



The Effect of Digital Marketing on Consumer Buying Behaviour of LG Electronics Brand in Ilaro, Ogun State.

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Abstract

This study investigated the effect of digital marketing on consumer buying behaviour considering LG Electronics brands in Ilaro, Ogun State. The objectives were to ascertain positive relationship between social media marketing, websites, content marketing and email marketing on consumer buying behaviour of LG Electronics. The researchers adopted survey research design, having all customers of LG in the study area as the population which is infinite, and administered 385 questionnaires to sample respondents calculated using Cochran method. Stratified random sampling technique was adopted. The study adopted Multiple Regression method of inferential statistics analysis approach to test the significance of the aforementioned hypotheses using the t-statistic of coefficients model coupled with the generated P-values, Social media marketing ($\beta = .128$, $t=2.653$, $sig=.008$), Email marketing ($\beta = .018$, $t=.379$, $sig=.705$), Websites ($\beta = .015$, $t=.302$, $sig=.763$) and content marketing ($\beta = -.043$, $t=-.880$, $sig=.379$). It was concluded that social media marketing has significant effect on consumer buying behaviour of LG Electronics. While email marketing, website and content marketing have no significant effect on consumer buying behaviour of LG Electronics and the study therefore recommended that Authenticity and trust as key elements of content marketing that influence consumer buying behavior across all channels should be considered and also improve awareness on email and website marketing adoption. LG Electronics should prioritize building genuine relationships with their audience by maintaining transparency, showcasing authentic content, and consistently engage with consumers in a meaningful way.

Keywords: Consumer Buying Behaviour, Social Media Marketing, Websites, Content

Marketing, Email Marketing

Introduction

In today's world, technology has taken over and has made marketing easy. Digital marketing has become a crucial component of marketing strategies for businesses of all sizes and industries. Due to rapid growth of digital platforms and technological advancements and its ability to influence and shape consumer decision making, organizations have gone digital in their

marketing strategies and several digital channels used to reach consumers. Digital marketing enables the opinions of individuals about certain products or services to be accessible to the rest of the community of internet users (Chopra, Gupta, & Manek, 2020). Digital marketing helps in influencing people's buying behavior based on online opinions or comments. Feedback from customers helps to make decisions for the optimal improvement of products or services. Consumers have information about all products or services on the market and are unable to compare these products or services through available information.

Digital marketing is different from the traditional forms of marketing as it focuses on utilizing all available digital channels to promote a product or service or build a digital brand. These activities are rapidly growing across the globe and plays an important role in creating awareness among consumers regarding technology channel and their impact on the environment which helps the consumers in their buying decisions (Netta,2021).Their goal is to upgrade branding through a variety of medium digital media styles (Ghazie & Dolah, 2019). In today's technology community, many companies have resorted to using the Internet daily for marketing activities, which means mixing the Internet with marketing campaign techniques. Digital marketing is also a broad term that talks about a set of marketing processes that use all available digital channels to promote a product or service or create a digital brand.

Due to technological advancements in the business sector, marketers now work mostly with internet marketing platforms rather than print ads and billboards. Revenue is maximized and business expenses are reduced in this method (Lodhi & Shoaib, 2019). Consumers want to have an active part in reducing the effect of their activities on the channel since they are more worried about online concerns. Our world has been transformed by technology throughout time. Technology has a huge and rapid influence on every aspect of human existence. The most valuable knowledge is now accessible to everyone because to the incredible tools and resources that technology has produced.

Consumer buying habit is the pattern exhibited by the individuals, organizations and groups in purchasing, planning and using economic goods and services to satisfy their needs and wants. Consumers have different tastes, likes, dislikes and adopt different pattern while making purchase of articles. Moreover, the world today is operating in a rapidly change in consumers preference and change. With the increase in the disposable income population, the per capita consumption of electronic goods and other products is increasing (Venkat, 2020). Consumer behavior can be understood as the decision making process and physical activity individuals engage in when evaluating, acquiring, consuming, or disposing of goods and services. These behaviours change from individual to individual and thus influence the desire to stay or leave, a

desire to explore and interact further or a tendency to ignore it, a desire to engage with others or ignore it, a feeling of satisfaction or disappointment with the service experience (Verplancke & Gelati, 2022).

Literature Review

According to a different definition, digital marketing, also referred to as online marketing, encompasses all online marketing initiatives. To engage with present and potential clients, trade digital channels like emails, social networks, search engines, and other websites. A connection made by text or multimedia messaging is also included in this. (Alexander, 2022). Digital marketing, often known as online marketing, is defined as "Achieving marketing objectives through applying digital media, data, and technology." Chaffey (2023).

