

Digital Marketing Strategies and Consumer Buying Behaviour in E-Commerce Businesses in South-West Nigeria: The Role of Content and Social Media Marketing

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Abstract

In today's increasingly competitive environment, content marketing and social media marketing have become important tools for influencing consumers. However, the effectiveness of these strategies may depend on the psychological and socio-cultural factors that shape how consumers interpret digital marketing messages. This study examined the influence of content marketing on psychological buying behaviour and the effect of social media marketing on socio-cultural buying behaviour among consumers of e-commerce businesses in South-West Nigeria. A descriptive survey design was employed, and data were collected from online consumers across Lagos, Ogun, Ondo, Ekiti, Osun and Oyo States. From a population of 40,000 consumers, a sample of 8,000 was determined using the Yamane formula at a 1% margin of error. Data were collected using a structured questionnaire and analysed using simple linear regression. The findings revealed a strong and significant positive relationship between content marketing and psychological buying behaviour ($R = .725$, $R^2 = .526$, $\beta = .725$, $t = 39.667$, $p < .05$). Social media marketing also demonstrated a strong and significant positive relationship with socio-cultural buying behaviour ($R = .782$, $R^2 = .611$, $\beta = .782$, $t = 45.176$, $p < .05$). The findings indicate that informative and relevant digital content can shape consumers' psychological responses, while social media engagement can reinforce the influence of peers, reference groups and cultural values on online purchasing decisions. It recommends that e-commerce businesses combine informative content with culturally relevant and socially engaging communication to improve consumer responses and strengthen online market performance.

Keywords: Consumer Buying Behaviour, Content Marketing; Digital Marketing, Social Media Marketing

Introduction

The rapid growth of digital technology has changed the way businesses interact with consumers and the way consumers make purchasing decisions. With wider access to the internet, smartphones, social networking platforms and electronic payment systems, consumers can now search for products, compare alternatives, read reviews, communicate with sellers and complete

purchases without visiting a physical shop (Efendioglu, 2023). This shift has made the digital environment an important marketplace where businesses compete for consumers' attention, trust and loyalty. For e-commerce businesses in particular, digital platforms are no longer simply additional communication channels; they have become central to how products are presented, evaluated and purchased (Eze, 2024; Ibiwumi *et al.*, 2024)

Digital marketing has consequently become an important part of modern business practice. It involves using digital technologies and online platforms to communicate with consumers, provide product information, build relationships and encourage purchasing decisions. Its importance is particularly evident in e-commerce, where consumers often encounter a business through its website, social media page, online advertisement or other digital platforms before they interact with the actual product (Ihinmoyan, 2022). Through these channels, businesses can provide information about their products, demonstrate product benefits, respond to customer concerns and maintain continuous communication with consumers. Recent studies have linked effective digital marketing practices with consumer engagement, purchase intention and buying behaviour (Kabir *et al.*, 2025; Masfer & Helmi, 2025; Samundeeswari & Gokulavani, 2025).

Among the different forms of digital marketing, content marketing has become particularly important because consumers often depend on online information when deciding whether to purchase a product. Content marketing involves creating and sharing useful, relevant and engaging information to attract and maintain the interest of a target audience (Nivitha, 2024). For e-commerce businesses, this may include product descriptions, videos, articles, buying guides, customer testimonials, product demonstrations and informative social media posts (Oketta *et al.*, 2022). The value of such content goes beyond simply describing a product. Well-presented content can help consumers understand what a product offers, reduce uncertainty and make comparisons between alternatives (Olaleye & Kolade, 2025; Phirake & Bhambure, 2025). It can also influence the way consumers perceive a product, develop attitudes towards a brand and decide whether a product is worth purchasing.

Social media marketing has also become an important part of the e-commerce environment. Social networking platforms allow businesses to communicate with consumers while giving consumers the opportunity to comment, share, recommend and discuss products with others (Olaleye & Kolade, 2025). According to Tshabukole, F. T. (2022), this makes social media different from traditional forms of marketing communication, where information generally flows from the business to the consumer. Antczak (2022) argues that consumers can become active participants in marketing communication by sharing their experiences, recommending products and influencing the opinions of other users on social media. Consequently, purchasing decisions may be shaped not only by the message provided by a business but also by what consumers see and hear from their friends, family members, peers, influencers and online communities.

