

Influence of Digital Marketing Strategies on the Online Purchase Behaviour of Young Adults in Awka South L.G.A, Nigeria

Kanayo Chike Nwosu¹, Igbokwe Raymond Chinonso²

Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra, Nigeria

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ABSTRACT

Digital marketing has become an indispensable tool for influencing consumer purchasing decisions, particularly among young adults who increasingly rely on digital platforms when searching for products and making online purchases. Despite the growing adoption of digital marketing strategies by businesses, empirical evidence on the relative effectiveness of specific strategies in emerging markets such as Nigeria remains limited. This study examined the influence of digital marketing strategies on the online purchase behaviour of young adults in Awka South L.G.A, Nigeria. Specifically, the study investigated the effects of content marketing, email marketing, social media marketing, and search engine optimization (SEO) on online purchase behaviour. A survey research design was adopted, and data were collected through structured questionnaires administered both online and offline. Out of a sample size of 384 respondents, 351 valid responses were analysed using the Statistical Package for the Social Sciences (SPSS) version 32. Multiple regression analysis was employed to test the study hypotheses. The findings revealed that social media marketing and search engine optimization significantly and positively influenced online purchase behaviour, with social media marketing emerging as the strongest predictor. Conversely, content marketing and email marketing did not exert a statistically significant influence on online purchase behaviour. The study concludes that businesses seeking to influence the online purchasing decisions of young adults should prioritise investments in social media marketing and search engine optimization while reassessing the implementation of content and email marketing strategies. However, the study suggests that future studies should employ larger samples, broader geographical coverage across Nigerian cities, and longitudinal designs for deeper insights.

Keywords: Digital Marketing, Content Marketing, Email Marketing, Social Media Marketing, Search Engine Optimization, Online Purchase Behaviour.

INTRODUCTION

Digital marketing has emerged as one of the most transformative business practices of the modern era, fundamentally changing the way organizations communicate with consumers and influence their buying decisions (Kotler, Kartajaya, & Setiawan, 2021). Unlike traditional marketing approaches that rely on television, radio, newspapers, and physical interactions, digital marketing makes use of internet-based platforms such as social media, websites, search engines, email campaigns, and online advertisements to engage consumers in a more direct, interactive, and personalized manner (Chaffey & Ellis-Chadwick, 2022). The advancement of information and communication technologies, coupled with the popularity of smartphone usage and internet access, has contributed significantly to the growth of digital marketing across the world (Statista, 2024).

In recent years, businesses have increasingly shifted their attention toward digital platforms because consumers now spend a substantial part of their daily lives online. According to Nartea and Barrera (2024), digital marketing has become a powerful tool for influencing purchase decisions and online buying behaviour among young consumers, especially Generation Z. Similarly, Singh (2024) observed that online buying intentions are strongly shaped by factors such as perceived usefulness, trust, ease of use, and digital interactions created through online marketing platforms. These developments indicate that modern consumers are no longer dependent on physical stores or traditional advertising before making purchasing decisions.

In Nigeria, the growth of e-commerce and social media usage has further increased the adoption of digital marketing strategies among businesses. Platforms such as Instagram, Facebook, TikTok, WhatsApp, X (formerly Twitter), and YouTube are widely used to promote products and interact with consumers (Suleiman et al., 2024). Likewise, the popularity of online shopping platforms such as Jumia and Konga has contributed to the expansion of digital marketing activities in the country (Iroka & Nwaizugbo, 2024). Suleiman, Ikenze, and Gambo (2024) noted that digital marketing significantly influences consumer buying behaviour by creating awareness, shaping perceptions, and encouraging purchase intentions. Similarly, Halim et al. (2024) found that digital marketing strategies, particularly social media marketing and email marketing, positively influence the purchasing behaviour of online consumers in Nigeria.

Young adults constitute one of the most active groups in the digital environment because of their high exposure to smartphones, internet services, and social networking platforms. They frequently interact with online advertisements, influencer content, online reviews, and digital campaigns, making them highly responsive to digital marketing activities (Coyne & Woodruff, 2024). According to Priya and Agrawal (2024), social media and digital platforms significantly shape the purchase behaviour of young consumers by influencing brand awareness, trust, and product perceptions. In addition, Ijeh, Ivwighren, and Uwayah (2024) observed that digital advertising has a significant relationship with consumer purchasing behaviour because online exposure increases consumers' interest in products and services.

