

**DIGITAL ADVERTISING EXPOSURE AND ONLINE PURCHASE INTENTION OF FAST-MOVING CONSUMER GOODS AMONG YOUTHS IN PORT HARCOURT**

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**ABSTRACT**

This study examined the relationship between digital advertising exposure and online purchase intention of fast-moving consumer goods among youths in Port Harcourt, Rivers State. A correlational design was adopted for the study. The population comprised youths aged 18–35 years residing in Port Harcourt who are actively exposed to digital advertising. A sample size of 384 respondents was selected using convenience and purposive sampling techniques. Primary data were collected through a structured questionnaire, which was administered both online and physically. The data collected were analyzed using inferential statistical tool of Pearson Product Moment Correlation with the aid of the Statistical Package for Social Sciences (SPSS). The findings revealed that digital advertising exposure has positive and significant relationships with social influence factors, perceived risk and perceived value of fast-moving consumer goods among youths in Port Harcourt. The study concluded that digital advertising exposure has a positive and significant relationship with the online purchase intention of fast-moving consumer goods among youths in Port Harcourt. Thus, digital advertising plays a critical role in shaping youths' purchase intentions in the digital marketplace. Therefore, the study recommended that marketers intensify targeted digital advertising, design engaging and mobile-friendly advertising content, and provide credible information to enhance youths' confidence in online purchasing. The study contributes to marketing literature by providing empirical evidence on the influence of digital advertising on consumer purchase intention within a developing economy context.

***Keywords: digital advertising exposure, online purchase, social influence factors, perceived risk, perceived value.***

**BACKGROUND TO THE STUDY**

The rapid diffusion of digital technologies has transformed how consumers interact with brands, assess product information, and make purchase decisions. Digital advertising, delivered through platforms such as social media, search engines, mobile apps, and websites, has become a dominant communication tool for marketers seeking to reach technologically active consumer groups (Okafor & Igbokwe, 2021). Youths, in particular, constitute a major segment of digital media users, spending significant time engaging with online content and demonstrating a strong responsiveness to digital promotional messages (Pate & Adams, 2020). This heightened exposure makes them a critical target for marketers of Fast-Moving Consumer Goods (FMCGs), which rely heavily on repetitive visibility, brand recall, and persuasive communication.

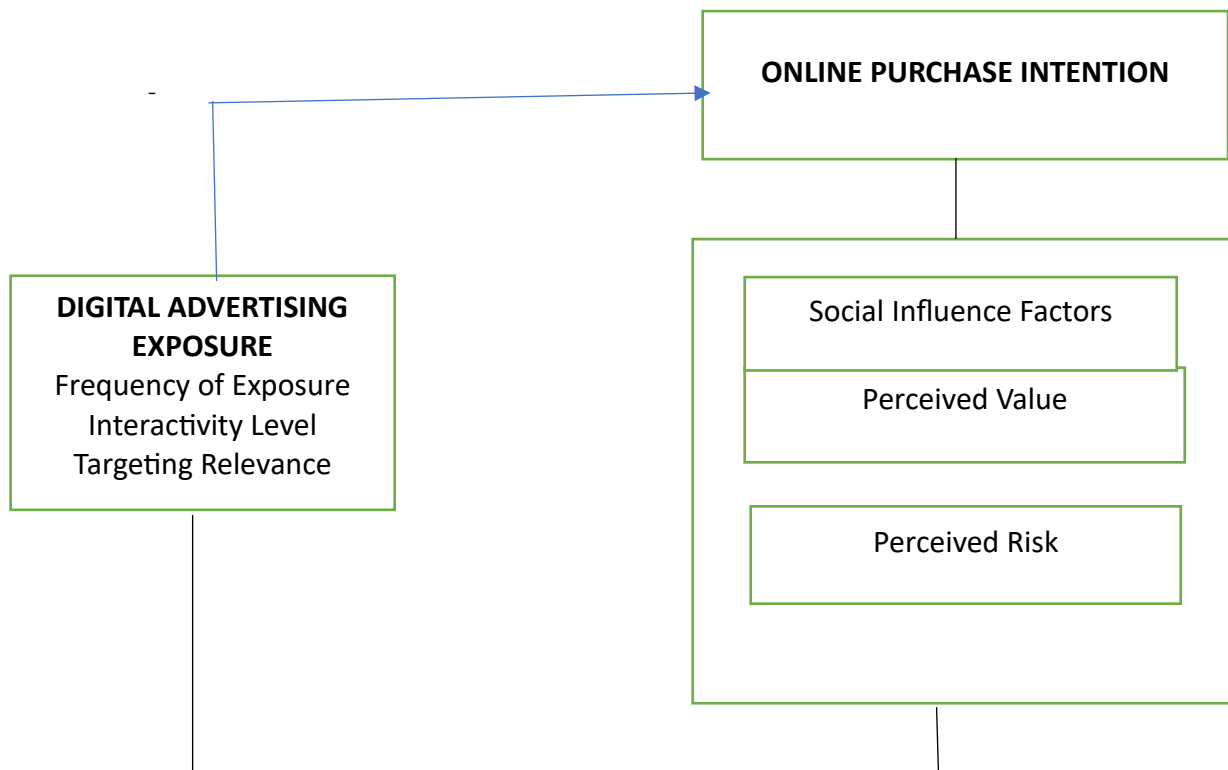
FMCGs—such as beverages, toiletries, snacks, and household items—are characterized by low cost, high turnover, and frequent purchase cycles. As competition intensifies, FMCG brands increasingly depend on digital advertising to influence consumers' purchase intentions by offering product updates, discounts, interactive content, and personalized messages (Adefulu & Aremu, 2022). Studies suggest that digital advertising exposure enhances brand awareness, perceived value, and consumer engagement, which ultimately shape consumers' intention to purchase products online (Kumar & Raju, 2019).

