



Online Banner Advertising and Consumer Purchase Decision

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Introduction

Promoting a company's goods and services by placing ads on other companies' websites is known as online banner advertising. However, the success of online banner advertisement is dependent on a handful of intricate factors, which are often neglected by organisations. The purpose of this study therefore was to assess the impact of online banner advertising on Nigerian consumers' electronics purchase decisions. The study concentrated on the reachable customers LG Electronics in Ilaro, Ogun State Nigeria, and gathered their opinions on how they respond to online banner advertisements. The study looked at several areas of online banner advertising, including click-through rates in relation to consumer purchase behavior, banner imagery, online banner size, and interactivity.

Methodology

Using a survey research design and a structured questionnaire as the data collecting tool, the study used multiple regression analysis to examine the opinions of 316 LG Electronics customers in Ogun State. The analysis was achieved with the aid of SPSS version 23 software.

Results

The findings of the study showed that while click-through rates have no discernible effect on consumer purchasing behavior ($\beta=.016$; $p>0.05$), interactivity has a significant impact on online banner size ($\beta=.052$; $p<0.05$), banner images have a significant impact on consumer purchasing behavior ($\beta=.354$; $p<0.05$), and interactivity has a significant impact on consumer purchasing behavior ($\beta=.136$; $p<0.05$).

Conclusion

Based on the findings of the study, it was concluded that online banner advertisement has a significant influence on consumer buying behaviour. The study therefore recommended that in order to engage customers and provide individualized experiences, marketers should use interactive elements like chatbots, product configurators, and quizzes. This will increase the likelihood that users will make a purchase.

Keywords

Banner advertising, Click-through rates, Consumer behaviour, Interactivity, Online banner, banner Imagery.