Despite the growing use of digital marketing strategies by businesses, there are still concerns regarding how effectively these strategies translate into actual online purchases. Many firms invest heavily in social media advertising, influencer promotions, targeted online campaigns, and email marketing with the expectation that increased online visibility will automatically generate sales (Kotler et al., 2021; Chaffey & Ellis-Chadwick, 2022). However, consumers may engage with digital content by liking, commenting on, or following brand pages without proceeding to make actual purchases. This disconnect suggests that exposure to digital marketing alone may not be sufficient to influence online purchase behaviour (Suleiman et al., 2024; Halim et al., 2024). Hidayat et al. (2021) argue that factors such as trust, perceived security, and ease of use also play important roles in shaping consumers' willingness to purchase online.

Although previous studies have established that digital marketing can influence consumer purchase intentions (Azhar et al., 2023; Dwivedi et al., 2021), the effectiveness of individual digital marketing strategies may vary across locations, social environments, and consumer characteristics. In Awka South L.G.A, where digital engagement among young adults continues to increase and businesses increasingly rely on digital platforms to promote their products, there remains limited empirical evidence on how specific digital marketing strategies influence the online purchase behaviour of young adults. Most existing studies have focused on broader national or international contexts, leaving a gap in understanding consumer behaviour within the local environment (Ezeanya et al., 2024).

This gap creates uncertainty for businesses seeking to identify the digital marketing strategies that most effectively motivate young adults to move beyond online engagement to actual purchasing behaviour. Without such evidence, organizations risk allocating resources to digital marketing activities that generate attention but fail to produce meaningful sales outcomes. Consequently, this study examines the influence of content marketing, email marketing, social media marketing, and search engine optimization on the online purchase behaviour of young adults in Awka South L.G.A.

Theoretical Foundation

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how individuals come to accept and use new technologies. The model proposes that perceived usefulness and perceived ease of use are the major determinants of technology acceptance and subsequent behavioural intention. Perceived usefulness refers to the extent to which an individual believes that using a particular technology will enhance performance, while perceived ease of use refers to the extent to which the technology is perceived as effortless to use. TAM

suggests that when consumers perceive digital platforms as useful and easy to use, they are more likely to develop favourable attitudes and intentions toward using such platforms.

TAM is relevant to the present study because online purchasing involves consumers' acceptance and use of digital technologies, including websites, search engines, social media platforms, and electronic communication channels. Digital marketing strategies can improve consumers' access to product information and make online shopping more convenient, thereby influencing their perceptions of the usefulness and ease of using digital platforms. For instance, effective search engine optimization can make products easier to locate online, while social media and email marketing can facilitate access to product information and interactions with businesses. These experiences may increase consumers' willingness to engage with digital platforms and ultimately influence their online purchasing behaviour.

The relevance of TAM to this study therefore lies in its explanation of the technological dimension of online consumer behaviour. While the model does not directly explain all forms of digital marketing influence, it provides a useful theoretical basis for understanding how consumers' acceptance and perceived usability of digital platforms can contribute to online purchase behaviour. Consequently, TAM complements the other theoretical perspectives adopted in this study by providing a technology-oriented explanation of why consumers may respond differently to digital marketing activities in online environments.

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991), explains how an individual's intention to perform a behaviour is shaped by three major factors: attitude, subjective norms, and perceived behavioural control. Attitude reflects the individual's favourable or unfavourable evaluation of the behaviour, while subjective norms represent perceived social pressure from important individuals or groups. Perceived behavioural control refers to the extent to which an individual believes that he or she has the ability and resources to perform the behaviour. According to the theory, these factors influence behavioural intention, which subsequently contributes to actual behaviour.

TPB is relevant to the present study because online purchasing is influenced not only by consumers' exposure to digital marketing but also by their attitudes toward online shopping, the opinions and recommendations of others, and their perceived ability to complete online transactions. Digital marketing activities such as social media marketing, content marketing, email marketing, and search engine optimization can provide information, social cues, and persuasive messages that shape consumers' attitudes and perceptions toward products and online purchasing. Similarly, reviews, recommendations, influencer interactions, and online discussions can create social influences that may affect consumers' purchase intentions.

