

ARTICLE

The Impact of Digital Marketing on Consumer Purchase Behavior

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Abstract

This study examines how digital marketing components influence consumer buying behavior in e-commerce, with perceived enjoyment as a mediator. Key factors such as content marketing, consumer trust, online shopping experience, and product pricing were analyzed using a structured questionnaire from 200 online shoppers. IBM SPSS and PLS-SEM were employed for data analysis. Results show that content marketing and consumer trust enhance perceived enjoyment, which in turn drives purchase behavior, while product pricing and shopping experience have weak direct effects. Perceived enjoyment mediates the relationship between digital marketing and buying behavior. The findings provide practical insights for businesses to improve consumer engagement and highlight the importance of emotional factors in e-commerce.

Keywords: Digital Marketing; E-Commerce; Content Marketing; Consumer Trust; Online Shopping Experience; Product Pricing

1. INTRODUCTION

In the last couple of years, digital media has so reshaped the state of marketing all over the world. Digital marketing has been seen here in today, where the internet has become the most preferable medium of communication between business and the buyer, and it is an indicator that digital marketing has also been useful in this market interface, which is business and the buyer. Brands can now go to their audience and direct them to that very behavior using social networks, portable devices, and online purchases. On the basis of this study, the present-day marketing strategies, such as content marketing, social marketing, and paid advertisement, have been established to have a positive effect on consumer behavior, brand awareness, brand credibility, and consumer experience in general [1]. However, the consumer buying behaviour in Nigeria is as follows: still, there exist some key parameters, namely price, content appeal, and perceived credibility of the online media. Of all the factors affecting the online shopping experience, trust has been seen to play the role of a mediator mainly because customers are overly concerned with the following: However, once the firm develops tested DM strategies that do not have security risks, consumer confidence is built, which in turn improves customer loyalty and purchase intentions [2-4]. Furthermore, perceived enjoyment has attested to playing a key role in the operation of online shopping” experiences and a consumer’s decision to either purchase or not. When customers are entertained while doing an e-purchase, they also feel like continuing to use a certain brand and let others do the same. This state illustrates that, apart from using proper digital marketing techniques, it is equally important to provide an overall good, pleasant, and emotive experience to make consumers of the online platforms [1,5].

2. THEORETICAL FRAMEWORK

2.1. Conceptualization of Product Pricing

Pricing strategies are getting gradually dynamic in digital environments to use real demand, competitors' prices, and consumer behaviour to influence the decision to purchase [6,7]. Some strategies, for instance, dynamic pricing, price skimming, and flash deals, enhance the consumer experience depending on deal sensitivity and perceived value, according to Udodiugwu et al. [1]. Pricing perceptions significantly determine consumer behaviour since online customers value the price, fun, and convenience [8]. If pricing and perceived value are aligned, then prices decrease, and clear pricing messages also promote more positive purchasing attitudes [8]. The relative openness of digital media makes the price factor more relevant; in turn, this forces firms to attempt to appeal through targeted promotions aimed at perceived satisfaction and loyalty [9].

2.2. Conceptualization of Content Marketing

Content marketing is therefore a strategic digital marketing approach that aims at creating valuable, timely, and consistent content to speak to the interest of a planned audience, thereby changing their buying behaviour [10]. Thus, focusing on the information that is informative, enjoyable, or inspirational, marketers build trust and ANB, increase PEB, and maintain or strengthen EM, which in turn has an impact on the purchase decision [11]. Useful formats that allow brands to be metaknismic and include elements of gaming, such as user-created content, social media challenges, and quizzes, involve users in the brand experience and build brand loyalty [12]. Furthermore, it educates the consumers, solves the problems, and always highlights the benefits in order to help consumers to make a purchase decision that can be supported by guides, references, successful examples, and so on, which can increase the confidence and the positive brand attitudes, which in turn will improve the conversion rate [13].

2.3. Concept of Consumer Trust

Consumers trust the existential need for digital marketing as people have trust in the reliability, integrity, and efficiency of brands. It reduces perceived risks and uncertainties when buying products online, hence increasing customer loyalty and repeat purchases [11]. A three-dimensional trust model comprises competence trust because of quality delivery, honesty trust due to ethical behavior, and kindness trust due to consumers' well-being through a personal approach and adequate information disclosure [11]. Core activities include strict policing of data protection measures, clear and honest advertising and selling, good customer relations, and the disclosure of testimonial information along with clear refunds policies, thus easing consumer concerns and improving brand image [12]. As a result of this, trust has proven not only to enhance the purchase intention but also loyalty, advocacy, and the generation of brand relationships, thus making it a vital tool to maintaining customer confidence and market dominance in a competitive digital environment [13,14].