This social dimension makes socio-cultural factors particularly relevant to consumer buying behaviour. Consumers live within social and cultural environments that influence what they value, what they consider appropriate and the products they choose to purchase (Ao *et al.*, 2023). Family, friends, peer groups, social class, reference groups, cultural values and social norms can all influence purchasing decisions. Social media has intensified these influences by making such interactions more visible and frequent (Chandrasekar & Janani, 2023). A consumer may become interested in a product after seeing friends use it, reading positive recommendations from other customers or observing that a particular product is popular within an online community. Olaleye and Kolade (2025) note that social media marketing significantly influenced customers' purchase decisions among selected online superstores in Lagos, Nigeria. Their finding highlights the

growing importance of social media communication in the Nigerian e-commerce environment.

The Nigerian e-commerce market provides an important setting for examining these relationships (Ebigwu, 2025). As more consumers use digital platforms to search for products and make purchases, businesses increasingly rely on digital marketing to attract and retain customers (Ebolo & Ofili, 2025). However, consumers' experiences with digital marketing are not necessarily the same across the country. Differences in income, education, internet access, digital literacy, social environment and cultural practices can influence how consumers respond to online marketing messages (Idris & Salihu).

Previous empirical studies have provided evidence that digital marketing can influence consumer behaviour, but some important gaps remain. A number of studies have treated digital marketing as a broad concept without examining the specific strategies through which consumers are influenced. For example, Kabir *et al.* (2025) examined digital marketing strategies and consumer behaviour from a broad perspective, while Masfer and Helmi (2025) considered the role of digital marketing in shaping consumer behaviour on e-commerce platforms. Other studies have focused on particular consumer groups or geographical locations. Asiyanbola *et al.* (2025) investigated consumers in selected universities in Abuja. Ebolo and Ofili (2025) focused on customers of Jumia Nigeria, and Olaleye and Kolade (2025) examined selected online superstores in Lagos. Although these studies provide useful evidence, they do not fully explain how particular digital marketing strategies relate to different dimensions of consumer buying behaviour among e-commerce consumers across South-West Nigeria.

Thus, a more focused examination of the relationship between particular digital marketing strategies and specific dimensions of consumer behaviour can provide a clearer understanding of how digital marketing works in the e-commerce environment.

Research Hypotheses

HO1: content marketing has no significant positive influence on psychological buying behaviour in e-commerce businesses in South-West Nigeria.

HO2: social media marketing has no significant positive influence on socio-cultural buying behaviour in e-commerce businesses in South-West Nigeria.

Literature Review

Digital Marketing

Digital marketing has become an important part of the way businesses communicate with consumers and compete in modern markets. It involves the use of digital technologies, online platforms and electronic communication channels to promote products, provide information, build relationships and encourage consumers to take desired actions. These channels include websites, search engines, social media platforms, email, mobile applications and other internet-based technologies. The growing use of smartphones, social networking platforms and online shopping has made digital marketing particularly important because consumers increasingly depend on digital sources when searching for products and deciding what to buy.

Kabir *et al.* (2025) observed that digital marketing has become closely associated with contemporary consumer behaviour because digital platforms provide consumers with greater access to information and opportunities for interaction. Similarly, Masfer and Helmi (2025) noted that digital marketing plays an important role in shaping consumer behaviour on e-commerce platforms by influencing the way consumers interact with products and brands.

The importance of digital marketing is also reflected in its ability to influence different stages of the consumer decision-making process. Consumers may first encounter a product through an

online advertisement, search for additional information through a company's website, compare the product with competing alternatives and subsequently use social media reviews or recommendations before making a purchase. Digital marketing therefore does not simply promote products; it can become part of the information and evaluation process through which consumers make purchasing decisions (Salim & Issa, 2024)

Digital Marketing Strategies

Digital marketing is a broad concept involving several strategies, and consumers may respond differently depending on the particular strategy used. Content marketing, social media marketing, email marketing and influencer marketing, for example, rely on different mechanisms to attract and persuade consumers. This study therefore focuses specifically on content marketing and social media marketing and examines how they relate to psychological and socio-cultural dimensions of consumer buying behaviour in the South-West Nigerian e-commerce environment.