In Port Harcourt, a metropolitan and digitally vibrant city in Nigeria, internet penetration and smartphone use continue to rise, especially among youths who actively participate in online communities and e-commerce activities (Tamuno & George, 2021). This demographic's engagement with digital platforms positions them as key drivers of online consumption patterns, making it essential to understand how digital advertising exposure influences their purchase intentions for FMCGs. Despite this growing trend, empirical evidence within the Port Harcourt context remains limited, particularly regarding the relationship between digital advertising exposure and youths' online purchase behavior.

Therefore, investigating this relationship is significant for both marketing practitioners and academic researchers. Understanding how exposure to digital advertisements shapes youths' intention to purchase FMCGs online can help FMCG companies refine digital marketing strategies, optimize advertising content, and enhance consumer engagement within the competitive digital marketplace.

**CONCEPTUAL FRAMEWORK**

As shown in the conceptual framework (Figure 1), digital advertising exposure is the predictor variable and online purchase intention is the criterion variable. Digital advertising exposure is used as a one-dimensional variable whilst online purchase intention among youths in Port Harcourt is measured in terms of perceived value, perceived risk, and social influence.



**Figure 1:** *Conceptual framework of the relationship between Digital advertising exposure and online purchase intention of fast-moving consumer goods among youths in Port Harcourt.*

**Source:** Liuyx and Zeug (2023); Adedoja, Hussin and Yee (2022); Belch and Belch (2021); Chaffey and Chadwick (2019)

**PURPOSE OF THE STUDY**

The purpose of this study was to investigate the relationship between digital advertising exposure and online purchase intention among youths in Port Harcourt. Specifically, the objectives were to:

- i. To determine the relationship between digital advertising exposure and perceived value among youths in Port Harcourt.
- ii. To examine the relationship between digital advertising exposure and perceived risk among youths in Port Harcourt.
- iii. To test the relationship between digital advertising exposure and social influence factors among youths in Port Harcourt.

### **THEORETICAL FOUNDATION: AIDA MODEL (ATTENTION-INTEREST-DESIRE-ACTION THEORY)**

The AIDA theory—an acronym for Attention, Interest, Desire, and Action—is one of the foundational models used to explain how advertising messages influence consumer decision-making. First introduced by St. Elmo Lewis, the AIDA model proposes that individuals move through a sequence of psychological stages that begin with noticing an advertisement and culminate in a purchasing action (Strong, 1925). According to this model, effective advertising must first capture attention, sustain interest in the product, stimulate desire for the offering, and finally motivate action, typically expressed as purchase intention or actual buying behavior.

In the context of digital advertising, the AIDA model remains relevant because online platforms allow marketers to design content that strategically moves consumers through these stages (Rawal, 2013). For example, frequency of exposure to digital advertisements plays a central role in attracting and sustaining consumers' *attention* by increasing message visibility within competitive online spaces. Likewise, interactivity levels of digital ads—through clickable features, motion graphics, or user-generated engagements—drive *interest* by deepening consumer involvement with the content. Furthermore, targeting relevance, which refers to how well an advertisement matches a user's needs or online behavior, contributes to generating *desire* because personalized ads resonate more strongly and appear more meaningful to consumers (Kotler & Keller, 2022). When these three stages are successfully activated, youths are more likely to arrive at the *action* stage, represented in this study by online purchase intention for fast-moving consumer goods (FMCGs).

The use of the AIDA theory is justified for this study for several reasons. First, the theory provides a clear framework for understanding how digital advertising exposure influences psychological processes that lead to consumer intention. Since this study investigates how *frequency*, *interactivity*, and *targeting relevance* shape youths' *perceived value*, *perceived risk*, and *social influence*, AIDA helps explain the mechanisms through which these advertising characteristics may shape the consumer journey. Second, AIDA aligns with contemporary digital marketing strategies where brands intentionally design advertisements to move consumers step-by-step from awareness to conversion, especially in online retail environments (Kotler & Keller, 2022). Finally, AIDA is widely used in advertising and consumer-behaviour research, making it a theoretically sound and empirically supported model for understanding the relationship between digital advertising and purchase intention among youths (Rawal, 2013).