2.4. Conceptualization of Internet Shopping Experience

Web retailing involves the broader consumer's journey on the e-tail platforms from the preliminary stage to the post-purchase stage. Website design, especially e-commerce store navigation, fast loading time, and an efficient and reliable transaction process, are some of the essential conditions affecting this experience, which has significantly enhanced consumer satisfaction and reduced the challenges to buying [15]. Security issues are important because confidence in the security of a person's information and his assets is directly related to his willingness to spend money [16]. A detailed presentation of products, accompanied by high-quality photos, videos, and customer reviews of the purchase, makes a decision easier and contributes to the creation of a more engaging buying experience [17,18]. Quick responses to customer queries, such as through live chat, and quick problem solving reduce risks and increase satisfaction and loyalty [15]. Emotional aspects like convenience, pleasure, and enthusiasm for convenience are essential since good emotions lead to long-term platform commitment, while the reverse is the case when customers have low dissatisfaction due to inadequate service or technical hitches.

2.5. Conceptualization of Perceived Enjoyment

Perceived enjoyment refers to the level of fun or enjoyment people get while using the Internet, products, or services, in addition to gains and above-rational use of tools and emotions. It is most associated with intrinsic, the case where consumers continue to interact with platforms for purposes other than functional use but find it rewarding. Research also shows that enjoyment has a tremendous effect on usage and behavioral intention in general on Internet applications, especially in EC and SM [19]. Perceived enjoyment depends on user interface design and different types of interactivities since appealing and easy-to-use applications contribute to the overall appeal of the given entertainment [20]. Solutions are social, related to sharing purchases and interpersonal interactions that make more satisfaction because they promote the sense of the community addressing [19]. Indeed, this delight is one of the crucial behaviors influencing usage intention and loyalty. In e-commerce, various factors such as enjoyment increase a shopper’s willingness to revisit a site for shopping purposes, and thus enjoyment is an emotional incentive over and above factors such as the convenience of shopping online and cost [21]. From a marketer’s perspective, a focus on perceived enjoyment within these digital efforts can better establish ways to bond with users emotionally, improve satisfaction, and foster long-term loyalty.

2.6. Conceptualization of Consumer Buying Behavior

Consumer buying behaviour is the sum total of the mental processes and the actual observed behaviour of the consumer while acquiring goods and services that depend on psychological factors, social factors, and factors related to the consumer himself. Psychological characteristics make customers in search of the products that meet their needs with motivation and perception often corresponding to those types described by Maslow’s hierarchy [22]. From the aforementioned list of non-psychological factors, friends, family, and social status are remarkably strong determinants of purchasing patterns, while culture determines desirability within a given specific environment in terms of values and practices. Age, occupation, and income level play an important role in determining buying behaviour; the young generation will go in a quest for trendy, affordable products, whereas elderly people will focus more on the quality and brand image [22]. An understanding of these effects is necessary in order for organisations to fine-tune marketing strategies and improve product promotions [22].

3. CONCEPTUAL MODEL

Figure 1 shows the relationship between constructs in this study.

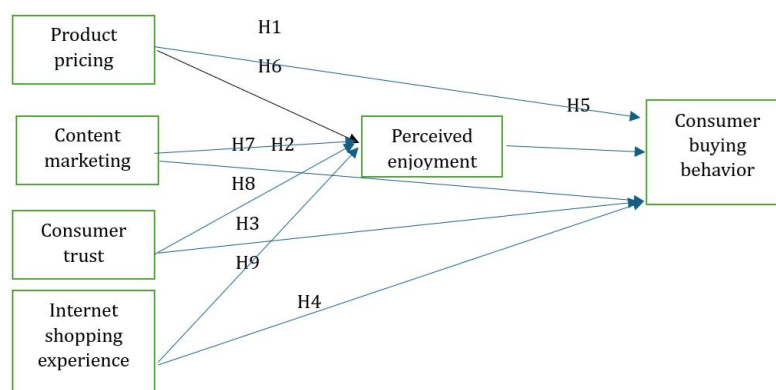


Figure 1. Conceptual framework

4. METHODOLOGY

4.1. Research Design and Data Collection

This study employed a survey research design. This approach is appropriate for testing hypothesized relationships among variables through statistical analysis. It facilitates the collection of data from a wide range of consumers and allows for the examination of generalizable patterns within

the Nigerian market. A structured survey served as the primary data collection instrument. The survey was distributed to consumers who have interacted with digital marketing platforms, including social media, email marketing, and online advertising, in Nigeria.