Content Marketing

Content marketing is the deliberate creation and distribution of useful, relevant and engaging information with the aim of attracting, informing and retaining a defined group of consumers. Rather than relying entirely on direct promotional messages, content marketing attempts to provide consumers with information that is useful to their purchasing needs (Ebigwu, 2025; Nithin, 2025). In e-commerce, this may include detailed product descriptions, videos, product demonstrations, blogs, buying guides, comparison articles, customer testimonials, tutorials and informative social media posts. The growing importance of content marketing is closely connected to the way consumers shop online. Because consumers cannot physically examine most products before purchasing them online, they often depend on the information provided by sellers and other users (Samundeeswari & Gokulavani, 2025). Clear product descriptions can help consumers understand product features, while photographs, videos and demonstrations can give them a better idea of how a product looks or works. Customer reviews and testimonials may provide additional reassurance by showing the experiences of people who have already purchased the product.

Social Media Marketing

Social media marketing involves the use of social networking platforms to communicate with consumers, promote products, develop brand relationships and encourage engagement (Olaleye & Kolade, 2025). Platforms such as Facebook, Instagram, TikTok, X and other social networks have created new opportunities for businesses to reach consumers directly. Unlike traditional advertising, social media allows consumers to respond to marketing messages, ask questions, share content, post reviews and interact with other consumers. Marketing communication has therefore become more interactive and participatory (Ann & Oreagba, 2025).

One of the major strengths of social media marketing is its ability to facilitate two-way communication (Phirake & Bhambure, 2025). A business can post information about a product, but consumers can immediately comment on the post, ask questions or share their experiences. Other potential buyers can then observe these interactions when evaluating the product. This means that the influence of social media marketing does not come only from what the business says about its products. It can also come from the conversations, recommendations and experiences generated by consumers themselves. Phirake and Bhambure (2025) similarly

emphasised the changing relationship between digital marketing and Generation Z consumer behaviour, particularly as younger consumers interact with digital platforms in ways that combine consumption, social interaction and identity.

Consumer Buying Behaviour

Consumer buying behaviour refers to the processes and activities through which individuals recognise needs, search for information, evaluate alternatives, make purchasing decisions and assess their experiences after purchase. In conventional markets, these activities often involve physical interaction with products and sellers. In e-commerce, however, much of the process takes place digitally. Consumers may discover products through social media, obtain additional information from websites, compare prices across platforms, read customer reviews and complete payment electronically. Consumer buying behaviour is therefore not simply the final act of purchasing. It involves a series of psychological and social processes that occur before, during and after the purchase. Samundeeswari and Gokulavani (2025) argue that digital marketing has become increasingly important in shaping consumer buying behaviour, while Kabir et al. (2025) highlight the broad influence of digital marketing strategies on the way consumers interact with products and brands. Masfer and Helmi (2025) similarly emphasise that digital marketing has become an important factor in shaping consumer behaviour within e-commerce platforms.

Dimensions of Consumer Buying Behaviour

Psychological Factors

Psychological factors refer to the internal processes that influence how consumers perceive information, evaluate alternatives and make purchasing decisions. They include motivation, perception, attitudes, beliefs, learning and previous experiences. In an e-commerce environment, these factors are particularly important because consumers often have to make decisions based on information presented through digital channels rather than direct physical examination of products. Perception influences how consumers interpret the information they encounter. Attitudes reflect their favourable or unfavourable evaluations of products and brands, while learning and previous experience can influence whether they trust a seller or repeat a previous purchase. These psychological processes can be affected by digital marketing because online messages provide consumers with information that can change their perceptions, reinforce existing beliefs or create new attitudes towards products.

Socio-Cultural Factors

Socio-cultural factors arise from the social relationships and cultural environment within which consumers live. They include family influence, peer groups, reference groups, social norms, cultural values and social class (Masfer & Helmi, 2025). According to Yao (2024), these factors can influence consumers' preferences, attitudes and purchasing decisions because people often evaluate products not only according to their individual needs but also according to how those products fit within their social environment.