Overall, AIDA offers a strong theoretical foundation for this study because it links advertising exposure directly to consumer psychological responses and finally to purchase intention, which is the core focus of the research on FMCG consumption among youths in Port Harcourt.

### **THE CONCEPT OF DIGITAL MARKETING EXPOSURE**

Digital advertising exposure refers to the degree to which consumers encounter and engage with online promotional messages, which plays a critical role in shaping their attitudes and behaviors toward brands (e.g., Chaffey & Ellis-Chadwick, 2019). It is also a process whereby consumers engage with promotional messages disseminated through digital platforms such as social media, search engines, mobile apps, and websites. It reflects not only whether an advertisement is seen but also how the consumer interacts with its content. As digital environments increasingly shape consumer behaviour, exposure has become a critical determinant of marketing effectiveness (Chaffey & Ellis-Chadwick, 2019). Digital advertising exposure is multidimensional, capturing both the structural features of advertisements and the psychological responses they evoke. In the digital marketing

ecosystem, exposure is not a monolithic construct; rather, it spans several dimensions that together determine how effectively advertising influences consumers.

Frequency of Exposure is the number of times a consumer sees a digital advertisement over a given period. High frequency increases brand salience and reinforces memory traces; repeated exposure helps in building familiarity and can reduce uncertainty, especially among younger consumers who navigate multiple digital touchpoints (Uhl, Abou Nabout, & Miller, 2020). In the context of fast-moving consumer goods (FMCGs), frequent exposure ensures that ads remain top-of-mind whenever a youth decides to make an online purchase.

Interactivity Level, which involves the degree of user engagement facilitated by the advertisement. Interactive elements—such as clickable links, swipe features, polls, videos, and augmented reality—encourage active involvement rather than passive viewing. High interactivity deepens cognitive and emotional engagement, increasing the likelihood that consumers process the message more thoroughly (Sashi, 2012). In youth-oriented markets, interactive digital ads tend to outperform static formats because they align with the preferences of tech-savvy audiences.

Targeting Relevance constitutes a third dimension, reflecting how well a digital advertisement matches the preferences, interests, and behaviours of the consumer. With advancements in data analytics, brands can tailor ad content to individual user profiles, making the advertising experience more personalized. Relevant ads capture attention quickly and are more likely to generate positive attitudes because they resonate with consumers' immediate needs or consumption patterns (Lambrecht & Tucker, 2013). In markets such as Port Harcourt, targeted advertising helps brands efficiently reach youth segments with higher digital engagement levels.

Digital advertising exposure is a multi-faceted phenomenon: frequency builds recognition, interactivity boosts engagement, and relevance ensures message effectiveness. Together, these dimensions create a powerful lever for marketers of FMCGs targeting youth in Port Harcourt, as they can shape how these consumers perceive value, risk, and social influence, which in turn drive their online purchase intentions.

### **CONCEPT OF ONLINE PURCHASE INTENTION**

Online purchase intention refers to a consumer's willingness, readiness, or likelihood to engage in an online buying action. It represents the psychological state that precedes an actual online transaction and is influenced by a combination of cognitive, emotional, and social factors. Scholars describe online purchase intention as the degree to which consumers plan or expect to make a purchase through digital platforms, emphasizing its predictive value for actual online buying behaviour (Ajzen, 1991; Pavlou, 2003).

In digital commerce contexts, online purchase intention is shaped by consumer perceptions of value, convenience, trust, and ease of navigating online platforms. For instance, the perceived usefulness and ease of use of an e-commerce site increase consumer confidence and subsequently strengthen their intention to purchase online (Davis, 1989; Ventre & Kolbe, 2020). When consumers believe that online shopping offers superior benefits—such as price savings, product variety, and time efficiency—they are more likely to develop positive purchase intentions.

Trust also plays a central role in influencing online purchase intention. This includes trust in the online vendor, the security of the payment system, and the reliability of product information. High levels of perceived risk—financial, privacy, or product-performance risks—tend to negatively affect consumers' intention to purchase online (Kim et al., 2008). Conversely, secure platforms and transparent information reduce uncertainty and promote stronger purchasing intentions.

Furthermore, social influence contributes to the formation of online purchase intention. Recommendations from peers, online reviews, and social media endorsements can increase consumer confidence and perceived legitimacy of online vendors. In digital environments dominated by user-generated content, positive electronic word-of-mouth (e-WOM) has been shown to significantly enhance consumers' predisposition to buy online (Filiari & McLeay, 2014).

Overall, online purchase intention captures a multidimensional psychological process shaped by perceived value, trust, perceived risk, technological ease, and social factors. Understanding this

concept is essential for businesses seeking to optimize digital marketing strategies and enhance consumer conversion rates in online marketplaces.