The theory therefore provides a useful behavioural explanation for the relationship between digital marketing strategies and online purchase behaviour. While exposure to digital marketing may create awareness and interest, consumers' attitudes, perceived social expectations, and confidence in their ability to complete online purchases may determine whether such exposure translates into actual purchasing behaviour. TPB consequently complements the Technology Acceptance Model by providing a behavioural perspective on the factors that influence consumers' intentions and subsequent online purchasing decisions.

Conceptual Review

Digital Marketing

Digital marketing is a modern marketing approach that utilizes internet-based technologies, digital platforms, and electronic communication tools to promote products and services, build customer relationships, and influence consumer purchasing behaviour (Cioppi et al., 2023). It encompasses strategies such as social media marketing, content marketing, email marketing, search engine optimization (SEO), influencer marketing, and mobile marketing. According to Pascucci et al. (2023), digital marketing has transformed traditional marketing by enabling organizations to engage consumers through real-time, interactive, and personalized communication channels.

Recent advancements in digital technologies, including artificial intelligence, data analytics, and social media platforms, have further strengthened the effectiveness of digital marketing. Cioppi et al. (2023) noted that digital transformation has reshaped customer communication and relationship management, while Ziakis and Vlachopoulou (2023) emphasized the growing role of data-driven technologies in predicting consumer preferences and improving personalized marketing strategies. Similarly, Sang (2024) observed that businesses increasingly rely on websites, mobile applications, social media, and digital advertising to enhance customer engagement and brand visibility.

The growing importance of digital marketing is particularly evident among young adults, who actively interact with online advertisements, influencer content, digital reviews, and personalized recommendations. Bashar, Wasiq, and Maziriri (2024) argued that social media has become one of the most influential dimensions of digital marketing by encouraging customer participation and strengthening brand awareness, while Labib (2024) highlighted that artificial intelligence enables organizations to deliver customized marketing content that aligns with consumers' interests and online activities. Consequently, digital marketing has become an essential strategy for improving customer engagement, strengthening brand relationships, and influencing consumers' online purchase behaviour.

Content Marketing

Content marketing refers to the creation and distribution of valuable, relevant, and consistent digital content to attract, engage, and influence consumers' purchasing decisions (Liu, Sun, & Lee, 2023). Businesses increasingly utilize blogs, videos, articles, infographics, podcasts, and other digital content to educate consumers and support their decision-making processes (Pascucci et al., 2023). As consumers increasingly rely on online information before making purchasing decisions, content marketing has become an important strategy for influencing online purchase behaviour (Lou & Xie, 2024; Huang et al., 2024).

Existing studies indicate that high-quality content enhances consumers' trust, engagement, and purchase intentions. Lou and Xie (2024) reported that informative and engaging content reduces consumers' uncertainty during online shopping and encourages positive attitudes toward brands. Similarly, Alshurideh et al. (2023) found that relevant and credible content improves brand awareness and customer engagement, thereby increasing consumers' willingness to make online purchases. Beyond influencing immediate purchase decisions, content marketing also strengthens long-term customer relationships by providing information that addresses consumers' needs and preferences. According to Baltes (2023), valuable digital content enhances customer satisfaction and fosters stronger emotional connections with brands.

Among young adults, content marketing is particularly effective because they frequently consume digital content through websites, blogs, YouTube, and social media platforms. Consequently, businesses that consistently provide informative, authentic, and engaging content are more likely to strengthen consumer trust, improve customer engagement, and positively influence online purchase behaviour.

Email Marketing

Email marketing refers to the use of electronic mail to promote products, communicate business information, and maintain relationships with customers (Thomas et al., 2022). It enables businesses to deliver personalized messages, promotional offers, newsletters, and product updates directly to consumers. As digital communication continues to expand, email marketing has become an important strategy for influencing consumers' online purchasing decisions (Thomas et al., 2022; Nuseir, 2020).

