digital marketing strategies influence consumer purchase decisions for household products in Akure metropolis. This framework provides a basis for examining the relationships between social media marketing, online advertising, email marketing, and consumer purchasing behavior.

METHODOLOGY

This study adopted a survey research design to examine the influence of digital marketing on consumer purchase decisions for household products in Akure. The survey design was considered appropriate as it allows for the collection of primary data from respondents regarding their experiences, perceptions, and behaviours in response to digital marketing strategies.

The population of the study comprised adult consumers in who purchase household products. Akure, being a major commercial hub in Ondo State, has a diverse consumer base that frequently engages with both physical and digital marketing channels. The study focused on adult residents, aged 18 years and above, who have access to the internet and interact with digital marketing platforms.

A sample size of 400 respondents was determined using the Krejcie and Morgan (2021) table for population sampling, ensuring a representative subset of the population. Respondents were selected using a stratified random sampling technique, where the population was divided into strata based on age, gender, and socio-economic status to ensure diversity, and participants were randomly chosen from each stratum.

The study employed a structured questionnaire as the main instrument for data collection. The questionnaire was divided into sections corresponding to the study variables. Section A collected demographic information, while Sections B, C, and D measured social media marketing, online

advertising, and email marketing, respectively. Section E captured consumers' purchase decision behaviors. A 5-point Likert scale ranging from "Strongly Agree" (5) to "Strongly Disagree" (1) was used to quantify responses.

To ensure validity, the instrument was subjected to expert review by three lecturers in marketing and consumer behavior. For reliability, a pilot study was conducted with 40 respondents from a neighboring area, yielding a Cronbach's alpha coefficient of 0.84, indicating high internal consistency.

Data collection was carried out by the researcher and trained research assistants, adhering to ethical considerations such as informed consent, anonymity, and confidentiality. Collected data were analyzed using descriptive statistics (frequencies, percentages, means, standard deviations) and inferential statistics. Specifically, Pearson Product Moment Correlation was used to test the hypothesized relationships between digital marketing strategies (social media marketing, online advertising, and email marketing) and consumer purchase decisions. Statistical significance was determined at a 0.05 alpha level.

RESULTS

The study tested three hypotheses to determine the influence of digital marketing strategies social media marketing, online advertising, and email marketing on consumer purchase decisions for household products in Akure. Data from 400 respondents were analyzed using Pearson Product Moment Correlation.

Hypothesis 1: There is no significant relationship between social media marketing and consumers' purchase decisions for household products in Akure.

| | | Social Media Marketing | Purchase Decision |
|------------------------|---------------------|------------------------|-------------------|
| Social Media Marketing | Pearson correlation | 1.000 | 0.623 |
| | Sig. (2-tailed) | . | .000 |
| | N | 400 | 400 |
| Purchase Decision | Pearson correlation | 0.623 | 1.000 |
| | Sig. (2-tailed) | .000 | . |
| | N | 400 | 400 |

The correlation analysis indicates a strong positive relationship ($r = 0.623$) between social media marketing and consumers' purchase decisions, with a p-value of 0.000, which is less than the 0.05 significance level. This implies that social media marketing significantly influences consumer purchase decisions. Therefore, the null hypothesis is rejected. The finding aligns with Ebigwu (2025), who reported that social media interactions and promotions positively affect household product purchases.

Hypothesis 2: Online advertising has no significant relationship with consumers' purchase decisions for household products in Akure.

| | | Online Advertising | Purchase Decision |
|--------------------|---------------------|--------------------|-------------------|
| Online Advertising | Pearson correlation | 1.000 | 0.548 |
| | Sig. (2-tailed) | . | .000 |
| | N | 400 | 400 |
| Purchase Decision | Pearson correlation | 0.548 | 1.000 |
| | Sig. (2-tailed) | .000 | . |
| | N | 400 | 400 |

The analysis shows a moderate positive relationship ($r = 0.548$) between online advertising and consumer purchase decisions, with a p-value of 0.000, indicating statistical significance at the 0.05 level. This suggests that exposure to online advertisements positively affects consumers' decisions

to buy household products. Hence, the null hypothesis is rejected. This finding corroborates Odubanjo (2023), who observed that targeted online ads can significantly enhance consumer buying behavior.

