

Research paper

The Management of Purchasing Power through Electronic Media

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ABSTRACT: The study examined the effect of electronic media on consumer purchasing behaviour using consumers in Abraka who consumes one product or the other. The study examined how television, radio, internet, and social media are commonly used by businesses in this era of technology and examined their effect on consumers purchasing behavior. The study adopted a descriptive survey research design and was guided by four (4) research questions and, several hypotheses were formulated. A closed-ended structured questionnaire duly validated was used as an instrument to gather data from a representative sample of 120 consumers randomly sampled within Abraka. The obtained data were analyzed using, the percentage and mean method on data relating to research questions, and the Pearson Product momentum Correlation was used at 0.05 alpha level to test the hypothesis. Based on the analysis, the findings revealed That television advertisements of products have a significant influence on consumers purchasing behavior of products, Radio advertisement of products have a significant positive influence on consumers purchasing behavior of products, the internet media of advertising products have a significantly positive influence on consumer purchasing behavior and there is a significant relationship between social media adverts and consumers purchasing behavior. Based on findings concluded that electronic media especially television, the internet, and social media are the pivots on which any businesses customer strength and market share thrive in this era where everyone both young and old found using them and it was recommended that businesses especially small ones who have not been using electronic media to try and adopt the use of electronic media for advertising their product because these days people want to get information and busy product from the convenient of their homes.

Keywords: Management, purchasing power, electronic

INTRODUCTION

The heart of every business is its consumers who are the people that buy or purchase the product of such business. This is to say, without the buyer the business is nothing. Thus, in marketing its products, the business must put the consumers who are the buyers or purchaser into consideration hence, the product need to be communicated to the consumers for them to get awareness of the product, see and perhaps feel the product. Consumers purchasing behavior focuses on how individuals make decisions to spend valuable resources (time, money, and effort) on the consumption of related items. This includes what they buy, why they buy it when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase, and the impact of such evaluation in future and how they dispose of it (Gertrude, 2015). In Ayub and Abid (2017),

consumer behavior was said to be the process in which people select, purchase, consume and evaluate a commodity to please their needs or wants.

There are various tools/channels printed and non-printed used by marketers, sellers, and producers to communicate their products to consumers. This may be through advertisements, promotions, etc to inform the consumers of the existence of the product, to persuade them to buy and even to encourage them to continue buying for those who are already customers. One prominent and adjudged effective among the non-printed media is the electronic media. Electronic media as described by Asemah, Edegoh and Ogwo, (2013) are media that use electronics or electromechanical means for the audience to access the content which is in contrast to static media (majorly print media), which today

are most often created digitally, but do not require electronics to be accessed by the end user in the printed form (Norman and Barbara 2013).

According to Carl Xie-Connell (2015), electronic media are an efficient way of communicating with one another, either by the use of media devices and networks or social media. According to the author, electronic media can be for many reasons, ranging from self-marketing to business to products and so on. Various forms of electronic devices are used by marketers and producers as media for the promotion, marketing, and advertising of their products to the general public and target consumers.

However, scholars have noted that effective electronic media for marketing products that can cover larger populations, and distance at a time and have the capability of influencing both the illiterates and the educated simultaneously are; Television, Radio, and Internet electronic media used to broadcast a variety of different things like advertisements and promotions.

According to Carl Xie-Connell (2015), Television is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner. The Radio as an electronic device is used as a medium for advert and promotion but just with sound without visuals the Internet is another electronic media device which is a single click of a button and adverts for the product will fill the webpage and the target audience or customers will see it, especially the younger people who are the major internet users.

Several authors have spoken in favor of these Three electronic media (TV, Radio, and Internet) as more effective in reaching and catching large audiences of consumers. According to Carl Xie-Connell, advertising using television is a way for your business to be heard and seen. Speaking for the internet as a medium, the author noted that in using the internet, your business becomes its entity online, you have a brand and your brand has a face, if managed well it is sure to increase revenue.