Family can influence what consumers buy through recommendations, shared experiences and household preferences. Cultural values can also determine what consumers consider appropriate, desirable or acceptable (Olaleye & Kolade, 2025; Ebolo & Ofili, 2025). These influences remain relevant even when purchasing takes place online.

Social media has made these socio-cultural influences more visible and immediate. Consumers

can now observe the products their friends use, follow brands associated with particular lifestyles, participate in online communities and read recommendations from people they may never have met personally (Masfer & Helmi, 2025). As a result, purchasing decisions may be influenced by a broader network of social relationships than was possible through traditional shopping environments. This relationship is consistent with Ajzen's (1991) concept of subjective norms.

Theoretical Review

Theory of Planned Behaviour

This study is grounded in the Theory of Planned Behaviour (TPB) developed by Ajzen (1991). The theory explains why people decide to engage in a particular behaviour. According to Ajzen (1991), behavioural intention is shaped by three important factors: an individual's attitude towards the behaviour, the influence of people around them (subjective norms), and their perception of how much control they have over carrying out the behaviour. These intentions then influence the likelihood of the behaviour actually taking place.

The theory is useful for understanding consumer buying behaviour because purchasing decisions are rarely based on marketing exposure alone. Consumers usually consider the information available to them, form opinions about a product or brand, and think about how others may view their choices before deciding whether to buy. This is particularly relevant in the digital environment, where consumers are exposed to large amounts of marketing content every day.

Technology Acceptance Model

The Technology Acceptance Model (TAM) was introduced by Davis (1989) and later extended by Venkatesh and Davis (2000) to explain why individuals accept and use new technologies. The model focuses mainly on two perceptions: perceived usefulness and perceived ease of use. Simply put, people are more likely to use a technology when they believe that it will be useful to them and that it will not be difficult to operate. Although TAM was originally developed in the context of information technology, its assumptions are relevant to today's e-commerce environment. Online shopping requires consumers to interact with websites, mobile applications, social media platforms and electronic payment systems. The way consumers perceive these technologies can therefore affect how willing they are to engage with digital marketing and complete a purchase online. TAM is therefore relevant to this study because it draws attention to the role of the digital platform itself. The effectiveness of digital marketing may depend not only on the quality of the message but also on whether consumers find the technology through which the message is delivered useful, accessible and easy to use. In this sense, the model helps explain how consumers' acceptance of digital technologies can contribute to their responses to digital marketing and, ultimately, their buying behaviour (Davis, 1989; Venkatesh & Davis, 2000).

Empirical Review

Content Marketing and Psychological Buying Behaviour

Adewale and Jemilohun (2025) examined the influence of digital marketing and psychological factors on the sustainability of traditional open-market retailers in Ibadan, Nigeria. Content marketing was used as one of the measures of digital marketing, while data were collected from 438 traders through a cross-sectional survey. The authors employed regression analysis and found that content marketing had a weak but statistically significant effect, whereas psychological factors exerted a stronger influence on retail sustainability. Their findings suggest

that although digital marketing can support traditional retailers, its presence alone may not be enough to guarantee long-term business survival. The wider business environment and consumers' psychological responses also matter.

Rajput (2025) examined the influence of digital advertising, particularly influencer-generated content, on consumer engagement and decision-making. The study combined a review of existing literature and theoretical analysis with survey data obtained from 50 participants. The findings showed that influencer marketing played an important role in engaging consumers and influencing their decisions. Drawing on the RACE framework and the Consumer Decision Journey model, the study argued that consumers can be influenced by digital marketing at different stages of the decision-making process. The study recommended greater use of personalised services, video content and consumer reviews, while also encouraging marketers to make better use of digital channels that remain underutilised.

Savitha and Fazal (2025) also explored the changing nature of consumer behaviour in the digital marketing environment, with particular attention to content marketing. Unlike studies based on primary survey data, their research adopted a qualitative approach based on a systematic review of 65 selected pieces of literature. The review showed that consumers increasingly rely on peer opinions and real-time feedback when evaluating products and making purchase decisions. At the same time, consumers are increasingly exposed to digital fatigue and psychological overload as the volume of online marketing continues to grow.