## **MEASURES OF ONLINE PURCHASE INTENTION**

Online purchase intention is measured in terms of perceived value, perceived risks, and social influence. In this study, however, social influence factors, perceived value, and perceived risk are examined.

### **Social Influence Factors**

Social influence factors refer to the ways in which individuals' attitudes, beliefs, and behaviors are shaped by the presence, opinions, or actions of others. In consumer behavior, social influence plays a significant role in shaping decision-making, preferences, and purchase intentions, particularly in markets characterized by uncertainty or high involvement (Bearden & Etzel, 1982). These influences are often manifested through family, peers, reference groups, opinion leaders, and social networks. Family influence is one of the strongest determinants of consumer behavior, as family members shape preferences, consumption patterns, and brand loyalty from early life stages (Kotler & Keller, 2016). Decisions are often jointly made or guided by parental input, spousal consultation, or children's preferences, particularly in household-related purchases.

Peer influence becomes especially salient during adolescence and young adulthood, where individuals seek social approval and acceptance. Peer groups can affect brand choices, fashion trends, and technology adoption by providing normative cues and recommendations (Schiffman & Wisenblit, 2019).

Reference groups and opinion leaders exert influence by providing models for behavior, either directly through interaction or indirectly through media and online content. Opinion leaders, who are perceived as knowledgeable or credible, can significantly shape attitudes toward products and services, enhancing awareness and adoption rates (Katz & Lazarsfeld, 1955).

In digital and social media contexts, social influence is amplified through online reviews, ratings, and influencer marketing. Positive reviews or endorsements from credible sources enhance perceived trust and reduce perceived risk, while negative feedback can deter purchase intention (Chevalier & Mayzlin, 2006). Social media platforms also enable observational learning and social proof, where consumers adopt behaviors consistent with popular trends or community norms (Cialdini, 2007).

Cultural and societal norms further modulate social influence, as collective expectations shape acceptable consumption behaviors and preferences. For example, consumers in collectivist cultures may prioritize group consensus and social approval over individual preference, making social influence a critical driver of decision-making (Hofstede, 2001).

Overall, social influence factors are central to understanding consumer behavior. Marketers must recognize the multiple layers of social impact—from immediate family and peers to broader societal and digital communities—to design effective campaigns, leverage opinion leaders, and foster positive brand perceptions.

### **Perceived Value**

Perceived value refers to a consumer's overall assessment of a product or service based on their evaluation of the benefits received relative to the costs incurred (Zeithaml, 1988). It goes beyond the actual functional attributes of an offering to encompass subjective judgments shaped by individual preferences, expectations, and prior experiences. In contemporary digital and highly competitive markets, perceived value plays a central role in influencing consumer attitudes, purchase decisions, brand loyalty, and long-term relationship building (Sweeney & Soutar, 2001).

The concept is multidimensional. Functional value relates to the practical performance and quality of a product; consumers judge whether the offering fulfills its intended purpose efficiently (Sweeney & Soutar, 2001). Emotional value captures the feelings, pleasure, or affective responses derived from consumption, such as excitement or pride. Social value reflects the extent to which ownership or use of a product enhances one's social image or enables affiliation with desirable groups (Sheth

et al., 1991). Conditional value emerges from situation-specific factors like time, economic constraints, or special occasions, shaping perceived benefits in particular contexts. Together, these dimensions highlight that perceived value is not singular but a holistic constellation of consumer evaluations.

Cost perceptions also significantly shape perceived value. These costs include not only monetary price but also non-monetary sacrifices such as time, effort, and psychological burden (Zeithaml, 1988). When perceived benefits outweigh these sacrifices, consumers are more likely to develop positive evaluations and stronger intentions to purchase or repurchase.

Perceived value is a powerful predictor of consumer behavioral intentions. Studies consistently show that high perceived value enhances satisfaction, encourages positive word-of-mouth, and strengthens loyalty (Cronin et al., 2000). In online environments, where uncertainty is higher due to lack of physical inspection, trust, ease of use, product information quality, and digital interface design further shape perceived value and ultimately influence online purchase intention (Kim et al., 2007).

Ultimately, perceived value provides firms with critical insights into how customers interpret their offerings and where competitive advantages can be strengthened. By enhancing value through quality improvements, emotional engagement, fair pricing, and improved user experience, organizations can better satisfy consumer expectations and foster enduring customer relationships.

### **Perceived Risk**

Perceived risk refers to a consumer's subjective expectation of potential negative outcomes associated with purchasing or using a product or service (Bauer, 1960). It reflects the uncertainty and possible consequences that consumers consider during decision-making, especially when information is incomplete or the product cannot be physically evaluated. As a psychological construct, perceived risk significantly influences consumer behavior, shaping information search, brand choice, and purchase intention (Mitchell, 1999).