On their view, Ayub and Abid (2017) on their view posited that television advertisement is a source that increases customers' pleasure in the products they see, noting that customers prefer to buy that one product within. What about the banks, they use the internet as a means of advertising their various products, they through their webpage inform, persuade and educate prospective customers about their products and services. What about the radio that does not show pictures, it is also being used as a medium by markets and producers.

From the look of things, it seems the electronic media have more patronage and benefits to business owners or sellers. It is based on this background on electronic media and its indicated role that this study is out to examine the effect of electronic media on consumer purchasing behavior in Abraka.

Problem statement

One major purpose of any business is to make more profit through increasing consumers for their product and owning a larger share of the market in the industry. In this era of technology and advancement; product advertising and promotion can never be overlooked. Advertising is a one-way communication from the company to its targeted market to create the brand image and provide knowledge about the product's core features. The problem of this study sprung from the glaringness that the business environment in this era is one with huge competition and every company or business owner wants to win the race when it comes to market share. For this reason, they use different means to make their products popular to attract customers in the market. Another thing is that using electronic media, especially television for advertising is kind of an expensive means of advertising products, but producers and marketers still yearn to use these media to market their products despite the expensiveness. What could be the mystery behind this? could it be that they have more benefit or the use of electronic media influence their business? Also, it is observed in all our social media platforms and all over the internet are being flooded with adverts daily, you will hardly a day not see one advert or the other promoting one product or the other with clear pictures. This insinuates that sellers and producers are benefiting from it, hence they are using it. However, It is observed that authors have shown so much concern in the study of the effectiveness of the various advertising media in different parts of the world and most have spoken in favour of television advertising as being used by most organizations owing to that Television advertisements can be very influencing as they keep on hitting on every individual's eardrum of a household either they are watching the Television or not. But none of these studies have been carried out in the Abraka community, Ethiopie East Local Government Area, Delta state.

Hence this study will examine the effect of electronic media on consumer purchasing behavior with a focus on TV, Radio, and internet-using consumers in Delta State

Research hypotheses

The following hypotheses are raised in the null form to guide this study:

1. Television advertisement does not have a significant influence on consumers purchasing behavior of products
2. Radio advertisement of the product does not have a significant effect on consumers purchasing behavior of products
3. Internet media of advertising products does not significantly influence consumer purchasing behavior

Literature review

Concept of a consumer and consumer behavior

Consumers are people who buy and use the products of other people to satisfy their needs. They are the end point of the production process, hence it is said that production is not complete until the product or service gets to the final consumers. Solomon et al. (2017) describe a consumer as an individual or an organization that uses the products or services introduced by the sponsor. Hence Dubey and Patel said consumers of a product consisting of children, teenagers, young adults, and aged people (Dubey and Patel, 2013).

In any economy or production process, the consumers are seen as the chief and center of consideration in the production process. Therefore, consumers keep the production cycle moving as well as play an important role in the economic system of any nation, as a result, any nation will face a crisis if consumers do not have the effective demand for goods produced, however, advertisement of a goods influences consumers' purchase of that goods (Sharma, 2012). Consumer behavior, on the other hand, is a term that can be used generally to refer to the actions and decisions that influence the buying behavior of consumers (Solomon et al., 2017). Consumer behavior mainly involves purchase activities, consumption and disposal actions, and behavioral, mental, and emotional responses that are associated with the decision to make a purchase (Zhang and Benyoucef, 2016).

Rizwan, Pirzada, and Sohail, (2012) defined consumer behavior as the decision-making process and physical activity involved in acquiring, evaluating, using, and disposing of goods and services. So, consumer behavior has always been of great interest to marketers. According to Gilaninia et al.(2013), consumer behaviour is a psychological process during which consumers know their needs, find ways to estimate, adopt purchasing decisions, analysis and planning to data, and will run the program. Kotler and Armstrong (2018), defined consumer behaviour as a field of study that focuses on consumer activities including consumption analysis on why and how people use products, besides why and how they buy products.