Social Media and Socio-Cultural Factors

Asiyanbola et al. (2025) investigated the effects of social media and email marketing on brand awareness and consumer engagement. Using a quantitative survey design, the researchers collected primary data from 278 respondents and analysed the responses using multiple regression. The findings showed that social media marketing significantly improved brand awareness, while both social media and email marketing contributed significantly to consumer engagement. The study therefore suggests that the two digital channels can serve different but complementary purposes: social media appears particularly effective for increasing visibility, while both channels can support interaction with consumers. The authors recommended that organisations place greater emphasis on social media while using email marketing alongside it to strengthen customer relationships. Ebigwe (2025) examined the influence of digital marketing strategies on the purchasing behaviour of consumers of household products in Delta State. Data were collected from 382 consumers through structured questionnaires and analysed using regression analysis. The findings showed that social media marketing, email marketing, online advertising and search engine optimisation all had significant effects on consumer purchasing behaviour. Rather than pointing to one dominant digital channel, the findings suggest that consumers can be influenced by several forms of digital communication at the same time.

Ebolo and Ofili (2025) focused specifically on Jumia customers in Nigeria and examined the effect of digital marketing on purchase intention. Using responses from 92 participants and multiple regression analysis, the study found that both social media marketing and email marketing significantly influenced consumers' purchase intentions. The findings reinforce the argument that digital communication is becoming increasingly important in online purchasing environments. The authors recommended that online retailers strengthen their social media presence and make greater use of personalised email communication to build trust and encourage purchase intentions. Olaleye and Kolade (2025) investigated social media marketing and purchase decisions among students who patronised online superstores in Lagos. Their

quantitative study involved 397 students, with the collected data analysed using regression analysis. The results showed a strong positive relationship between social media marketing and purchase decisions. The findings indicate that students are particularly responsive to promotional information and interactions encountered on social media. The researchers therefore recommended greater investment in targeted social media campaigns, influencer marketing and interactive content as ways of strengthening consumer engagement and encouraging online purchases. Nithin (2025) similarly examined the relationship between social media platforms, consumer trust and purchase decisions in digital marketing. The study used structured questionnaires administered to college students in Kerala and analysed the resulting data using correlation and regression techniques. The findings revealed a strong and significant relationship between social media marketing and consumer buying behaviour. Online advertising was also found to influence brand preference, trust and satisfaction. The study concluded that digital marketing can contribute to stronger customer loyalty when consumers experience meaningful and personalised interactions with brands. It therefore recommended continued investment in interactive digital communication and personalised advertising.

Phirake and Bhambure (2025) approached the issue from a Generation Z perspective by examining digital marketing innovations and buying behaviour in Pune, with particular emphasis on sustainability-oriented communication. Data were obtained from 253 digitally active respondents and analysed using linear regression and MANOVA. The findings showed that digital marketing innovations significantly influenced consumer buying behaviour. Sustainability-related messages delivered through platforms such as YouTube and Instagram were particularly useful in strengthening brand trust and customer loyalty. The study also found that Generation Z responds positively to personalised and interactive communication, especially when marketing messages reflect ethical and sustainability concerns. The authors therefore recommended that brands incorporate sustainability narratives into their digital communication strategies while using visually engaging content to maintain consumer interest.

Evidence from Nigeria also points to the growing importance of social media in consumer decision-making. Abiaziem and Nwogu (2024), for example, investigated digital marketing tools and consumer buying behaviour among LG Electronics users in Ilaro, Nigeria. Using a quantitative survey of 385 respondents and multiple regression analysis, the study found that social media marketing was the only digital marketing tool among those examined that had a statistically significant effect on consumer buying behaviour. This finding is noteworthy because it contrasts with studies such as Ebigwe (2025), where several digital channels were found to be significant. The difference suggests that the effectiveness of a particular digital marketing channel may depend on the product, consumer group and market environment being examined.

Eze (2024) provides further evidence of this contextual variation through a comparative systematic review of 25 empirical studies conducted in Nigeria and South Africa. The review identified social media as the most consistent driver of consumer engagement across the two countries. However, the effects of email and mobile marketing were less consistent and appeared to depend on the context in which they were used. Differences in socio-cultural conditions, digital literacy and technological infrastructure were identified as possible explanations for these variations. The study consequently argued against a universal digital marketing strategy and encouraged organisations to adapt their approaches to the characteristics of their target markets.