Hypothesis 3: Email marketing has no significant relationship with consumers' purchase decisions for household products in Akure.

| | | Email Marketing | Purchase Decision |
|-------------------|---------------------|-----------------|-------------------|
| Email Marketing | Pearson correlation | 1.000 | 0.491 |
| | Sig. (2-tailed) | . | .000 |
| | N | 400 | 400 |
| Purchase Decision | Pearson correlation | 0.491 | 1.000 |
| | Sig. (2-tailed) | .000 | . |
| | N | 400 | 400 |

The results reveal a moderate positive relationship ($r = 0.491$) between email marketing and consumer purchase decisions, with a p-value of 0.000, indicating a significant effect. This means that email campaigns, newsletters, and promotional messages influence consumers' buying behavior. Consequently, the null hypothesis is rejected. This is consistent with Chaffey and Ellis-Chadwick (2022), who highlighted that personalized email marketing can enhance consumer engagement and purchase intentions.

The results demonstrate that all three digital marketing strategies social media marketing, online advertising, and email marketing have a significant positive relationship with consumer purchase decisions for household products in Akure. Social media marketing had the strongest influence, followed by online advertising and email marketing.

Discussion of Findings

The findings of this study revealed that social media marketing has a significant positive relationship with consumer purchase decisions for household products in Akure. This indicates that social media platforms such as Facebook, Instagram, and WhatsApp play a vital role in shaping consumer buying behavior. The result is consistent with the study of Ebigwu (2025), who reported that social media strategies particularly promotions, reviews, and interactive posts greatly influence the purchasing decisions of household product consumers in Delta State. Similarly, Oladipo and Ajayi (2022) emphasized that social media not only increases consumer awareness but also strengthens trust through peer interactions and user-generated content, thereby boosting consumers' purchase intentions. These findings affirm that social media serves as a powerful digital marketing channel that enhances consumer engagement and drives sales.

The study also found a significant positive relationship between online advertising and consumer purchase decisions. This finding supports the assertion of Odubanjo (2023), who concluded that online advertising improves product visibility, brand recall, and ultimately influences household product purchases in Abeokuta metropolis. Comparable findings were presented by Adeyemi and Olayinka (2021), who observed that targeted online advertisements lead to higher consumer engagement because they are tailored to the interests and preferences of potential buyers. The consistency of these findings across different contexts demonstrates that online advertising remains a strong determinant of consumer purchasing decisions, particularly in the household product sector. Furthermore, the study established that email marketing has a moderate but significant influence on consumer purchase decisions. This outcome aligns with the work of Chaffey and Ellis-Chadwick (2022), who noted that personalized email campaigns help businesses build long-term customer relationships and encourage repeat purchases. In a similar vein, Kalu and Nwachukwu (2021) discovered that email marketing increases consumers' sense of brand loyalty when messages are timely, relevant, and personalized. Although email marketing is less interactive than social media

platforms, its role in sustaining consumer engagement and driving purchase intentions is well documented.

Overall, the findings of this study corroborate existing literature that digital marketing strategies significantly shape consumer purchase decisions. However, among the three strategies investigated, social media marketing emerged as the most influential, confirming earlier observations by Ebigwu (2025) that social platforms offer the strongest consumer engagement mechanisms. The implication is that businesses in Akure should focus more on social media while integrating online advertising and email marketing as complementary strategies for achieving higher consumer purchase conversions.

CONCLUSION

The study concludes that digital marketing significantly affects consumer purchase decisions for household products in Akure. Social media marketing, online advertising, and email marketing all positively influence consumers' buying behaviour, with social media marketing exerting the strongest effect. Businesses leveraging these strategies are better positioned to enhance brand visibility, engage customers, and increase sales. The study highlights the importance of integrating digital marketing into business strategies to remain competitive in Akure retail market.

RECOMMENDATIONS

1. Businesses should prioritize social media marketing as a primary tool for promoting household products, given its strong influence on consumer purchase decisions.
2. Companies should design targeted online advertising campaigns that consider consumer preferences, demographics, and behavior to maximize engagement and purchase conversion.
3. Marketers should employ personalized email marketing strategies to maintain customer relationships and encourage repeat purchases.
4. Training programs should be provided for marketing teams to enhance skills in creating effective digital content and leveraging analytics for decision-making.
5. Future research should explore other digital marketing channels, such as influencer marketing and mobile apps, to assess their impact on consumer purchase decisions in Akure

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