The effectiveness of email marketing lies in its ability to provide personalized and relevant information that matches consumers' interests and preferences. Sharma and Gupta (2023) reported that personalized email campaigns positively influence consumers' purchase intentions by encouraging greater engagement with brands. Similarly, Khan and Faisal (2024) observed that promotional emails containing discounts, product recommendations, and exclusive offers encourage consumers to revisit online stores, complete purchases, and strengthen long-term customer relationships.

Beyond stimulating purchase intentions, email marketing enhances customer engagement by providing businesses with a direct channel for continuous communication. Tuten and Solomon (2023) explained that well-designed, customer-focused email campaigns contribute to positive online shopping experiences through clear calls-to-action and relevant content. However, they cautioned that excessive or irrelevant emails may reduce consumer interest and negatively influence purchasing decisions. Collectively, these findings suggest that personalized and customer-oriented email marketing remains an effective strategy for strengthening customer relationships and encouraging online purchase behaviour.

Social Media Marketing

Social media marketing refers to the use of social networking platforms such as Instagram, Facebook, TikTok, X (formerly Twitter), and YouTube to promote products, engage consumers, and influence purchasing decisions (Dwivedi et al., 2021). As consumers increasingly spend time on these platforms, businesses utilize social media to advertise products, build brand awareness, and maintain direct interactions with customers (Suleiman et al., 2024; Shen & Wang, 2024).

Social media marketing significantly influences consumer online purchase behaviour by shaping consumers' perceptions, attitudes, and purchase intentions. Priya and Agrawal (2024) noted that social media enhances consumers' awareness of products and services, while interactive features such as likes, comments, shares, and reviews strengthen customer engagement and influence purchasing decisions. Similarly, Ridwan et al. (2025) found that Generation Z consumers frequently rely on digital interactions, influencer recommendations, and peer reviews before purchasing products online, highlighting the growing importance of social media in consumer decision-making.

Influencer marketing and electronic word-of-mouth (e-WOM) further reinforce the effectiveness of social media marketing. Chopra et al. (2024) reported that influencer endorsements positively affect consumers' purchase intentions because influencers are often perceived as credible and trustworthy sources of product information. Likewise, positive online reviews and customer experiences enhance brand reputation and motivate purchasing decisions, whereas negative reviews may discourage consumers from buying products online.

Given the high level of social media engagement among young adults, businesses that effectively leverage interactive content, influencer partnerships, and customer engagement strategies are more likely to strengthen consumer trust and positively influence online purchase behaviour.

Search Engine Optimization

Search Engine Optimization (SEO) refers to the process of improving a website's visibility on search engine result pages through the use of relevant keywords, quality content, effective website structure, and other optimization techniques (Mladenović et al., 2023; Erdmann et al., 2022). As consumers increasingly rely on search engines such as Google to obtain product information before making purchasing decisions, SEO has become an important digital marketing strategy for attracting and converting online consumers (Diwanji et al., 2023).

Website visibility plays a crucial role in shaping consumer online purchase behaviour. Websites that appear on the first page of search engine results are generally perceived as more credible and trustworthy. Hassan et al. (2024) found that higher search engine rankings enhance consumer trust and increase the likelihood of online purchases. Similarly, Chaffey and Ellis-Chadwick (2023) observed that optimized websites enable consumers to access relevant product information more quickly, thereby improving their online shopping experience.

Beyond improving visibility, SEO enhances customer engagement by increasing website traffic and providing consumers with accessible, relevant, and user-friendly information. Kumar and Rajan (2023) reported that strategies such as keyword optimization, mobile responsiveness, and fast-loading web pages positively influence customer satisfaction and online purchase intentions. Collectively, these findings suggest that effective SEO enhances website credibility, improves consumers' access to information, and positively influences online purchase behaviour.

Consumer Online Purchase Behaviour

Consumer online purchase behaviour refers to the process through which consumers recognize needs, search for information, evaluate alternatives, make purchasing decisions, and engage in post-purchase activities through internet-based platforms (Laudon & Traver, 2024). The rapid growth of e-commerce, social media, mobile technology, and artificial intelligence has fundamentally transformed this process by providing consumers with greater access to information, personalized recommendations, and interactive shopping experiences (Dwivedi et al., 2021).