As a new kind of marketing, digital marketing is crucial to growing and boosting sales of goods and services in the contemporary world. Businesses are now using digital platforms and technology to carry out marketing operations thanks to these marketing channels (Tümer, Aghaei, 2019). The electronic communication channel that marketers utilize to promote products and services to consumers is known as digital marketing. Consumers are the primary focus of digital marketing, which enables them to increase their knowledge by meeting their demands.

Figure 1: Conceptual Model of Digital Marketing on Consumer Buying Behavior



Source: Author's Computation,2024

Theoretical Framework

The Technology Acceptance Model (TAM)

One of the relevant theories that addresses the study topic "The Effects of Digital Marketing on Consumer Behavior" is the Technology Acceptance Model (TAM). Davis developed the Technology Acceptance Model (TAM) in the late 1986, and Venkatesh and Davis added to it in the 2000s (Kemp et al. 2019). Even though it was created for database applications, it is readily adaptable to web advertising. The perceived utility and simplicity of use of a new technology are two important factors that influence a person's choice to embrace it, according to TAM (Salloum et al. 2019). TAM may be used in your study to investigate how consumers' adoption of digital marketing technology and techniques is influenced by their opinions about its usefulness and worth (Kemp et al. 2019). TAM was aimed to understand user behavior, predict technology adoption and enhance consumers' experience. This is the primary or the underpinning theory for this study because it touches both the independent and the dependent variables.

The Theory of Planned Behaviour

Theory of Planned Behavior (TPB) explains how attitudes, subjective norms, and perceived behavioral control influence behavioral intentions and actions (Ajzen, 1991). According to the theory of planned behaviour, attitudes are personal beliefs and feelings about the behavior. Subjective norms refer to perceived social pressure and expectations from others. Perceived behavioral control involves beliefs about one's ability to perform the behavior.

Empirical Review

Lyndon and Kendabie (2021) looked at how consumer behavior patterns and digital marketing relate to fast food businesses in Yenagoa, Bayelsa State. In order to focus the study, the two aspects of digital marketing social media marketing and email marketing as well as customer loyalty—a measure of consumer behavior were chosen. This allowed the study to determine the relationship between the two variables. Together with their measures and dimensions, both variables underwent in-depth analyses. In order to build the basis for the study's justification, the carried out an empirical works survey on the topic. The study embraced Robert and Shelby's (1994) Commitment Trust Theory, which is based on the importance of commitment and trust to consumers' purchasing decisions. To advance the research, 200 copies of a questionnaire were given to customers of the fast-food restaurants in Yenagoa, Bayelsa State, in order to collect primary data. The data was analyzed using the Pearson correlation coefficient method to determine the relationship between the variables. The results showed that social media and email marketing, which are aspects of digital marketing, and customer loyalty, which is a gauge of consumer behavioral patterns, had a positive relationship.

Chopra & Manek (2020) aimed to investigate the Impact of social media on Consumer Behavior. The main purpose of the study is about analyzing the needs of the consumer. The results of the study show that social media has a strong impact on the consumer decision-making process. In addition, the finding of this study from the survey shows that almost 88% of the respondents believe social media plays an important role in promoting a brand as it helps increase the amount of exposure which enables the brand to generate leads and increase sales.

In addition, a research by Wang (2020) highlighted the need for companies to provide data security and privacy top priority in their digital marketing campaigns as customers are becoming more worried about the safety of their personal data online.

Furthermore, a study by Kumar, (2020) emphasized the need for businesses to adapt to changing consumer behavior in the digital landscape, with 60% of consumers expecting personalized experiences online.

According to a survey by Kumar (2019), 71% of customers acknowledge that they have made an online purchase after viewing an advertisement for a product or service on social media, demonstrating the enormous impact of digital marketing on consumer buying choices.

According to a 2019 Evans survey, 70% of customers trust recommendations from social media influencers more than conventional advertising, highlighting the significance of these influencers in digital marketing.

But according to Taylor's (2019) study, digital marketing may potentially negatively impact customer behavior by causing information overload and a reduction in attention span.

Methodology

The study adopted survey research design, having all customers of LG in Ilaro, Ogun state as the study population which is infinite, and administered 385 questionnaires to sample respondents calculated using Cochran method. Stratified random sampling technique was adopted. The study adopted Multiple Regression method of inferential statistics analysis to test the hypotheses with the aid of SPSS (v20).

Plugging in the values, we get:

$$N = (1.96^2 * 0.5 * 0.5) / 0.05^2$$

$$N = (3.8416 * 0.25) / 0.0025$$

$$N = 0.9604 / 0.0025$$

$N \approx 384.16$

$N \approx 385$

Therefore, 385 questionnaires will be shared to cover the sample size.