Perceived risk is multidimensional. Financial risk concerns potential monetary loss if the product fails to perform as expected. Performance risk relates to doubts about whether the product will function properly or deliver its promised benefits (Jacoby & Kaplan, 1972). Social risk arises from concerns about how others may judge the consumer's choice, while psychological risk involves possible negative emotions such as regret or anxiety. Time risk refers to the potential loss of time spent researching, purchasing, or replacing a disappointing product. In online environments, privacy and security risks have become increasingly prominent, as consumers worry about misuse of personal information or fraudulent transactions (Forsythe & Shi, 2003).

Perceived risk plays a crucial role in digital commerce. Unlike traditional shopping, online consumers cannot physically inspect products, increasing uncertainty and reliance on external cues such as website quality, customer reviews, seller reputation, and secure payment systems. High perceived risk tends to reduce purchase intention, delay decision-making, or lead consumers to choose familiar brands over alternatives (Kim et al., 2008). Conversely, effective risk-reduction strategies—such as guarantees, transparent information, return policies, and trust-building mechanisms—can mitigate perceived risk and enhance consumer confidence.

Research consistently shows that perceived risk negatively influences satisfaction and loyalty, while trust acts as a critical counterbalancing factor that can offset risk perceptions (Gefen et al., 2003). As a result, organizations operating in competitive and digitally mediated markets must prioritize strategies that minimize consumer uncertainty.

In summary, perceived risk is a central determinant of consumer decision-making. By understanding its multifaceted nature and addressing sources of uncertainty, firms can create more secure, trustworthy, and consumer-friendly purchasing environments.

### **DIGITAL ADVERTISING EXPOSURE AND ONLINE PURCHASE INTENTION**

Digital advertising exposure refers to the degree to which consumers encounter marketing messages across online platforms, including social media, search engines, websites, email campaigns, and mobile applications. Exposure is a critical element in the digital marketing process, as it increases

brand visibility, creates awareness, and facilitates information processing necessary for consumers to make informed purchase decisions (Liu & Zhu, 2024).

Online purchase intention, on the other hand, is defined as the likelihood that a consumer will plan or be willing to buy a product or service through digital channels. It is considered a direct antecedent of actual online purchasing behavior and is influenced by multiple factors including trust, perceived value, perceived risk, and prior experience with online platforms (Kim et al., 2008).

Empirical research demonstrates a positive relationship between digital advertising exposure and online purchase intention. Studies indicate that consumers who are frequently exposed to digital advertisements are more likely to develop favorable attitudes toward brands and products, which enhances their intention to purchase online (Ahmed, 2017). Exposure to targeted, relevant, and interactive advertisements not only increases consumer awareness but also strengthens perceived credibility and trust, reducing the uncertainty associated with online transactions (Hidayat & Astuti, 2020).

The effectiveness of digital advertising exposure depends on several dimensions. Frequency and repetition increase memorability, while personalization and relevance enhance the perceived usefulness of ads (Asikhia et al., 2022). Additionally, social media exposure—including engagement with peer-shared content and influencer recommendations—further strengthens online purchase intention by leveraging social proof and normative influence (Wan et al., 2025).

Digital advertising exposure also interacts with consumer perceptions and cognitive evaluations. Well-designed ads that highlight benefits, offer clear calls to action, and reduce perceived risks are more likely to positively influence online purchase intentions (Liu & Zhu, 2024). Conversely, intrusive or irrelevant advertisements can generate ad fatigue, annoyance, and skepticism, which may decrease the likelihood of online purchases.

Digital advertising exposure is a key driver of online purchase intention. The frequency, quality, relevance, and contextual placement of digital advertisements significantly influence consumers' cognitive and affective evaluations, ultimately shaping their intention to buy products or services online. For marketers, understanding and optimizing these factors is essential to improve conversion rates and foster long-term customer engagement.

### **EMPIRICAL RESEARCH ON THE RELATIONSHIP BETWEEN DIGITAL ADVERTISING EXPOSURE AND ONLINE PURCHASE INTENTION**

Liu and Zhu (2024) conducted a quantitative study using structural equation modeling to examine how various perceptions—such as *perceived usefulness*, *ease of use*, and *satisfaction*—derived from social media advertisements influence consumers' purchase intentions. Their results showed that higher exposure to user-friendly ads (i.e., ads perceived as easy to use) significantly increased satisfaction, which in turn strongly predicted online purchase intention (Liu & Zhu, 2024). This study demonstrates that not just exposure, but the *quality and usability* of digital ads shape purchase intention.

Asikhia, Makinde, Akinlabi, and Oduwole (2022) explored how internet advertisement features (e.g., search engine marketing, video ads, push notifications) affect customer purchase intention in the food and beverage sector in Lagos, Nigeria. Their survey of 627 students found a very strong positive relationship ( $\beta = 0.863$ ,  $p < .05$ ), suggesting that richer or more diverse digital ad exposure strongly boosts consumers' likelihood to make online purchases.

Ahmed (2017) examined the impact of online ad exposure on purchase decision among Saudi customers. Using survey data from 90 employees, he found that greater exposure to online advertisements significantly affected various stages of the purchase decision process (Ahmed, 2017). This indicates that mere exposure (frequency) to online ads contributes to forming consumers' decision-making for online purchases.