Recent studies indicate that consumer online purchase behaviour is influenced by technological, psychological, social, and economic factors. According to Munmun and Ghosh (2023), online purchase intention reflects consumers' willingness to purchase through digital channels and is shaped by trust, perceived usefulness, ease of use, electronic word-of-mouth (e-WOM), and security concerns (Ghosh, 2024). Likewise, Gooljar et al. (2024) observed that digital platforms have made purchasing decisions more informed by expanding consumers' access to product information and online interactions.

Trust and security remain among the most important determinants of online purchasing. Vega Barrios et al. (2024) found that payment security, product delivery, and return policies significantly influence consumers' willingness to purchase online, while Kusawat and Teerakapibal (2023) highlighted the growing importance of online reviews, ratings, and testimonials in shaping purchasing decisions. Similarly, Ridwan et al. (2025) reported that Generation Z consumers frequently depend on influencer recommendations and social media interactions when evaluating products and making online purchase decisions.

The increasing adoption of artificial intelligence and personalized digital technologies has further transformed consumer behaviour. Ghosh (2024) emphasized that consumers are more likely to adopt online shopping platforms that are useful, convenient, and easy to navigate, while Reuters (2025) noted that AI-powered recommendations and shopping assistants improve customer engagement and online sales. These developments indicate that consumer online purchase behaviour is increasingly driven by personalized, secure, and technology-enabled shopping experiences, making digital marketing strategies essential in influencing consumers' purchasing decisions.

Empirical Review

Abed Ghers and Benamara (2024) examined the impact of content marketing on consumer purchasing behaviour and marketing performance among 300 Jumia customers in Algeria using Structural Equation Modelling (SEM). The findings revealed that content marketing had a significant positive effect on consumer purchasing behaviour, which subsequently improved marketing performance. The study concluded that effective content marketing enhances customer satisfaction, loyalty, and purchasing decisions, recommending that e-commerce firms invest in high-quality content to strengthen consumer engagement. The study provides empirical support for the argument that strategically designed digital content positively influences consumers' online purchase behaviour.

Hasani et al. (2023) examined the effect of digital content marketing on consumers' purchase intention, focusing on the mediating roles of electronic word-of-mouth (e-WOM), customer engagement, brand awareness, and customer retention. Using Partial Least Squares Structural Equation Modelling (PLS-SEM), the study found that while content marketing did not have a significant direct effect on purchase intention, it significantly enhanced customer engagement, brand awareness, customer retention, and e-WOM, which subsequently influenced consumers' purchase intentions. The study concluded that businesses should focus on creating valuable and engaging digital content that strengthens customer relationships and encourages positive online interactions, thereby improving purchase intentions.

Rana, Kiran, and Gul (2024) examined the impact of email marketing on consumers' buying decision process in the Pakistani market. Using a descriptive survey design, data were collected from 384 online shoppers and analysed using regression analysis. The findings revealed that email marketing had a significant positive influence on consumers' buying decisions, particularly during the information search and evaluation of alternatives stages, while also enhancing purchase decisions and post-purchase engagement. The study

concluded that well-designed and personalized email marketing campaigns strengthen consumer engagement and positively influence buying behaviour, recommending that businesses strategically utilize email marketing to improve consumer decision-making.

Olaleye and Kolade (2025) examined the impact of social media marketing on customers' purchase decisions among selected online superstores in Lagos, Nigeria. Using a survey research design, data were collected from 397 University of Lagos students and analysed using correlation, ANOVA, and multiple linear regression. The findings revealed that social media marketing had a strong and statistically significant influence on customer purchase decisions, with ease of use of social media platforms, awareness of social media channels, and promotional discount pricing emerging as significant predictors. The regression model explained 87.8% of the variation in online patronage, while ANOVA confirmed the overall model significance. The study concluded that effective social media marketing enhances customers' purchase decisions and recommended that online retailers strengthen social media engagement, improve platform usability, and adopt promotional strategies to stimulate consumer patronage.

