# EFFECT OF DIGITAL MARKETING STRATEGIES ON CONSUMER BUYING BEHAVIOUR OF CLOTHING AND JEWELRY PRODUCTS IN ABUJA, FEDERAL CAPITAL TERRITORY

**[1]ONOJA, ThankGod Eleojo, [2]ADAMU, Abdul Ph.D & [3]IBRAHIM, Ahmed Abdullahi Ph.D**
[1.2*3]Department of Business Administration, Nasarawa State University, Keffi - Nigeria
email: thankgodonoja77@gmail.com

**Abstract**
*This study investigates the effect of digital marketing strategies on consumer buying behaviour of clothing and jewelry products in Abuja, FCT. A descriptive research design, data was collected through a structured 5-Likert scale questionnaire from a population of consumers of clothing and jewelries in Abuja, FCT, with a sample size of 500. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis, the results of the findings indicate that digital marketing proxies; social media marketing and search engine optimization marketing have significant influences on consumer buying behaviour of clothing and jewelry products in Abuja, FCT. Based on these findings, recommendations are proposed that businesses in the clothing and jewelry industry should prioritize the implementation of robust SEO strategies to improve their online visibility and rankings on search engine results pages. Additionally, Clothing and jewelry businesses should invest in developing a strong social media presence and implementing strategic SMM campaigns.*
**Keywords:** *Digital Marketing, Consumer Buying Behaviour, Social Media Marketing, Search Engine Optimization (SEO) Marketing.*

## INTRODUCTION

The internet revolution is phasing out the traditional means of marketing and has undoubtedly transformed the traditional means of marketing and commerce globally. However, Internet penetration in Nigeria is very low compared to Europe, South East Asia and the United States. Nigeria is a growing economy. Despite the several advantages of digital marketing and sales over other forms of commerce, many Nigerians are yet to adopt this technology in their daily buying and selling activities (Ogunleye, 2020).

The increasing prevalence of digital marketing has transformed the way businesses engage with consumers, offering various channels and strategies to influence consumer buying behaviour. However, despite the availability and convenience of digital marketing, consumers still resort to physical markets for their purchase decisions. This phenomenon raises questions about the extent to which digital marketing components effectively impact consumer buying behaviour in physical market settings. Thus, this study aims to investigate the effects of digital marketing components specifically search engine optimization marketing and social media marketing on consumer buying behaviour within physical markets, identifying the factors that influence consumers' decision-making processes and the role of digital marketing strategies in shaping their purchase behaviour in offline retail environments.

The existing studies in the area of digital marketing strategies and consumer buying behaviour and its components have cut across different areas and components. Some of these areas are Digital marketing and consumer behavioral pattern of fast-food business enterprises in Yenagoa, Bayelsa state (Lyndon & Kendabie 2022). Effectiveness of online advertisement (Sandeep & Deepmala 2020). The influence of social media on purchase intention: The mediating role of brand equity (Mohammed Majeed 2021).

To the researcher's knowledge, no study has been conducted using a combination of components of digital marketing strategies (search engine optimization marketing and social media marketing) as related to customers buying behaviours. Also, theoretically there has been no generally accepted theory on digital marketing and customer buying behaviour. These gaps identified above as well as the need to provide a more detailed and recent effects of digital marketing strategies on the buying behaviour of consumers

propelled the current study which examined effects of digital marketing on consumer buying behaviour of clothing and jewelry products in Abuja, Federal Capital Territory (FCT).

The fast development of digital technologies has greatly changed the landscape of marketing, offering businesses modern and innovative means to link with consumers. Digital marketing which embraces a wide range of strategies, such as search engine optimization marketing (SEO) and social media marketing (SMM), has become a crucial component of modern marketing efforts. Understanding the effect of digital marketing on consumer behaviour is particularly relevant in the clothing and jewelry sectors in fashion industry, where consumer preferences, purchasing decisions, and brand loyalty are heavily influenced by the digital realm (Lamberton & Stephen 2016).

The effect of social media marketing and search engine optimization (SEO) marketing on consumer behaviour in the clothing and jewelry industry within the Abuja FCT (Federal Capital Territory) as digital marketing proxies has gained significant attention in recent years. Scholars from numerous disciplines have explored this intersection, offering insights into the evolving dynamics of consumer decision-making and the influence of digital marketing strategies.