4.2. Variables and Measures

The constructs for this study were measured using validated scales. Consumer buying behavior was assessed using a 5-item scale adapted from Verhagen and Van Dolen [23] focusing on purchase intention, shopping convenience, and online shopping benefits. A sample item includes: “After having positive online shopping experiences, I intend to continue shopping online.”

Content marketing was measured using a 5-item scale evaluating consumer engagement with online content, product research, and information-seeking behavior. A sample item includes: “I enjoy reading relevant online content about the products I intend to buy.”

Consumer trust was assessed with a 5-item scale adapted from Gefen and Straub [24] measuring website reliability, service quality, and trustworthiness. A sample item is: “I expect that the website I shop from will keep the promises it makes.”

Perceived enjoyment was measured using a 4-item scale from Moon and Kim [25] capturing the level of enjoyment, fun, and excitement derived from online shopping. A sample item includes: “Using the internet to purchase a product provides me with a lot of enjoyment.”

Online shopping experience was evaluated using a 4-item scale adapted from Moon and Kim [25], examining shopping frequency, intention to continue online shopping, and overall experience. A sample item is: “I intend to use the internet frequently to shop for products.”

Product pricing was assessed using a 7-item scale adapted from Lichtenstein et al. [26] measuring consumer price sensitivity, perceived value, and willingness to compare prices. A sample item includes: “When purchasing a product, I always try to maximize the quality I get for the money I spend.”

All scales demonstrated strong internal consistency, with Cronbach’s alpha values ranging from 0.79 to 0.94. The composite reliability (CR) values exceeded the 0.7 threshold, confirming scale reliability. Convergent validity was established as the average variance extracted (AVE) values for all constructs were above 0.5. Discriminant validity was verified using the Fornell-Larcker criterion, ensuring that the square root of each construct’s AVE was greater than its correlation with other constructs. These results confirm the robustness of the measurement instruments used in this study.

4.3. Population and Sample Size

The population of this study comprised Nigerian consumers who actively engage with digital marketing platforms. These include individuals across various age groups, professions, and locations in Nigeria who make purchases influenced by digital marketing strategies. In this study the sample size is 384. Table 1 shows the region and population.

Table 1. Region and Population

Region	Estimated Population
South West	50 million
South East	40 million
North Central	30 million
South South	25 million
North East	20 million
North West	35 million
Total	200 million

Source: National Bureau of Statistics (2022)

Substituting the values:

- $X^2 = 3.841$ (Chi-square value for a 95% confidence level)
- $N = 200,000,000$ (Total population)
- $P = 0.5$ (Population proportion for maximum variability)
- $D = 0.05$ (Margin of error)

$$X^2 \cdot N \cdot P \cdot (1-P) = 3.841 \cdot 200,000,000 \cdot 0.5 \cdot 0.5 = 192,050,000$$

$$d^2 \cdot (N-1) + X^2 \cdot P \cdot (1-P)$$

$$(0.052 \cdot (200,000,000-1)) + (3.841 \cdot 0.5 \cdot 0.5)$$

$$(0.0025 \cdot 199,999,999) + 0.96025 = 500,000 + 0.96025 = 500,000.96025$$

4.4. Data Analysis

Structural Equation Modeling (SEM) was employed to analyze the data. This method allows for the evaluation of both direct and indirect effects of digital marketing components on consumer purchase behavior, with perceived enjoyment as a mediating variable. SEM also helps in testing the relationships between multiple constructs simultaneously, providing robust insights. The analysis was conducted using SPSS (version 27) and PLS software.