Consumer purchasing behaviour

Buyer's behaviour is the concept that answers what, why, how, when, and where an individual makes a purchase. As a result, the outcome of buyer behavior is the buyer's decision According to Khaniwale (2015) "consumer purchasing behavior involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfill consumer's wants and the effect that these methods have on the consumer and the society as a whole". Lidya et al. (2018) refer to consumer

buying behavior as all thoughts, feeling, and actions that an individual has or take before or while buying any product, service, or idea. hence, giving a thought on what should be bought, which brand is suitable, from where or whom should the purchase be made, when to purchase, how much to spend, how much time to buy and in what intervals is the whole idea of the purchasing process. Consequently, the result of the buyer behavior is the customer's final decision regarding the product choice, brand choice, dealer choice, purchase timing, purchase amount, and purchase frequency (Lidya et al., 2018).

Conceptualizing advertising

Literarily, the term advertising denotes the act of one party or individual showcasing, publicizing, and creating awareness to another party of what they may not be aware of. Right from times, the term advertising has been given different definitions by old scholars and even to date by current scholars. The American Marketing Association described advertising as, 'any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor' (American Marketing Association, 2018).

The American Marketing Association (AMA) defines Advertising as the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas. (AMA, 2018). Advertising according to Kotler, involves the activities of informing, persuading, reminding, and reinforcing the target audience (Kotler, 2018). Ayub and Abid (2017) see advertising as a one-way communication from the company to its targeted market to create the brand image and provide knowledge about their product's core features.

Advertising stimulates an increase in production, wider distribution, and greater availability of goods and services and consequently generates more employment; it is at its best when it is a compelling invitation to inform and persuade the consumers' behavior towards goods, services, or ideas (Lokesh et al., 2014).

Thus, the basic purpose of advertising communication is to put customers in a more receptive form of mind so that they are inclined to purchase a product (Dubey and Patel, 2013). Advertising is one of the major ways according to Kekezi through which a company/a business/ or a producer makes its products or services known to the public (Harris & Berger, 2015).

Therefore, if a company/entity does not advertise or communicate its product/services it becomes very difficult for it to penetrate the market and make its target aware of the products/services it offers (Kekezi, 2019).

Conceptualizing electronic media

The research of Carl Xie-Connell (2015) defined electronic media as the media that one can share on any electronic device for the audience viewing, unlike static media (Printing) electronic media is broadcasted to the wider community.

Major forms of electronic media for advertising and promotion of goods/services

Four major forms of electronic media are used by sellers, and producers of goods and services in making their products and services known to the public. Some of these media are audiovisual and some are non-visual. The four major ones are; television, radio, internet, and social media

Television as an electronic medium for advertising and promotion of goods

Television (TV), sometimes shortened lexically to tele or telly, is a telecommunication medium used for transmitting moving images in monochrome (black and white), or in color, and in two or three dimensions and sound. The term can refer to a television set, a television show, or the medium of television transmission. It is a mass medium for advertising, entertainment, news, and sports.

Television advertising

The study of Kekezi (2019) described television as a media outlet that through its content offers to its audience not only information but also entertainment, leading its viewership to experience a complex variety of emotions. A television advertisement is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. It is a very effective tool for communicating a message to its target audience as it can combine visual and audio communication and thus this makes advertisements an important medium to make people aware of any products Sonkusare (2013). Kitani (2017) defines a television advertisement as a span of a television program that an organization produces and pays for to convey a message that publicizes a certain service, product, or idea.

The radio as an electronic medium for advertising and promotion of goods

In an article, Skretvedt, and Christopher (2021) described radio as sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast stations to multitudes of individual listeners equipped with radio receivers.

Businesses are using the radio to advertise and promote their products and services. This they do by buying commercials, frequently called spots in the radio industry, to promote their products or services. Advertisers/ product and service owners pay commercial radio stations for airtime and, in exchange, the radio station broadcasts the advertiser's commercial to its listening audience. This is known as radio advertisement of products and services.

Radio advertising according to Andrews and Shimp (2017) is used to refer to the promotion of products, services, and ideas on the radio. Radio advertising generally utilizes sound effects to communicate advertisement messages. Since radio advertising does not involve visual effects, the designers of these advertisements usually make a deliberate effort to make the sound effects so efficient that although the listener cannot see what is being advertised, they can create mental pictures of that service or product (Oliver, 2014).