Hidayat and Astuti (2020) studied B2C e-commerce customers in Indonesia and used structural equation modeling (SEM) to assess the effects of internet advertising and electronic word-of-mouth (eWOM) on perceived value, perceived risk, and purchase intention. They found that internet advertising had a positive effect both directly on purchase intention and indirectly via perceived

value and perceived risk (Hidayat & Astuti, 2020). This highlights how exposure to online ads can shape consumers' risk-value trade-offs and thereby influence purchase willingness.

Wan, Lan, and Liu (2025) investigated how social media involvement affects consumer purchase intention on social networking sites (SNS), with a mediating role for self-disclosure. Their regression-based empirical study (n = 520) showed that more involved users—those who engage in non-commercial activities like self-exhibition and socializing—are exposed to more social content and tend to self-disclose more, which in turn increases their purchase intention (Wan, Lan, & Liu, 2025). While not strictly "advertising exposure," this study underscores how advertising embedded in social media contexts and exposure to peer-shared content contribute to online buying intentions.

These studies highlight the influence of digital advertising exposure and online purchase intention among youths. However, the following null hypotheses herein formulated were tested in order to achieve the objectives and purpose of the study.

**H<sub>o1</sub>**: There is no significant relationship between digital advertising exposure and perceived value among youths in Port Harcourt.

**H<sub>o2</sub>**: There is no significant relationship between digital advertising exposure and perceived risk among youths in Port Harcourt

**H<sub>o3</sub>**: There is no significant relationship between digital advertising exposure and social influence factors among youths in Port Harcourt.

## METHODOLOGY

This study employed a correlational research design with a cross-sectional approach to investigate the relationship between digital advertising exposure and consumer purchase intention among youths in Port Harcourt. The population of the study comprises youths aged 18–35 years residing in Port Harcourt, Rivers State, who are exposed to digital advertising through online platforms such as social media, websites, and mobile applications. This population was chosen because youths represent the most digitally active segment of society and are more likely to encounter and respond to digital advertisements.

Due to the large and indefinite nature of the population, a sample was drawn for the study. The sample size was determined using a standard sample size determination approach suitable for large populations. Particularly, the Cochran 1977 formula for sample size determination was used to derive a sample of 384, which determined the number of respondents who provided data. The respondents were selected using a combination of convenience and purposive sampling techniques.

Convenience sampling was employed to select respondents who were readily available and willing to participate in the study, while purposive sampling ensured that only youths who actively use digital media and have been exposed to digital advertising were included in the study. The sample was drawn from youths in tertiary institutions, online digital platforms, and other youth clusters within Port Harcourt.

Data for the study were obtained from primary sources. Primary data were collected directly from respondents through the administration of a structured questionnaire designed to capture information on digital advertising exposure and consumer purchase intention. The questionnaire was designed in line with the objectives of the study and divided into sections. Section A captured respondents' demographic characteristics, while subsequent sections measured digital advertising exposure and consumer purchase intention using Likert-scale items ranging from *Strongly Agree* to *Strongly Disagree*. The instrument was designed to ensure simplicity, clarity, and ease of response.

The validity of the research instrument was established through content, face and construct validity. The questionnaire was reviewed by experts in marketing and research methodology to ensure that the items adequately covered the variables of the study and were consistent with the research objectives. Their suggestions and corrections were incorporated to improve the quality and relevance of the instrument. Furthermore, the construct validity of the instrument was determined

through Exploratory Factor Analysis (EFA). The reliability of the questionnaire was determined through a pilot study conducted among a small group of youths who were not included in the final sample. The responses obtained were analyzed using the Cronbach's Alpha method to test the internal consistency of the measurement items. A reliability coefficient of 0.70 and above was considered acceptable for the study.

Data were collected through both online and physical administration of questionnaires. The online questionnaires were created using Google Forms and distributed through social media platforms such as WhatsApp and Instagram. At the same time, printed copies were administered physically in selected tertiary institutions and youth gatherings within Port Harcourt. This dual approach was adopted to enhance coverage and improve the response rate.

The data collected were coded and analyzed using Statistical Package for Social Sciences (SPSS). Inferential statistics of correlation analysis was employed to test the relationship between digital advertising exposure and consumer purchase intention. All hypotheses were tested at a 0.05 level of significance. Results of the hypotheses are shown in Tables 2, 3, and 4.

Ethical issues were strictly observed in the conduct of the study. Participation was voluntary, and respondents were informed of the purpose of the study. Confidentiality and anonymity of responses were assured, and no personal identifying information was required from respondents. Respondents were also informed that they could withdraw from the study at any point without any negative consequences.