5. RESULT

An analysis groups survey participants according to multiple identity variables. The gender breakdown reveals balanced participation with 200 respondents where 50.5% were male and 49.5% were female. The survey shows age 46 and above participants make up the largest demographic group at 29.5%. Individuals under twenty-five represent 25% of participants while individuals in the 26-35 age range together with 36-45 age bracket compose 45.5% of the total respondents. Most respondents finished high school education (32.5%) while a substantial number of participants held degrees at the Master's level (26.5%). A Bachelor's degree holder constitutes 21% of the responses although PhD graduates form 20% of the total participants. Regarding respondents' online shopping history the study found that 38% maintained online shopping activities for 1-2 years yet 30.5% shopped online for 3-5 years along with another 31.5% who kept shopping online for over five years. Table 2 shows demographic variables.

Table 2. Demographic Data

Item	Category	Frequency	%
Gender	Male	101	50.5
	Female	99	49.5
	Total	200	100.0
Age	Below 25	50	25.0
	26-35	48	24.0
	36-45	43	21.5
	46 and above	59	29.5
	Total	200	100.0
Educational Level	High School	65	32.5
	Bachelor's Degree	42	21.0
	Master's Degree	53	26.5
	PhD	40	20.0
	Total	200	100.0
Online Shopper Since	1-2 Years	76	38.0
	3-5 Years	61	30.5
	More than 5 years	63	31.5
	Total	200	100.0

The study utilizes Table 3 demonstrate reliability measurements and convergent validity statistics for different constructs. The internal consistency measurements indicated by Cronbach's alpha surpass the preferred minimum standard of 0.7 indicating reliable measurement outcomes. Results from CBB (0.942), CM (0.933), and CT (0.931) verify high internal consistency which confirms that these measures produce robust results. Measurement model reliability stands strong because composite reliability scores are high throughout all constructs. Global measures CBB and CM and CT approach 0.94 points which indicates outstanding reliability. Both OSE and PP possess adequate composite's

reliability scores of 0.874 and 0.921 respectively. The measurement model shows robust convergent validity because Average Variance Extracted (AVE) results for CBB (0.812), CM (0.789), and CT (0.784) all surpass the accepted benchmark of 0.5. The Average Variance Extracted score for PE (0.438) and PP (0.492) falls short of the 0.5 threshold needed for convergent validity confirmation. It becomes important to question whether the indicators sufficiently demonstrate the constructs contained within.

Table 3. Reliability and Convergent Validity

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
CBB	0.942	0.943	0.812
CM	0.933	0.935	0.789
CT	0.931	0.932	0.784
OSE	0.862	0.874	0.707
PE	0.471	0.792	0.438
PP	0.896	0.921	0.492

The Fornell-Larcker criterion establishes discriminant validity testing in Table 4 to evaluate how each model construct differs from others. Table 3 shows the square root of Average Variance Extracted (AVE) values for each construct along its diagonal. The square roots of AVE diagonal values are compared with off-diagonal correlations for validating discriminant validity. A construct pair demonstrates discriminant validity if the square root of each construct's Average Variance Extracted (diagonal value) measures higher than their correlations ties to other constructs (off-diagonal values). Discriminant validity exists for CBB (0.901), CM (0.888), CT (0.885), OSE (0.841) and PP (0.702) since each construct's square root of AVE value surpasses its comparative construct correlations. Latent Construct PE exhibits issues with discriminant validity because its square root AVE measurement (0.661) falls below the inter-construct relationships PE maintains with CM (0.748) and CT (0.813) as well as CBB (0.714). Research findings raise doubts about PE's complete distinction from other concepts which requires additional analysis or redefinition.

Table 4. Discriminant Validity (Fornell-Larcker Criterion)

	CBB	CM	CT	OSE	PE	PP
CBB	0.901					
CM	0.861	0.888				
CT	0.829	0.886	0.885			
OSE	-0.044	-0.052	0.005	0.841		
PE	0.714	0.748	0.813	-0.218	0.661	
PP	0.097	0.084	0.091	-0.821	0.293	0.702

The table presents data about various constructs by listing items associated with each construct alongside their outer loadings along with mean scores and median values and minimum and maximum scores as well as standard deviations and Variance Inflation Factors.