Influence of Radio advertisement on consumer purchasing behavior

Based on the human voice, as noted by Skretvedt and Christopher (2021) radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around the broadcast sounds. Radio ads segment the audiences according to geography, demographics, backgrounds, and communities. Morning people, for example, enjoy listening to music or the news on the radio before starting their day or going to work. According to Peter and Mohammad (2022), Radio as an auditory (relating to the sense of hearing) medium covers both those who are unable to read or write and it is ideally suited to conveying content in vernacular languages.

Radio advertisements through repetition, emotional connection, targeted demographics, information provision, and urgency creation on radio commercials can reach a large audience, create brand recognition, and influence purchasing decisions. Consumers especially those in the deep rural areas where there is no electricity to power TV, who make the radio their companion, and listen to radio like no man's business, always listen to advertisement of products and services via radio media. They imagine the products advertised and try to look for them at all costs to taste and see what the product looks like. Also, the fact that they are in a rural area, they would want to purchase the product to feel among and relevant as they are using products regularly announced on the radio. Radio advertisements can be used to provide information about a product or service, helping to educate consumers and build awareness. This information can include features, benefits, and pricing, as well as any promotions or discounts that are currently available. By providing this information, radio advertisements can help consumers make informed purchasing decisions, increasing the

likelihood that they will choose the product or service being advertised. Radio advertisements through the use of emotions can influence consumer behavior as radio commercials are often designed to evoke emotions, such as humor, excitement, or nostalgia, to connect with listeners on a personal level. This emotional connection helps to build brand loyalty, as consumers are more likely to remember and trust a brand that they feel a personal connection with.

According to Rajagopal (2012), the style of radio advertisements on sales promotions is always created with humor to add emotional value. To the author, different levels of emotions such as warmth, love, longing and desire, happiness, and humor can make the listeners develop attitudes towards the brand, and the intentions to purchase are higher for humorous advertisements containing moderate incongruity than those conveying a message directly. Radio advertisements drive consumers to remember messages differently about their favorite jingle, program, or music. Such beliefs of listeners help advertisements to stay atop the mind and consumers unconsciously associate with it as personally relevant information and have an enduring impact on their emotions (Rajagopal, 2012). Advertisements develop a variety of emotional dimensions ranging from pleasure and activation that include need activation, 'me too feeling', and loyalty to the brand. Such advertisements have a positive influence on consumers.

The internet as an electronic media for advertising and promotion and consumer purchasing behavior

Internet media refers to audio and visual content transmitted online. It can include words, images, graphics, and interactive elements. Techopedia (2020) described the Internet as a globally connected network system that facilitates worldwide communication and access to data resources through a vast collection of private, public, business, academic, and government networks. Ezeab et al. (2019) defined it as a global network that is referred to as all inter-connected data sources, computers, network routers, and circuits to which people can log on via computer and other devices like smartphones to download or upload files, engage in online conferences and exchange electronic mails. According to an online library center, the simple explanation for the internet is to call it the network of networks because it is the connection of computer networks around the world into one single entity. It's not one big computer, but rather numerous networked computers connected (Online library center 2013).

The internet especially websites and blogs is rapidly emerging as a viable and major channel of communication as more and more people seek news, entertainment, and educational material online. Business owners/ advertisers and companies are now utilizing this

opportunity to communicate their products and services via Internet websites emails, blogs, etc. through the Internet share advertisement by displaying pictures of their products, educating the viewers on the uses and how to get the product or services, for the audience to see anywhere, anytime, irrespective of distance or geographical location. Virtually every part of the Internet has become a medium of communication as most free email services have little boxes that display advertisements and other messages. Of recent, the internet has held a large place in marketing and advertising of products or services, it has become a marketplace known as 'internet marketing', Kavitha, (2012), see internet/online marketing as the application of electronic applications for planning and implementing the prices, distribution, and promotion of ideas, goods/ services for exchanges to satisfy customers and meet the organization's set objectives.