**Table 1: Results of Reliability and Validity Tests**

S/N	Variables	Number of Items	Cronbach's Alpha Coefficients	Factor Loadings
1	Digital advertising exposure	4	0.810	0.702
2	Social influence factors	4	0.760	0.776
3	Perceived value	4	0.727	0.672
4	Perceived risk	4	0.738	0.791

**Source: SPSS Output form field data**

Results of the Cronbach's alpha analysis in Table 1 revealed that all the variables in the study produced high Cronbach's Alpha coefficients. This is evidence to show that there is inter-item consistency among the variables in the study. In other words, if this study is conducted again under similar conditions, the results will be similar to the results of this study. Again, all the variables have high factor loadings greater than 0.4, indicating that the items and variables in the questionnaire measured what they were supposed to measure. These loadings indicated that there is no cross-loading, hence there is discriminant validity.

**Test Hypothesis 1:** There is no significant relationship between digital advertising exposure and social influence factors in Fast-moving consumer goods among youths in Port Harcourt.

**Table 2: Pearson correlation analysis of the relationship between digital advertising exposure and social influence factors of fast-moving consumer goods among youths in Port Harcourt**

		Digital advertising exposure	Social influence factors
Digital advertising exposure	Pearson Correlation	1	.787**
	Sig. (2-tailed)		.000
	N	384	384
Social influence factors	Pearson Correlation	.787**	1

	Sig. (2-tailed)	.000	
	N	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: Field Survey, 2025.**

A Pearson Correlation Analysis was run to assess the relationship between Digital advertising exposure and social influence factors of fast-moving consumer goods among youths in Port Harcourt. Using a sample of 384 respondents, youths in Port Harcourt, the analysis revealed, as shown in Table 2, that digital advertising exposure has a strong, positive and significant relationship with social influence factors of fast-moving consumer goods among youths in Port Harcourt. This result is evident in the correlation coefficients of 0.787 and a probability value of  $0.000 < 0.05$ . In view of this result, the researchers reject the hypothesis which states that *'there is no significant relationship between digital advertising exposure and social influence factors of fast-moving consumer goods among youths in Port Harcourt'*. Based on this result, it is asserted that digital advertising exposure has a strong, positive and significant relationship with social influence factors of fast-moving consumer goods among youths in Port Harcourt at ( $r = 0.787, N = 384, p = 0.000 < 0.05$ ).

**Test Hypothesis 2:** There is no significant relationship between Digital advertising exposure and Perceived risk in Fast-moving consumer goods among youths in Port Harcourt.

**Table 3: Pearson correlation analysis of the relationship between digital advertising exposure and perceived risk of fast-moving consumer goods among youths in Port Harcourt**

		Digital advertising exposure	Perceived risk
Digital advertising exposure	Pearson Correlation	1	.388**
	Sig. (2-tailed)		.002
	N	384	384
Perceived risk	Pearson Correlation	.388**	1
	Sig. (2-tailed)	.002	
	N	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: Field Survey, 2025.**

A Pearson Correlation Analysis was run to assess the relationship between digital advertising exposure and perceived risk of fast-moving consumer goods among youths in Port Harcourt. Using a sample of 384 youths in Port Harcourt, the analysis revealed, as shown in Table 3, that digital advertising exposure has a weak, positive and significant relationship with perceived risk of fast-moving consumer goods among youths in Port Harcourt. This result is evident in the correlation coefficients of 0.388 and a probability value of  $0.000 < 0.05$ . In view of this result, the researchers reject the hypothesis which states that *'there is no significant relationship between digital advertising exposure and perceived risk of fast-moving consumer goods among youths in Port Harcourt'*. Based on this result, it is asserted that digital advertising exposure has a weak, positive and significant relationship with perceived risk of fast-moving consumer goods among youths in Port Harcourt at ( $r = 0.388, N = 384, p = 0.002 < 0.05$ ).

**Test Hypothesis 3:** There is no significant relationship between digital advertising exposure and perceived value in fast-moving consumer goods among youths in Port Harcourt.

**Table 4: Pearson correlation analysis of the relationship between digital advertising exposure and perceived value of fast-moving consumer goods among youths in Port Harcourt**

		Digital advertising exposure	Perceived value
Digital advertising exposure	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	384	384
Perceived value	Pearson Correlation	.587**	1
	Sig. (2-tailed)	.000	
	N	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: Field Survey, 2025.**

A Pearson Correlation Analysis was run to assess the relationship between digital advertising exposure and perceived value of fast-moving consumer goods among youths in Port Harcourt. Using a sample of 384 youths in Port Harcourt, the analysis revealed, as shown in Table 4, that digital advertising exposure has a moderate, positive and significant relationship with perceived value of fast-moving consumer goods among youths in Port Harcourt. This result is evident in the correlation coefficients of 0.587 and a probability value of  $0.000 < 0.05$ . In view of this result, the researchers reject the hypothesis which states that *'there is no significant relationship between digital advertising exposure and perceived value of fast-moving consumer goods among youths in Port Harcourt'*. Based on this result, it is asserted that Digital advertising exposure has a moderate, positive and significant relationship with perceived value of fast-moving consumer goods among youths in Port Harcourt at ( $r = 0.587, N = 384, p = 0.000 < 0.05$ ).