Table 5. Outer Loadings

Constructs	Items	Outer Loading	Mean	Median	Min	Max	Standard deviation	VIF
Consumer Buying Behaviour	CBB1	0.929	4.160	4.000	1	5	0.987	4.903
	CBB2	0.909	4.110	4.000	1	5	0.958	4.553
	CBB3	0.898	4.060	4.000	1	5	1.018	3.957
	CBB4	0.870	3.970	4.000	1	5	1.063	3.434
	CBB5	0.898	4.080	4.000	1	5	0.956	4.290
Content Marketing	CM1	0.876	3.980	4.000	1	5	0.916	2.949
	CM2	0.896	3.970	4.000	1	5	0.943	3.656
	CM3	0.908	4.020	4.000	1	5	1.086	3.914
	CM4	0.885	3.950	4.000	1	5	1.071	3.251
	CM5	0.860	3.990	4.000	1	5	0.964	2.643

Consumer Trust	CT1	0.862	4.200	4.000	1	5	0.970	2.984
	CT2	0.916	3.880	4.000	1	5	1.051	3.967
	CT3	0.890	3.860	4.000	1	5	1.020	3.385
	CT4	0.879	4.050	4.000	1	5	0.973	3.589
	CT5	0.895	4.050	4.000	1	5	1.043	3.970
Perceived Enjoyment	PE1	0.834	3.990	4.000	1	5	0.985	2.231
	PE2	0.854	3.830	4.000	1	5	0.949	2.146
	PE3	0.882	4.270	5.000	1	5	0.904	2.499
	PE4	0.790	4.130	4.000	1	5	0.783	1.691
Online Shopping Experience	OSE1	0.915	4.370	4.000	1	5	0.688	2.118
	OSE2	0.909	4.160	4.000	1	5	0.845	2.134
	OSE3	-0.223	4.270	5.000	1	5	0.926	1.406
	OSE4	-0.192	4.230	4.000	1	5	0.859	1.395
Product Pricing	PP1	-0.683	4.050	4.000	1	5	0.779	1.999
	PP2	-0.752	4.230	4.000	1	5	0.835	2.341
	PP3	-0.785	4.270	5.000	1	5	0.835	2.525
	PP4	-0.765	4.120	4.000	1	5	0.791	3.343
	PP5	-0.671	4.430	5.000	1	5	0.696	2.170
	PP6	-0.759	4.080	4.000	1	5	0.935	3.178
	PP7	-0.534	4.070	4.000	1	5	0.852	2.795
	PP8	-0.588	4.310	4.000	1	5	0.758	3.277
	PP9	-0.652	4.270	4.000	1	5	0.798	3.190
	PP10	-0.778	4.170	4.000	1	5	0.775	2.535

Table 5 shows outer loading. The VIF values demonstrate that multicollinearity does not affect this construct to any significant degree. The results show most Consumer Trust scale items show mean scores between 3.860 to 4.200 with a central tendency at 4.000. Standard deviations in the second survey extend from 0.970 to 1.086 showing larger variability in participant responses. Multicollinearity does not affect the regression models because all VIF values fall into an allowable range between 2.984 and 3.970. Results from the Perceived Enjoyment (PE) assessment exhibit outer loadings between 0.790 and 0.882.

Table 6. Direct Effects

	Path Coefficient	T Value	P values	Result
CM -> CBB	0.596	3.521	0.000	Accept
CM -> PE	0.070	0.706	0.480	Reject
CT -> CBB	0.243	1.335	0.182	Reject
CT -> PE	0.727	5.685	0.000	Accept
OSE -> CBB	0.014	0.018	0.986	Reject
OSE -> PE	-0.048	0.268	0.789	Reject
PE -> CBB	0.068	0.588	0.556	Reject
PP -> CBB	-0.024	0.054	0.957	Reject
PP -> PE	0.022	0.974	0.330	Reject

The evaluation model compares constructs against one another to generate path coefficients and demonstrates t-values and statistical p-values to determine construct relationships. The CM -> CBB direct relationship displays a pathway with 0.596 coefficient strength which confirms through a t-value of 3.521 and a significant p-value of 0.000 (Table 6). To accept the hypothesis, we must find a statistical significance through a p-value below 0.05 in this path relationship.

For CM -> PE, the path coefficient is 0.070, with a t-value of 0.706 and a p-value of 0.480. Since the p-value is greater than 0.05, this path is not statistically significant, and the hypothesis is rejected.