Nivitha (2024) examined personalisation, social media engagement and online reviews as factors influencing consumer behaviour. The study found that personalised marketing messages and active social media engagement significantly affected consumer decision-making. Online

reviews were also found to be important in shaping perceptions of credibility and purchase intention. These findings highlight the social dimension of digital consumption: consumers do not rely solely on information provided directly by businesses but also consider the experiences and opinions of other users. Nivitha (2024) therefore recommended greater investment in personalised communication, social media interaction and online reputation management.

Adebayo (2023) examined social media marketing and consumer behaviour among Airtel users using a mixed-methods approach. The study found that digital interactions, promotional content and timely responses from the organisation influenced consumer attitudes and behavioural intentions. This suggests that social media is not simply a platform for advertising products or services; it also provides an avenue through which organisations can maintain relationships with consumers. The study concluded that responsive and consistent online communication can contribute to more favourable consumer perceptions and recommended that organisations strengthen their social media engagement strategies.

Adeoye et al. (2022) investigated digital marketing adoption and consumer purchase behaviour among 581 SMEs in Oyo State, Nigeria. Their findings showed that digital marketing significantly influenced consumer purchasing decisions and contributed to business competitiveness. SMEs that adopted digital tools were better able to reach and interact with customers, suggesting that digital marketing can be particularly valuable for businesses operating in competitive markets. The researchers recommended that SMEs improve their online visibility and adopt customer-focused digital strategies as part of their efforts to remain competitive.

The dominance of social media is also reflected in the systematic review by Oketta et al. (2022), which examined 22 studies on digital marketing and consumer behaviour in Nigeria. Approximately 77% of the studies reviewed reported positive effects of social media marketing on consumer buying behaviour. In contrast, the findings relating to email and website-based marketing were more mixed. The authors attributed some of these differences to factors such as platform accessibility and the level of consumer engagement.

Tshabukole (2022) examined social media marketing and online purchase intention using survey data from 400 respondents. The study found that perceived usefulness, ease of use, attitude, subjective norms and content relevance significantly influenced consumers' intention to purchase online. These findings are particularly relevant to the present study because they show that consumers' responses to social media marketing are shaped not only by the marketing message itself but also by psychological and social considerations. The study recommended user-friendly digital platforms, relevant content and greater attention to social influence in developing online marketing strategies.

Methodology

The study was carried out in South-West Nigeria, which comprises Lagos, Ogun, Oyo, Osun, Ondo and Ekiti States. A descriptive survey research design was adopted for the study. The population of the study comprised 40,000 online consumers across the six states of South-West Nigeria. The target population consisted of consumers who had experience using e-commerce platforms and had been exposed to digital marketing activities. The population was distributed across the states as follows: Lagos, 12,320 (30.8%); Ogun, 8,800 (22.0%); Ondo, 6,080 (15.2%); Ekiti, 2,720 (6.8%); Osun, 4,080 (10.2%); and Oyo, 6,000 (15.0%). The total population was therefore 40,000 (100%). The population was heterogeneous in terms of age, gender, educational level, occupation, income and frequency of online shopping.

The population figures were obtained from Jumia, Konga and CDCCare Platforms (2026). The

sample size of eight thousand (8,000) was determined using the Yamane formula:

Results and Discussion

Influence of Content Marketing on Psychological Buying Behaviour

The results presented in Table 1 show a strong positive relationship between content marketing and psychological buying behaviour, with an R-value of .725. This suggests that consumers who are more exposed to relevant, useful and informative digital content tend to show stronger psychological responses towards products and online purchases. The R^2 value of .526 further shows that content marketing accounts for 52.6% of the variation in psychological buying behaviour among consumers of e-commerce businesses in South-West Nigeria. In practical terms, this means that content marketing provides a substantial explanation for differences in consumers' psychological buying responses. However, the remaining 47.4% is likely explained by other factors that were not included in the present model, such as price, product quality, trust, personal preferences and previous shopping experiences.