Erawan, Telagawathi, Winata, and Suarmaja (2023) investigated the influence of Search Engine Optimization (SEO) and brand awareness on consumers' purchase intention among The Body Shop customers in Bali, Indonesia. Using a quantitative survey design, data were collected from 100 respondents and analysed through multiple linear regression. The findings revealed that SEO had a significant positive influence on consumer purchase intention, with consumers showing greater trust and willingness to purchase from brands that ranked highly on search engine results and provided easily accessible product information. Brand awareness further strengthened the relationship between SEO and purchase intention. The study concluded that effective SEO enhances online visibility and significantly influences consumer purchase behaviour, recommending that businesses strengthen their SEO strategies to improve search rankings and attract potential customers.

Hypotheses Development

The empirical studies reviewed generally indicate that digital marketing strategies influence consumers' online purchase behaviour, although the strength and significance of these relationships vary across different contexts. Content marketing and email marketing have been shown to improve customer engagement, trust, and purchase intentions through valuable content and personalized communication. Also, social media marketing and Search Engine Optimization (SEO) enhance online purchasing by increasing brand awareness, website visibility, and consumers' access to product information.

However, most of the reviewed studies were conducted outside Awka South L.G.A, with limited empirical evidence focusing specifically on young adults within the study area. This contextual gap necessitates the present study and forms the basis for the following hypotheses:

H₀₁: Content marketing has no significant influence on the online purchase behaviour of young adults in Awka South L.G.A.

H₀₂: Email marketing has no significant influence on the online purchase behaviour of young adults in Awka South L.G.A.

H₀₃: Social media marketing has no significant influence on the online purchase behaviour of young adults in Awka South L.G.A.

H₀₄: Search Engine Optimization (SEO) has no significant influence on the online purchase behaviour of young adults in Awka South L.G.A.

METHODOLOGY

This study adopted a cross-sectional survey research design to examine the influence of digital marketing strategies on the online purchase behaviour of young adults in Awka South L.G.A. The survey design was

considered appropriate because it facilitated the collection of quantitative data from respondents and enabled the examination of relationships between the study variables.

The target population comprised young adults (18–35 years) residing in Awka South L.G.A who actively use digital platforms and engage in online purchasing. Given the absence of a defined sampling frame, the population was considered infinite. Accordingly, the sample size of 384 respondents was determined using Cochran's formula for an infinite population. A convenience sampling technique was employed to select respondents based on their accessibility and willingness to participate in the study. Of the 384 questionnaires administered both online and offline, 351 valid responses were retrieved and used for the analysis.

Primary data were collected using a structured questionnaire consisting of closed-ended items measured on a five-point Likert scale. The questionnaire captured information on the independent variables (content marketing, email marketing, social media marketing, and Search Engine Optimization) and the dependent variable (online purchase behaviour). To ensure content validity, the instrument was reviewed by experts in marketing and research methodology, and their recommendations were incorporated into the final version. The reliability of the instrument was assessed using Cronbach's Alpha, which yielded an overall reliability coefficient above the recommended threshold of 0.70, indicating satisfactory internal consistency.

Data were analysed using the Statistical Package for the Social Sciences (SPSS) version 32.0. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarise the respondents' characteristics, while multiple linear regression analysis was employed to examine the influence of content marketing, email marketing, social media marketing, and Search Engine Optimization on the online purchase behaviour of young adults in Awka South L.G.A. All hypotheses were tested at the 5% level of significance.

RESULTS AND DISCUSSION

Table 4.1 : Demographic Profile of Respondents (N = 351)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	183	52.1
	Female	168	47.9
Age (Years)	18–25	312	89.0
	26–30	29	8.2
	31–35	10	2.7
Marital Status	Single	333	95.0
	Married	18	5.0
Occupation	Student	295	84.0
	Business Owner	39	11.0
	Others	17	5.0
Educational Qualification	Primary School Certificate	9	2.7
	Secondary School Certificate	117	33.3
	Bachelor's Degree	175	49.8
	Postgraduate Degree	43	12.3
	Others	6	1.8

Source: Field Survey (2026)

Interpretation

Table 4.1 presents the demographic characteristics of the respondents. The findings indicate that 52.1% of the respondents were male and 47.9% were female, indicating a fairly balanced gender distribution. Most respondents (89.0%) were between 18 and 25 years of age, while 95.0% were single. In terms of occupation, 84.0% were students, 11.0% were business owners, and 5.0% belonged to other occupational groups. Regarding

educational qualification, 49.8% possessed a Bachelor's degree, followed by 33.3% with a Secondary School Certificate and 12.3% with a Postgraduate Degree. Overall, the respondents were predominantly young, single, educated, and digitally active individuals, making them appropriate participants for examining the influence of digital marketing strategies on online purchase behaviour.