CT shows a strong relationship to PE through path analysis with observed results of path coefficient 0.727 and t-value 5.685 rejecting the p-value at 0.000. The study confirms path importance through its p-value staying below 0.05 thus supporting the proposed hypothesis.

The path connection failed the statistical significance test by producing a p-value that exceeded 0.05 forcing the rejection of the hypothesis. A path coefficient analysis reveals -0.048 for OSE-PE at a t-value of 0.268 along with a p-value of 0.789. The pathway emerges statistically insignificant due to the high p-value reported beyond the accepted 0.05 threshold which results in hypothesis rejection. A path coefficient value of 0.068 and t-value of 0.588 yields a p-value of 0.556 for PE -> CBB

A path coefficient measurement of -0.024 between PP to CBB results in a t-value of 0.054 which leads to a p-value of 0.957. The statistical power of the pathway disappears when the computed p-value crosses past 0.05 which requires hypothesis rejection.

PP to PE relationships yield a t-value of 0.974 while maintaining a path coefficient of 0.022 but generate a p-value result of 0.330. Although the path demonstrates inadequate statistical relevance because its p-value exceeds 0.05 the findings support hypothesis negation. Statistical signifiers emerged from the CM -> CBB relationship and CT -> PE pathway while evaluation showed non-significant outcomes across all other connections.

Table 7. Mediation Effects of Perceived Enjoyment on Consumer Buying Behaviour

	Path Coefficient	T Value	P values
PP -> PE -> CBB	0.001	0.496	0.620
CM -> PE -> CBB	0.005	0.313	0.755
CT -> PE -> CBB	0.049	0.581	0.561
OSE -> PE -> CBB	-0.004	0.131	0.896

Testing conducted through the table reveals associations between Consumer Buying Behaviour (CBB) and Perceived Enjoyment (PE) paths with their related path coefficients coupled to p-values and t-values. The path coefficient linking PP to PE and then to CBB yielded 0.001 but its t-value reached 0.496 alongside a p-value of 0.620. The researchers dismissed the hypothesis because the p-value exceeded 0.05 when testing whether Perceived Enjoyment acted as a mediator between Consumer Buying Behaviour. This path analysis shows CM -> PE -> CBB has a path coefficient of 0.005 with t-value 0.313 and p-value 0.755. The p-value exceeding 0.05 leads to non-significance of the mediation effect which refutes the hypothesis. The path CT -> PE -> CBB produces a path coefficient value of 0.049 with corresponding t-value 0.581 and a p-value result at 0.561. The research reveals that Perceived Enjoyment does not establish meaningful statistical relationships which affect Consumer Buying Behaviour. Results from quantitative investigations show Perceived Enjoyment does not influence the relationship between product pricing and content marketing and consumer trust and online shopping experience on consumer buying behaviour (Table 7).

Table 8. Model Fit

Metrics	Saturated Model	Estimated Model
SRMR	0.130	0.130
d_ ULS	9.504	9.504
d_ G	2.664	2.664

The goodness of fit between structural equation models is evaluated by model fit metrics presented in this table for saturated and estimated models. The SRMR (Standardized Root Mean Square Residual) defines the extent which observed correlations differ from model-generated correlations within matrices (Table 8). The SRMR results demonstrate that the saturated model and estimated model produced equivalent scores of 0.130. The model adequacy operates through SRMR test results suggesting that Figures closer to zero translate into improved fit with 0.08 and below defining an acceptable outcome. Freedom exists when the model fit value reaches 0.130 but it is significantly less than perfect. Using the d_ ULS metric researchers assess model fit quality by measuring the empirical covariance matrix distances to their estimated matrix counterparts. The d_ ULS metric of 9.504 shows these models share a similar level of fit even though the values are identical. Both the saturated and