Table 1: Model Summary

Model	R	R ²	Adjusted R ²	Std. Error
1	.725	.526	.526	.548

Source: Researcher's Computation (2026)

The ANOVA result IN Table 2 provides further evidence that the relationship identified in the model is statistically meaningful. The model produced an F-value of 1573.462 with a significance value of .000, which is below the 0.05 level of significance. This means that the regression model as a whole is statistically significant and that content marketing is a significant predictor of psychological buying behaviour. The result therefore suggests that the observed relationship is unlikely to have occurred simply by chance within the study sample.

Table 2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2896.184	1	2896.184	1573.462	.000
Residual	2608.397	7998	.326		
Total	5504.581	7999			

Source: Researcher's Computation (2026)

The coefficient results in Table 3 provide a clearer picture of the direction and strength of the relationship. Content marketing has a positive and statistically significant effect on psychological buying behaviour, as indicated by a standardised beta coefficient of .725, a t-value of 39.667, and a significance value of .000. The positive coefficient means that higher levels of content marketing are associated with higher levels of psychological buying behaviour. The unstandardized coefficient of .714 means that a one-unit increase in content marketing is associated with an estimated 0.714-unit increase in psychological buying behaviour, assuming other factors remain unchanged. The relatively high beta coefficient also suggests that content marketing has a substantial relationship with the psychological dimension of consumer buying behaviour in the study area.

Based on the significance level of .000, which is below the 0.05 threshold, the null hypothesis that content marketing has no significant positive influence on psychological buying behaviour is rejected. The study therefore concludes that content marketing significantly and positively

influences the psychological buying behaviour of consumers of e-commerce businesses in South-West Nigeria.

Table 3: Regression Coefficients

Variable	B	Std. Error	Beta (β)	t	Sig.
Constant	1.284	.127		10.110	.000
Content Marketing	.714	.018	.725	39.667	.000

Source: Researcher's Computation (2026)

Influence of Social Media Marketing on Socio-Cultural Buying Behaviour

Table 4 shows an even stronger relationship between social media marketing and socio-cultural buying behaviour. The R-value of .782 indicates a strong positive relationship between the two variables. This suggests that consumers who interact more frequently with brands and marketing content on social media are also more likely to report stronger socio-cultural influences on their purchasing behaviour. The R^2 value of .611 indicates that social media marketing explains 61.1% of the variation in socio-cultural buying behaviour. This is a substantial proportion and suggests that social media marketing plays an important role in shaping the social and cultural factors associated with consumer purchasing decisions. The remaining 38.9% may be associated with other influences outside the model, including family preferences, cultural background, income, product characteristics, individual attitudes and offline social interactions.

Table 4: Model Summary

Model	R	R^2	Adjusted R^2	Std. Error
1	.782	.611	.611	.496

Source: Researcher's Computation (2026)

The ANOVA results in Table 5 confirm that the regression model is statistically significant. The model recorded an F-value of 2040.881 and a significance value of .000, which is well below the 0.05 significance level. This indicates that social media marketing significantly predicts socio-cultural buying behaviour. The result provides strong statistical evidence that changes in social media marketing are associated with changes in the socio-cultural factors influencing consumers' purchasing behaviour.

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3361.770	1	3361.770	2040.881	.000
Residual	2142.811	7998	.268		
Total	5504.581	7999			

Source: Researcher's Computation (2026)

The regression coefficients in Table 6 show that social media marketing has a positive and statistically significant influence on socio-cultural buying behaviour. The standardised beta coefficient of .782 indicates a strong positive relationship, while the t-value of 45.176 and significance value of .000 confirm that the relationship is statistically significant.

The unstandardized coefficient of .768 suggests that a one-unit increase in social media marketing is associated with an estimated 0.768-unit increase in socio-cultural buying behaviour, assuming other factors remain constant. This finding indicates that social media marketing does

more than expose consumers to products; it can also shape the social influences surrounding their purchasing decisions. Recommendations from friends, comments from other users, influencer opinions, online communities and the visibility of popular products can all contribute to the way consumers evaluate and respond to products.

Given that the significance value of .000 is below the 0.05 threshold, the null hypothesis that social media marketing has no significant positive effect on socio-cultural buying behaviour is rejected. The study therefore concludes that social media marketing has a significant positive effect on the socio-cultural buying behaviour of consumers of e-commerce businesses in South-West Nigeria.