**DISCUSSION OF FINDINGS**

The Pearson Correlation Analysis that was conducted to assess the relationship between digital advertising exposure and online purchase intention of fast-moving consumer goods among youths in Port Harcourt revealed that digital advertising exposure has a strong, positive and significant relationship with social influence factors of fast-moving consumer goods among youths in Port Harcourt. In view of this result, the researchers reject the hypothesis which states that *'there is no significant relationship between digital advertising exposure and social influence factors of fast-moving consumer goods among youths in Port Harcourt'*. It was also revealed that digital advertising exposure has a weak, positive and significant relationship with perceived risk of fast-moving consumer goods among youths in Port Harcourt. In view of this result, the researchers reject the hypothesis which states that *'there is no significant relationship between digital advertising exposure and perceived risk of fast-moving consumer goods among youths in Port Harcourt'*.

The study further showed that digital advertising exposure has a moderate, positive and significant relationship with perceived value of fast-moving consumer goods among youths in Port Harcourt. In view of this result, the researchers reject the hypothesis which states that *'there is no significant relationship between digital advertising exposure and perceived value of fast-moving consumer goods among youths in Port Harcourt'*. Based on these results, it is asserted that digital advertising exposure has a positive and significant relationship with online purchase intention of fast-moving consumer goods among youths in Port Harcourt.

These findings are in line with findings of previous studies examined. For instance, the findings agree with the findings of Asikhia et al. (2022) who explored how internet advertisement features (e.g., search engine marketing, video ads, push notifications) affect customer purchase intention in

the food and beverage sector in Lagos, Nigeria, and found that richer or more diverse digital ad exposure strongly boosts consumers' likelihood to make online purchases. The findings also affirm the findings of Ahmed (2017) who examined the impact of online ad exposure on purchase decision among Saudi customers. Using survey data from 90 employees, and found that greater exposure to online advertisements significantly affected various stages of the purchase decision process.

More also, our findings are in line with the findings of Hidayat and Astuti (2020), who studied B2C e-commerce customers in Indonesia and found that internet advertising had a positive effect both directly on purchase intention and indirectly via perceived value and perceived risk. Furthermore, our results corroborated the results of Wan et al. (2025) who investigated how social media involvement affects consumer purchase intention on social networking sites (SNS), with a mediating role for self-disclosure, and discovered how advertising embedded in social media contexts and exposure to peer-shared content contribute to online buying intentions. These studies together with our study highlight the influence of digital advertising exposure and online purchase intention among youths.

## CONCLUSION

Based on the findings of this study, it is concluded that digital advertising exposure has a positive and significant relationship with the online purchase intention of fast-moving consumer goods among youths in Port Harcourt. This implies that increased exposure to digital advertisements through online platforms such as social media, websites, and mobile applications enhances youths' awareness, interest, and favourable perceptions of fast-moving consumer goods, thereby strengthening their intention to make online purchases. The result suggests that digital advertising serves as an effective persuasive communication tool capable of shaping consumer attitudes and behavioural intentions within the youth segment. Given the high level of internet usage and digital engagement among youths in Port Harcourt, marketers of fast-moving consumer goods can leverage targeted and engaging digital advertising strategies to stimulate purchase intention and improve market performance.

## RECOMMENDATIONS

Based on the conclusion of the study, the following four practical and policy-relevant recommendations are proposed.

**1. Intensify Targeted Digital Advertising Campaigns:** Marketers of fast-moving consumer goods should intensify the use of targeted digital advertising aimed specifically at youths in Port Harcourt. By leveraging data-driven tools such as social media analytics, audience segmentation, and personalized content, firms can deliver advertisements that align with youths' preferences, lifestyles, and consumption patterns, thereby increasing their online purchase intention.

**2. Emphasize Engaging and Interactive Advertising Content:** Organizations should design digital advertisements that are interactive, visually appealing, and engaging. The use of videos, influencer endorsements, user-generated content, and interactive formats such as polls and short reels can capture youths' attention more effectively and enhance their emotional connection with advertised fast-moving consumer goods, leading to stronger purchase intentions.

**3. Optimize Mobile-Friendly Advertising Platforms:** Given the high reliance of youths on smartphones for internet access, marketers should prioritize mobile-optimized advertising strategies. Digital advertisements should be designed to load quickly, display clearly on mobile devices, and provide seamless links to online purchase platforms. This will reduce friction in the buying process and improve conversion from advertising exposure to actual purchase intention.

**4. Build Trust Through Informative and Credible Digital Messages:** To sustain positive purchase intention, advertisers should focus on providing accurate, transparent, and credible

information in digital advertisements. Clear product descriptions, pricing details, customer reviews, and guarantees can reduce perceived risk associated with online purchases of fast-moving consumer goods, thereby strengthening youths' confidence and willingness to buy.

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