Nigeria's digital infrastructure (internet connectivity, interface and logistics problems) makes sense. These factors reduce the potential of the internet shopping experiences to change consumer behavior. As Adewale [32] states, digital platform optimization is used to explain consumer experience in Nigeria's online market. Bleier, Harmeling, and Palmatier [12] underscored the need for a user-friendly and seamless experience; however, this is only slowly trickling into Nigeria, affecting minimal impact. Results show product pricing produces no significant impact on perceived enjoyment with a path coefficient of 0.022 and a p-value of 0.330. Due to their focus on item value and reliability and functionality, Nigerians view product pricing as insufficient to explain rejection behavior. Kalusivalingam et al. [6] assert that pricing techniques influence perceived value and satisfaction, but their efficacy is heightened in stable economies. since stated by Alfoqahaa [9], the emotional influence of cost is subordinate to the factors of trust and quality of the product, since it diminishes the impact on pleasure in Nigeria. The hypothesis was validated, with a path coefficient of 0.596 ($p = 0.000$), indicating a positive correlation between content marketing and customer purchasing behavior. It has now emerged as the focal point for capturing customer interest and establishing trust. Our data proves that content marketing does not produce meaningful changes in perceived enjoyment levels. Customers in Nigeria do not respond to marketing because these strategies lack specific content that matches their local culture. Content effectiveness towards enjoyment depends on its ability to match emotional and value connections with target audiences. Communication activities through content marketing build emotional connections with buyers when they receive material they want, according to Hollebeek and Macky [28]. Jide [29] finds that Nigerian buyers like content that speaks to them directly despite poor marketing systems weakening satisfaction scores. Result suggests that confidence in this connection promotes satisfaction as evidenced by a path coefficient of 0.727 ($p = 0.000$). A customer's trust creates the framework for their positive experiences throughout online transactions. Multiple researches, like Bozkurt et al. [30] and Matin et al. [31], revealed that when consumers trust an online platform, they report more pleasant experiences. Research done by Kim, Choi, and Han in [33] indicated that buyers experience greater delight when they trust payment and delivery methods in their online buying activities across Nigeria. Findings demonstrated the association between online shopping experiences and reported pleasure did not achieve statistical significance. Poor quality internet shopping platforms in Nigeria drive individuals to reject the online purchasing experience because of poor web page loading times and issues browsing the sites. The purchasing issues make online buying damage customers' pleasure. According to Adewale [32] using the UTAUT model usability promotes enjoyable online experiences. Many basic problems in Nigeria prevent Internet shopping from reaching its full potential for customers. Data demonstrated that perceived enjoyment does not affect consumer buying decisions. The path coefficient of 0.068 had a t-value of 0.588 and a p-value of 0.556. Practical elements of trust quality and pricing play a stronger role than enjoyment in how Nigerian consumers make buying choices. People put practical needs first during market purchases. According to research Kim, Choi, and Han [33] conducted in 2018, enjoyment strongly influences purchasing choices everywhere. Adewale showed in 2020 that Nigerian consumers prioritize solving daily needs and technical system problems over enjoyment when making buying choices.

7. PRACTICAL CONTRIBUTION

This research generates practical findings about digital marketing's impact on consumer conduct across the Nigerian business landscape. Businesses with marketers and policymakers can improve engagement outcomes and marketing performance through informed decisions that result from understanding these relationships. Research findings enables companies to design personalized digital media content alongside customized marketing approaches which strengthen digital platform user interactions. The study's deep investigation of AI-based predictive analytics for digital marketing strategy development and ROI improvement delivers concrete organizational benefits to marketing-focused organizations. Using these technologies enables businesses to make data-based choices that deliver better customer satisfaction alongside higher conversion rates and stronger marketing results. The analysis demonstrates the significance of social media and content marketing toward improving customer interaction while building trust within Nigerian e-commerce and retail frameworks. Companies who understand what aspects drive consumer engagement and how enjoyment and social

connection influence customers can build stronger consumer relationships to develop lasting loyalty. The research concludes by presenting strategic advice about pricing methods together with customer journey experiences to help businesses build competitive customer base retention in challenging markets. Data from the research defines digital marketing strategy paths that assist businesses in matching marketing tactics with consumer interactions and preferences.

8. THEORETICAL CONTRIBUTION

This study makes a significant contribution to the theoretical understanding of how digital marketing components, perceived enjoyment, and consumer buying behavior interact within the Nigerian market. It empirically validates these relationships, addressing a critical gap in research identified by previous scholars (e.g., Sulaiman [34]). By applying the Stimulus-Organism-Response (S-O-R) model Ukemma, Idolo & Matthew [35] and the Hedonic Motivation System Adoption Model (HMSAM) Tu & Jia [36] this study extends theoretical insights into how digital marketing strategies shape consumer decision-making through emotional and psychological engagement.