Discussion of Findings

Table 1: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.143 ^a	.020	.010	.63717
a. Predictors: (Constant), CM, SMM, EM, WEBSITES				

Source: SPSS Output of respondents

The table shows the coefficient of determination that explains the extent to which changes in the dependent variable can be explained by the change in the independent variables, that is, percentage of variation in the dependent variable (customer patronage) that is explained by the independent variables (Content Marketing, Social Media Marketing, Email Marketing, Websites). The independent variable studied, explain 0.20% of variance to investigate advertising as represented by the R Square. This consequently means that other factors not considered herein contribute 0.10% of variance in the dependent variable.

Table 2: Anova table

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.210	4	.802	1.976	.097 ^b
	Residual	154.277	380	.406		
	Total	157.486	384			
a. Dependent Variable: Consumer Buying Behavior						
b. Predictors: (Constant), CM, SMM, EM, WEBSITES						

Source: SPSS Output

The F critical value at 5% level of significance was 0.802; this shows that the overall model was significant. The significance (0.907) is greater than 0.05, thus indicating that the predictor variables (Content Marketing, Social Media Marketing, Email Marketing, Websites), explain the variation in the dependent variable (Consumer buying behavior). If the significance value of F was larger than 0.05 then the independent variables would not explain the variation in the dependent variable.

Table3: Coefficient Table

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.103	.348		8.917	.000
	SMM	.128	.048	.135	2.653	.008
	EM	.018	.047	.019	.379	.705
	WEBSITES	.015	.051	.015	.302	.763
	CM	-.043	.049	-.045	-.880	.379

Source: SPSS Output

The regression equation $CBB = \beta_0 + \beta_1 SMM + \beta_2 W + \beta_3 EM + \beta_4 CM$ was interpreted to mean

$$CBB = 3.103 + 0.128SMM + -0.018W + 0.015EM + 0.043CM$$

The equation predicts that the total marketing of the new product will be .000 when all variables are set to zero. According to the statistics, there will be a 0.128 rise in consumer purchasing behavior for every unit increase in social media marketing and a 0.018 increase for every unit increase in email marketing. Consumer purchasing behavior will also rise by 0.015 for every unit increase in website traffic and fall by -0.043 for every unit decline in content marketing. This finding indicates that LG Electronics customers' purchasing decisions are more influenced by digital marketing. As a result, just one independent variable is shown to have a substantial

relationship with the dependent variable. With the social media marketing values are less than 0.05 at 0.008. Three independent factors, however, have no bearing on the dependent variable. For example, 0.705 for email marketing, 0.763 for websites, and 0.379 for content marketing are numbers that are higher than 0.050.

Conclusion

According to the results, a unit increase in social media marketing would result in a rise in consumer purchasing patterns. The study's finding of a substantial correlation by pointing out that social media marketing may serve more as a means of raising awareness than as a means of encouraging purchases. Secondly, websites does not affect the purchasing decisions of customers. The study indicated that there is no influence and a substantial association between websites and consumer purchasing behavior, finding that an increase in the number of websites visits will not result in an increase in consumer buying behavior. Again, the study indicated that there is no positive impact and a strong association between email marketing and consumer purchasing behavior, finding that consumer buying behavior will not rise with each unit increase in email marketing. Finally, the study revealed that there is no substantial relationship between content marketing and consumer purchasing behavior, even if it did find that a unit decline in content marketing would result in a fall in customer purchasing behavior.

Recommendations

Based on the findings of this study, it is recommended that;

- Brands should aim to move beyond generating awareness through social media by creating campaigns that are specifically designed to drive conversions. This includes targeting potential customers with content that encourages purchasing decisions, leveraging features like shoppable posts, and using targeted ads to maintain engagement throughout the buying cycle.
- The quality, design, and trustworthiness of a website may not be crucial in influencing consumer buying behavior. Companies should ensure that their websites are not only visually appealing but also easy to navigate and provide a secure environment. Trust

signals, such as customer reviews and professional design, should be clearly visible to establish credibility.

- Email marketing should not be used in isolation but as part of a broader, multi-channel marketing strategy. Email campaigns are more effective when they are integrated with other channels, ensuring consistent messaging across platforms and enhancing the overall consumer experience.
- Content marketing should be viewed as a long-term investment in building brand awareness, trust, and loyalty rather than solely as a direct sales driver. Companies should produce high-quality content that educates, informs, and engages, contributing to a stronger brand presence and cultivating customer loyalty over time.

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