Multiple Regression Analysis

Table 4.2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454	.206	.191	.68141
a. Predictors: (Constant), SEO, Email Marketing, Content Marketing, Social Media Marketing				
b. Dependent Variable: Online Purchase Behaviour				

Table 4.3: Anova Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.766	4	6.441	13.873	<.001
	Residual	99.363	214	.464		
	Total	125.129	218			
a. Dependent Variable: Online Purchase Behaviour						
b. Predictors: (Constant), SEO, Email Marketing, Content Marketing, Social Media Marketing						

Interpretation

Table 4.3 produced a moderate positive relationship between the digital marketing strategies and online purchase behaviour ($R = 0.454$). The model explained 20.6% of the variation in online purchase behaviour among young adults in Awka South L.G.A ($R^2 = 0.206$). Furthermore, Table 4.4 shows the overall regression model was statistically significant ($F = 13.873$, $p < 0.001$), indicating that the combined effect of content marketing, email marketing, social media marketing, and search engine optimization significantly predicts online purchase behaviour. These results confirm that the regression model was appropriate for testing the study hypotheses.

Table 4.4 Coefficients Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.230	.426		2.889	.004
	Content Marketing	-.071	.110	-.045	-.647	.518
	Email Marketing	.063	.061	.068	1.030	.304
	Social Media Marketing	.293	.086	.249	3.422	<.001
	SEO	.271	.071	.273	3.825	<.001
a. Dependent Variable: Online Purchase Behaviour						

Interpretation

Table 4.4 provides the individual effect of each predictor variable to online purchase behavior.

H₀₁: Content marketing has no significant effect on the online purchase behaviour of young adults in Awka South L.G.A.

Content Marketing recorded a beta coefficient ($\beta = -0.045$), $t = -0.647$, and $p = 0.518$. Since the p-value is greater than 0.05, Content Marketing does not have a statistically significant effect on online purchase behavior. Hence, H₀₁ is accepted.

H₀₂: Email marketing has no significant effect on the online purchase behaviour of young adults in Awka South L.G.A.

Email Marketing recorded a beta coefficient ($\beta = 0.068$), $t = 1.030$, and $p = 0.304$. Since the p-value exceeds 0.05, Email Marketing does not have a statistically significant effect on online purchase behavior. Hence, H₀₂ is accepted.

H₀₃: Social media marketing has no significant effect on the online purchase behaviour of young adults in Awka South L.G.A.

Social Media Marketing recorded a beta coefficient ($\beta = 0.249$), $t = 3.422$, and $p < 0.001$. Since the p-value is less than 0.05, Social Media Marketing has a positive and statistically significant effect on online purchase behaviour. Hence, H₀₃ is rejected.

H₀₄: Search engine optimization (SEO) has no significant effect on the online purchase behaviour of young adults in Awka South L.G.A.

Search Engine Optimization (SEO) recorded a beta coefficient ($\beta = 0.273$), $t = 3.825$, and $p < 0.001$. Since the p-value is below 0.05, SEO has a positive and statistically significant effect on online purchase behaviour. Thus, H₀₄ is rejected.