Consumers are instigated and develop an interest to want to buy a product when they usually see the advert of the product on their browsing sites any time they log in for other purposes. This is commonly used by service-providing business organizations who push their available business adverts into almost all websites. Banks like other businesses now involves in marketing their services and new ideas through the internet to the public either on their website or general internet pages on the web. Since the Internet has broken the geographical distance barrier, consumers are developing the behavior of buying or patronizing products/services advertised via Internet media because it is just a click and transactions are done without stress. Some even sent an email like 'Click here to shop with us and get an exclusive offer today. The Internet banking media has made consumers of banking services in our modern day develop an interest in purchasing the services such as opening a deposit account or transferring funds among different accounts, and new banking services, such as electronic bill presentment and payment.

Social media as an electronic media for advertising and promotion of goods and consumer purchasing behaviour

Social media are websites and applications that enable users to create and share content or to participate in social networking. Maya (2021) referred to social media as a computer-based technology that enhances and facilitates the sharing of thoughts, ideas, and information through virtual networks and communities. they are internet-based and give users quick electronic communication of content, such as personal information, documents, videos, and photos and individuals use social media via a computer, tablet, or Smartphone via web-based software or applications. Initially, social media where used for individual purposes, as individuals use it

to keep in touch with friends and families. Some individuals use social media applications to network for career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions (Maya, 2021). However, social media have become a medium for businesses to advertise and promote their products and services, some companies even have social media platforms/ sites where they display all their offers and put some incentives for people/ internet users to view.

Theoretical framework

The Pavlovian Theory

The study was anchored on the theory propounded by Ivan Pavlov, a psychologist who studied human behaviour through an experiment commonly known as classical conditioning (Lantos, 2015). In this experiment, a dog was conditioned to salivate every time a bell rang because, from previous experience, the bell was associated with food. So, every time the bell rang, the dog knew that it was time to eat since the ringing was followed by food. Therefore, if the bell was rung later, the dog salivated even in the absence of food due to the conditioned response. The same conditioning could be applied to consumer behaviour. According to this theory, human beings tend to behave in a certain way in response to certain conditioning. If they have been using a certain product, for instance, they are highly likely to go for a new one that the same company introduces. This theory implies that consumer habits can be shaped, created, or even reinforced as a result of previous experiences.

Black box model of consumer behaviour (Stimulus-Response Model)

The Black Box model is a theory that hypothesises with the assumption that what takes place in the consumer's 'black box' of the consumer's mind can be inferred from a study of observed stimuli and responses. The stimulus-Response model described the consumer as a thinker and problem solver who responds to a range of external and internal factors when deciding whether or not to buy. This theory is related to this study because Radio as a medium used for advertisement has the power to create pictures in the listener's/audience's mind, this stimulates them to want to see/feel and use what they have been listening to.

According to Peter and Mohammad (2022), the ability of the radio advertisement to evoke a sort of "visual perception" in people listening to an advertisement implies the possibility of engaging the listeners in visual exposure to the product or services.

Empirical review

Nirmala & Panchanatham (2019) researched on the examination of television advertisement's effect on consumers buying and satisfaction. The purpose of his research was to clarify the effects of TV advertisements and how consumer attention towards advertisements provokes for purchasing the product and eventually building customer satisfaction it was concluded that TV advertisements have a constructive effect on consumer's minds regarding their choice for purchasing & desire of purchasing and customer's satisfactions.

A study by Swati (2013), investigated how the adoption of the Internet enhances the marketing of banking services in Nigeria. using a sample of 180 respondents (employees and customers) drawn from four-generation banks in the country, their study revealed that the adoption of the Internet has enhanced the banks' communication with customers through Internet marketing which has significantly enhanced customers' banking services particularly in the areas of improved patronage, on-time (effective) service delivery and reduced marketing costs.

The study also found that Internet marketing has created exciting new and cheaper ways to learn about and track customers, create products and services tailored to meet customer needs, distribute products more efficiently, and communicate with potential customers effectively Swati (2013).

A descriptive study that examined the effects of electronic marketing on consumer buying behaviour in Accra was carried out by Richard et al., (2019) on a sample of 70 consumers selected by purposive and convenience sampling techniques and the data was analyzed using descriptive statistics, frequency table. Their findings revealed that electronic marketing influences consumer buying behavior with the evidence that the consumers in their study attest that they like and use electronic shopping because of its reliability, the sampled consumers are content with the convenience of shopping online, provides online, and the delivery time.