A key theoretical contribution of this research is the identification of perceived enjoyment as a mediating factor between digital marketing components (content marketing, consumer trust, online shopping experience, and product pricing) and consumer buying behavior. This aligns with the Hedonic Consumption Theory [28], which highlights the role of emotional engagement in influencing purchasing decisions. By demonstrating that enjoyable digital experiences enhance consumer purchasing behavior, the study contributes to the growing body of literature on experiential marketing and digital engagement. Furthermore, this research expands the Technology Acceptance Model (TAM) [19] by integrating perceived enjoyment as a psychological factor that influences online shopping adoption. While TAM traditionally emphasizes ease of use and usefulness, this study demonstrates that enjoyment derived from digital marketing strategies can be a crucial determinant of consumer engagement and purchasing intent. This theoretical expansion provides a deeper understanding of how consumers respond to digital marketing in an emerging economy like Nigeria, where cultural and economic factors play a significant role in shaping consumer behavior. Another major contribution of this study is its contextual application to Nigeria's digital economy, an emerging market with unique challenges such as trust issues, digital literacy gaps, and varying levels of online shopping experience. While most digital marketing studies focus on developed economies, this research provides empirical evidence on how Nigerian consumers navigate digital purchasing decisions, interact with online content, and respond to pricing strategies. By applying existing consumer behavior theories to an African market, this study broadens the global understanding of digital marketing adoption in diverse economic contexts. Finally, this research contributes to the theoretical framework of online consumer behavior by integrating multiple perspectives—marketing, psychology, and technology adoption—to explain how digital marketing strategies influence purchase behavior. The findings offer valuable insights for future studies exploring consumer engagement in digital marketplaces, particularly in emerging economies where digital infrastructure and consumer trust remain evolving factors.

9. LIMITATION AND FUTURE DIRECTION

Service data revealed meaningful insights into how digital marketing affects Nigerian consumer purchasing habits although multiple constraints exist within the study. The research method applies a cross-sectional structure which limits understanding of cause-and-effect relationships between variables. Additional longitudinal research will demonstrate how the identified relationships unfold over time. The chosen research focus on Nigeria leaves international markets without guarantee for matching benefits from applying its findings. The author recommends future studies to analyze regional markets of Africa and worldwide locations for understanding the cultural effects on consumer buy-in to digital marketing methods. This research investigates how digital marketing platforms work together through the evaluation of social media networks coupled with email marketing along with content generation practices. In addition to core digital marketing aspects mobile marketing and influencer marketing demonstrate significant potential for adjusting consumer actions. Research validity could be enhanced with the inclusion of major digital marketing elements beyond email

marketing, content creation and social media use in the current study. Research based on self-reported information through traditional empirical methods tends to introduce bias due to participant tendencies to overstate positive behaviors alongside potential memory failure effects on their answers. Future studies on this topic should employ combined qualitative and quantitative methods together with empirical measurement approaches to boost research reliability. Future studies should analyze additional developing digital marketing techniques including augmented reality (AR) and virtual reality (VR) alongside voice search technologies which shape customer buying patterns. The implementation of modern data processing methods like machine learning protocols and extensive big data research could discover detailed customer conduct systems and deliver better buying choice forecasting abilities. Future research should explore the worldwide potential of the study's discovered outcomes for universal applicability across different cultural landscapes. Examination of consumer reactions to digital marketing approaches across distinct cultures enables researchers to better understand how cultural principles and economic variables with technology penetration levels affect marketing effectiveness. Additional examinations should analyze the mediating capability of perceived enjoyment in various industries including fashion and electronics and food industries. Research offering diverse insights on consumer responses to digital marketing initiatives across unique market segments would create a stronger total perspective.

10. CONCLUSION

The findings from this investigation extend existing knowledge about how digital marketing elements affect Nigerian consumer buying decisions through perceived enjoyment as a mediating factor. The study proves that digital marketing methods including social media along with content marketing actively mold customer behavioral aspects while forming their mental attitudes and emotional responses to result in purchase choices. The inclusion of perceived enjoyment as a mediating variable enhanced traditional consumer behavior research by providing researchers with a complete picture of digital space engagement dynamics. Despite its limitations of examining Nigeria only and using a cross-sectional design the present research establishes fundamental knowledge to direct additional studies about digital marketing effects on consumer choices. The theoretical framework in this study serves marketers and researchers as a key instrument for optimizing their digital marketing approaches in today's evolving business landscape.

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