Table 4.2: Summary of Multiple Regression Analysis and Decision on Hypotheses

Hypothesis	Independent Variables	Beta (β)	p-value	Decision	Remark
H ₀₁	Content Marketing	-.071	0.518	Accepted	No significant effect
H ₀₂	Email Marketing	.063	0.304	Accepted	No significant effect
H ₀₃	Social Media Marketing	.293	<0.001	Rejected	Significant positive effect
H ₀₄	SEO	.271	<0.001	Rejected	Significant positive effect

DISCUSSION OF FINDINGS

The findings showed that content marketing did not significantly influence the online purchase behaviour of young adults in Awka South L.G.A. This suggests that although digital content may create awareness and provide product information, it may not be sufficient to influence actual purchasing decisions among the study population. The finding is consistent with Hasani et al. (2023), who also reported that content marketing did not have a statistically significant effect on consumer purchase behaviour. However, it contrasts with Chikere and Coker (2024), who found that content sharing significantly enhanced consumers' online purchase behaviour through improved information sharing and personalization. The variation in findings may be attributed to differences in the study settings, respondent characteristics, and the nature of the content marketing strategies examined.

The study also found that email marketing had a positive but statistically insignificant influence on online purchase behaviour. This implies that email campaigns alone are insufficient to drive online purchasing among young adults in Awka South L.G.A, who may prefer more interactive digital communication channels such as social media platforms. This finding is broadly consistent with Ivwighren, Igben and Ogwezi (2023), who observed that despite consumers' exposure to digital advertising, the effectiveness of some promotional activities remained limited due to low consumer trust. However, the finding differs from Halim, Benson-Eluwa and Madu (2024), who reported that email marketing significantly influenced consumers' buying behaviour. The disparity may be explained by differences in consumer digital habits, regional characteristics, and the effectiveness of email marketing campaigns.

In contrast, the findings revealed that social media marketing had a positive and statistically significant influence on the online purchase behaviour of young adults in Awka South L.G.A and emerged as the strongest predictor among the digital marketing strategies examined. This finding highlights the increasing importance of social media platforms in influencing purchasing decisions through interactive communication, influencer marketing, customer reviews, and electronic word-of-mouth. The finding is consistent with those of Njoku and Nkamnebe

(2024), Ibuwumi et al. (2024), and Suleiman et al. (2024), all of whom reported that social media marketing significantly enhances consumers' online purchase behaviour. The consistency of these findings reinforces the growing role of social media as an effective digital marketing tool for influencing the purchasing decisions of young consumers.

Finally, the findings showed that Search Engine Optimization (SEO) had a positive and statistically significant influence on online purchase behaviour, making it the second strongest predictor in the study. This indicates that improving website visibility on search engines enhances consumers' access to product information and increases their likelihood of making online purchases. The finding supports Erawan et al. (2023), who found that SEO significantly improved consumers' purchase intention by increasing online visibility and brand awareness. It also agrees with Oyenuga, Akhaine and Omale (2023), who reported that SEO significantly influenced the purchasing behaviour of Nigerian millennials through improved website visibility and organic search performance. These findings underscore the importance of SEO as an effective strategy for enhancing online consumer engagement and purchase behaviour.

CONCLUSION

This study examined the influence of digital marketing strategies on the online purchase behaviour of young adults in Awka South L.G.A. The findings revealed that while digital marketing strategies collectively influence online purchase behaviour, only social media marketing and search engine optimization (SEO) had significant positive effects. In contrast, content marketing and email marketing did not significantly influence online purchase behaviour. The study therefore concludes that businesses targeting young adults should prioritize social media marketing and SEO, while improving the effectiveness of content and email marketing to enhance consumer engagement and purchasing outcomes.

RECOMMENDATIONS

Based on the findings, the study recommends that businesses strengthen their investment in social media marketing and search engine optimization (SEO) to improve online visibility and consumer engagement. Organizations should also enhance the relevance and personalization of their content marketing and email marketing strategies to increase their effectiveness. Furthermore, businesses should adopt an integrated digital marketing approach that combines multiple strategies to achieve better online purchase outcomes

Limitations of the Study

The study was geographically restricted to Awka South L.G.A, which limits the generalizability of the findings to young adults in other parts of Nigeria. The demographic composition of the respondents, particularly the high proportion of students and younger participants, may also limit the extent to which the findings can be generalized to the wider young adult population.

Suggestions for Further Studies

Future studies should employ larger sample sizes to improve the representativeness and generalizability of findings. Researchers could also extend the study to multiple cities and regions across Nigeria to provide broader evidence on digital marketing and online purchase behaviour. In addition, longitudinal studies are recommended to examine how digital marketing strategies and online purchasing behaviour change over time.

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