METHODOLOGY

The researcher adopted the descriptive survey design method. The population of the study was 79,963 residents across Delta State (NPC, 2006). The research further selected Forty (40) respondents randomly from each of the strata in the selected areas in Delta State, making the sample one hundred and twenty (120) residents.

After the collection of the questionnaire, the responses will be scored using frequency count and percentage, while the hypotheses were tested using the Pearson product-moment correlation coefficient to test the statistical relationship between the variables.

Table 1: Testing the level of influence Television advertisements have on consumers purchasing behaviour of products.

Variables Statistics		Television advertisement	Consumer Purchasing Behaviour
Television advertisement	Pearson Correlation	1	0.980**
	Sig. (2-tailed)		0.000
	The sum of Squares and Cross-products	2127.467	2000.133
	Covariance	17.878	16.808
	N	120	120
Consumer Purchasing Behaviour	Pearson Correlation	0.980**	1
	Sig. (2-tailed)	0.000	
	The sum of Squares and Cross-products	2000.133	1957.467
	Covariance	16.808	16.449
	N	120	120

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

Table 2: Testing the level of effect radio advertisements have on consumers purchasing behaviour of products

Variables	Statistics	Radio advertisement of the product	Consumer Purchasing Behaviour
Radio advertisement of the product	Pearson Correlation	1	0.982**
	Sig. (2-tailed)		0.000
	The sum of Squares and Cross-products	2229.867	2052.267
	Covariance	18.738	17.246
	N	120	120
Consumer Purchasing Behaviour	Pearson Correlation	0.982**	1
	Sig. (2-tailed)	0.000	
	The sum of Squares and Cross-products	2052.267	1957.467
	Covariance	17.246	16.449
	N	120	120

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

Hypotheses testing

Research Hypothesis One: Television advertisement does not have a significant influence on consumers purchasing behavior of products

The correlation (Table 1) showed the level of influence between television advertisements as the independent variable on consumers purchasing behavior of products as the dependent variable. The table showed a correlation coefficient of 0.980** indicating a strong positive relationship and a sig value of 0.000 which also indicate a significant relationship. this means that the independent variable has a strong positive influence on the dependent variable. We, therefore, reject the null hypothesis and accept the alternate hypothesis that television advertisements have a significant influence on consumers purchasing behavior of products.

Research Hypothesis two: radio advertisement of the product does not have a significant effect on consumers purchasing behaviour of products.

The correlation report in (Table 2) showed the level of influence the independent variable (Radio advertisement of product) has on the dependent variable (consumers

purchasing behavior of products). From the table, a correlation coefficient of 0.982** indicating a strong positive relationship was obtained, and a sig value of 0.000 also indicates a significant relationship. This means that the independent variable has a strong positive influence on the dependent variable. Based on the rules, we reject the null hypothesis and accept the alternate hypothesis insinuating that radio advertisements of products have a significant positive influence on consumers purchasing behavior of products.

Research Hypothesis three: internet media for advertising products does not significantly influence consumer purchasing behavior in the Abraka community.

The correlation report in (Table 3) showed the level of influence the independent variable (internet media of advertising) has on the dependent variable (consumers purchasing behaviour of products). As seen in the table, a correlation coefficient of 0.973** indicates a strong positive relationship and a sig value of 0.000 which also indicate a significant relationship was obtained. This means that the independent variable has a strong positive influence on the dependent variable. Thus we rejected the null hypothesis and accept the alternate hypothesis insinuating that internet media of advertising

Table 3: Testing the level of influence internet media have on consumers purchasing behavior of products

Variables	Statistics	Internet media of advertising	Consumer Purchasing Behaviour
Internet media of advertising	Pearson Correlation	1	0.973**
	Sig. (2-tailed)		0.000
	The sum of Squares and Cross-products	2645.467	2214.467
	Covariance	22.231	18.609
	N	120	120
Consumer Purchasing Behaviour	Pearson Correlation	.973**	1
	Sig. (2-tailed)	.000	
	The sum of Squares and Cross-products	2214.467	1957.467
	Covariance	18.609	16.449
	N	120	120

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

products have a significantly positive influence on consumer purchasing behavior.