Table 6: Regression Coefficients

Variable	B	Std. Error	Beta (β)	t	Sig.
Constant	1.116	.134		8.328	.000
Social Media Marketing	.768	.017	.782	45.176	.000

Source: Researcher's Computation (2026)

Discussion

The first finding of the study shows that content marketing has a significant positive influence on psychological buying behaviour among consumers of e-commerce businesses in South-West Nigeria. One possible explanation for this result is that online consumers often depend heavily on information when deciding what to buy. Unlike traditional shopping, where consumers can physically examine a product before making a decision, online shopping limits direct physical interaction with products. Consumers therefore rely on product descriptions, photographs, demonstrations, reviews, testimonials and other forms of digital content to form an impression of what they are considering. When such information is clear, relevant and credible, it can reduce uncertainty and give consumers greater confidence in their purchasing decisions. In contrast, poorly presented or unreliable content may leave consumers uncertain and less willing to proceed with a purchase. The result agrees with the findings of Samundeeswari and Gokulavani (2025), who reported a positive relationship between digital marketing and consumer buying behaviour. It is also in line with Ebigwu (2025), whose study found that digital marketing strategies significantly influence consumer purchase decisions among consumers in Delta State, Nigeria. Similarly, Kabir *et al.* (2025) highlighted the role of digital marketing strategies in shaping consumer behaviour. Taken together, these studies provide support for the argument that the information consumers receive through digital channels can influence their perceptions and subsequent purchasing responses. The finding can also be understood from the perspective of the Theory of Planned Behaviour (TPB). Ajzen (1991) argues that attitudes towards a behaviour are an important determinant of behavioural intention. Content marketing can influence these attitudes by helping consumers understand the benefits, features and value of a product. For example, a detailed product explanation or useful demonstration may create a more favourable impression of a product than a simple promotional message. In addition, access to sufficient information may increase consumers' sense of control because they feel better equipped to compare alternatives and make informed purchasing decisions.

The second major finding indicates that social media marketing has a significant positive effect on socio-cultural buying behaviour among consumers of e-commerce businesses in South-West Nigeria. This result suggests that consumers' purchasing decisions are influenced not only by

what businesses communicate but also by the social environment in which those messages are received. Social media has made it easier for consumers to see what other people are buying, recommending and discussing. A consumer may encounter a product through a friend's post, an influencer's recommendation, a customer review or a discussion within an online community. These interactions can shape perceptions of what is popular, acceptable or desirable and, in turn, influence purchasing decisions. The finding is supported by Olaleye and Kolade (2025), who found that social media marketing significantly influenced purchase decisions among students patronising online superstores in Lagos, Nigeria. These findings, together with the present result, suggest that social media has become an important part of the consumer decision-making process, particularly among digitally active consumers. The relationship can be further explained through the subjective norm component of the Theory of Planned Behaviour. According to Ajzen (1991), people may be more likely to engage in a behaviour when they believe that individuals or groups who are important to them approve of that behaviour. Social media provides an environment in which such social influences are highly visible. Likes, comments, shares, recommendations, ratings and influencer endorsements can all communicate a form of social approval. A consumer who repeatedly sees a product being recommended or positively discussed may become more willing to consider purchasing it.

Conclusion

The study concludes that digital marketing should not be regarded simply as a means of advertising products. Its influence extends to the way consumers think about products and the social environment within which purchasing decisions are made. For e-commerce businesses in South-West Nigeria, effective digital marketing therefore requires a combination of useful and trustworthy content and social media strategies that encourage genuine interaction. Businesses that understand both the psychological and social dimensions of online consumption are likely to be in a better position to connect with consumers and influence their purchasing decisions.

Recommendations

Online retailers should make greater effort to provide consumers with clear, accurate and relevant information about their products. Product descriptions, demonstrations, tutorials, buying guides, customer reviews and educational materials can help consumers make better-informed decisions. Content should be designed to answer the questions consumers are likely to have before making a purchase rather than simply promoting the product.

Social media should not be used only as a platform for posting advertisements. E-commerce businesses should create opportunities for consumers to comment, ask questions, share experiences, review products and interact with the brand. User-generated content, customer testimonials, polls, discussions and other forms of participation can make consumers feel more involved and can strengthen the social influences surrounding purchasing decisions.

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