RESULTS AND DISCUSSION

Television advertisements of products have a significant influence on consumers purchasing behavior of products. This is done through its features of audiovisual making viewers see the product, educating them on how to use the product, and using celebrities and models which arouse viewers' interest and liking for the product. This finding concord with Statista. (2021). who conducted research on the examination of television advertisement's effect on consumers buying and satisfaction and found that TV advertisement has a constructive effect on consumers' minds regarding their choice for purchasing & desire of purchasing and customer's satisfaction. Also affirms Kitani (2017) when he asserted that television advertising is not the only factor that influences consumer behavior. But television advertisers manipulate the feelings of the consumer so that they change their perception and thus become inclined to their products and services. It is somewhat in agreement with the report of Miglani cited by Khanam, and Abhay (2017) on the effect of different advertising media on the purchase of household goods and revealed that all the respondents were exposed to television advertisements and television took the top rank for its effectiveness in the purchase of household goods. The study by Joon noted in Khanam, and Abhay on the effect of television advertisements on the purchasing behavior of homemakers revealed that 40 percent of the respondents were influenced by their advertisements and the factors such as good quality, earlier experience, less consumption, cost and TV advertisements with the brand were important in influencing the respondents to repeat the purchase of brand (Khanam and Abhay 2017).

Radio advertisements of products have a significant positive influence on consumers purchasing behavior of products. Through repeated adverts and their use of certain aesthetic and dramatic elements like sound, music, and dance to communicate the advertisement message, use of pigin and local languages that express and display the advertisement message about the product, ability to even without power supply to reach an

audience with information about products within their houses. This is in line with Rajagopal (2012) study on the impact of radio advertisements on urban commuters toward buying behavior in retail stores which revealed that the shopping behavior of urban consumers at retail stores in response to radio advertisements is highly influenced by the physical, cognitive, and economic variables. Rajagopal (2012) proposed that radio commercials cause consumers to recall messages about their favourite jingle, programme, or music differently through repetition, emotional connection, and information giving. Such listener beliefs enable commercials to remain at the forefront of the mind, and consumers unconsciously link with it as personally relevant information, having a persistent impact on their emotions (Rajagopal 2012).

The internet media of advertising products have a significant positive influence on consumer purchasing behavior since the internet advert bring products to the knowledge through its advert that pops up on browsers internet and customers are always moved to click on product adverts when browsing the internet, and sending of unsolicited e-mail requesting customers to buy a product and get bonus. This finding is not so far from the study by Hanssens, and Pauwels, (2016) who investigated how the adoption of the Internet enhances the marketing of banking services in Nigeria and revealed that the adoption of the Internet has enhanced the banks' communication with customers through the internet marketing which has significantly enhanced customers' banking services particularly in the areas of improved patronage, on-time (effective) service delivery and reduced marketing costs. The study also found that Internet marketing has created exciting new and cheaper ways to learn about and track customers, create products and services tailored to meet customer needs, distribute products more efficiently, and communicate with potential customers effectively.

Conclusion

Based on the literature and findings from the data, it is so obvious that most people in this era of technology where the world is seen as a global village like making use of electronic media for one reason or the other. This has

made most businesses of this generation target their would-be and already existing customers via these electronic media. It is therefore concluded that electronic media especially television, the internet, and social media are the pivots on which any business's customer strength and market share thrive in this era where everyone both young and old are found using them.

Recommendations

1. Businesses especially small ones that have not been using electronic media try and adopt the use of electronic media for advertising their product because these days people want to get information and buy products from the convenience of their homes
2. Advertisement Agency should develop and improve on the ways they design adverts so that they can pass out the messages about the advertised product effectively to the audience since the sellers are not in face-to-face contact with the buyers
3. Holders of electronic media houses or companies especially the television and radio media should try to make it affordable so that all businesses especially small ones use it for the advertisement of their products

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