Kotler and Armstrong (2018) define digital marketing as the use of the internet, mobile devices, social media, search engines, and other digital channels to reach consumers. This is a broad definition that highlights digital marketing's focus on utilizing various online channels to connect with potential customers. It touches on the vastness of platforms and tools used in digital marketing. Similarly, Scott (2015) gave short definition of digital marketing as the promotion of products or services using the internet and other digital technologies.

While social media marketing and search engine optimization are prevalent in digital marketing, consumers still rely on physical markets for purchase decisions. This raises questions about the effectiveness of these digital marketing components in influencing consumer behaviour in offline retail settings. This study aims to investigate the effects of digital marketing proxies especially social media marketing and search engine optimization marketing on consumer buying behaviour within physical markets, exploring the factors that shape consumers' decision-making processes and the role of search engine optimization marketing and social media marketing in offline retail environments.

According to Cardy and Leonard (2020), social media platforms have become a ubiquitous part of daily life, transforming the way consumers interact with brands and make purchasing decisions. These digital channels provide businesses with unprecedented opportunities to engage with their target audience, share product information, and leverage user-generated content to influence consumer perceptions and preferences.

In the context of Abuja FCT, Oladipo and Adeleke (2018) highlight the growing importance of social media marketing within the local clothing and jewelry industry. They suggest that businesses that effectively leverage social media platforms to showcase their products, offer personalized recommendations, and foster brand engagement are more likely to attract and retain customers in this dynamic market.

**Objectives of the Study**

The main objective of this study is to examine the effect of digital marketing proxies (social media marketing and search engine optimization marketing) on consumer buying behaviour of clothing and Jewelry products in Abuja. However, the specific objectives are to:

i. examine the effect of social media marketing on consumer buying behaviour on clothing and Jewelry products in Abuja;
ii. assess the effect of search engine optimization (SEO) marketing on consumer buying behaviour on clothing and Jewelry products in Abuja;

Based on the objectives of the study, the study contains, relevant literature reviews which reviews the concept of social media marketing, search engine optimization (SEO) marketing and consumer buying behaviour.

## LITERATURE REVIEW

### Concept of Search Engine Optimization Marketing

Several definitions have proposed by different scholars. Chaffey and Ellis-Chadwick (2019) define Search Engine Optimization (SEO) marketing as the practice of optimizing a website's visibility and organic search rankings on search engine results pages (SERPs) through strategic techniques and content optimization, with the aim of driving targeted traffic, increasing brand visibility, and maximizing online advertising effectiveness. Chaffey and Ellis-Chadwick's (2019) definition highlights the role of SEO marketing in optimizing a website's visibility and organic search rankings. It emphasizes the strategic techniques and content optimization used to improve search engine rankings. The objective of SEO marketing is to drive targeted traffic to a website, increase brand visibility, and enhance the effectiveness of online advertising efforts.

From another point of view, Lovatt and Legge (2014), define search engine acts as a mediator amongst shoppers and sites. He stated that it will likely furnish shoppers with links to the most noteworthy quality sites on the organic side. To rank sites, the web search tool scores every site on its assessed quality utilizing data assembled from the Internet utilizing crawling calculations and information mining strategies. They further mentioned that, the users while utilizing a search engine are affected by the search engine marketing decisions made by site proprietors and by the mechanism of the search engine.

Furthermore, Strauss and Frost (2021) define SEO marketing as the process of improving a website's visibility and search engine rankings by optimizing on-page factors, off-page factors, and technical elements, with the goal of enhancing organic search visibility and attracting relevant traffic for online advertising campaigns. Strauss and Frost's definition emphasizes the comprehensive nature of SEO marketing. It includes optimizing on-page factors (such as content and meta tags), off-page factors (such as backlinks and social signals), and technical elements (such as site structure and page load speed).

### Concept of Social Media Marketing

According to Kumar and Trivedi (2021), the concept of social media marketing can be define as the use of social media platforms and websites to promote a product or service, build brand awareness, and engage with customers in order to drive sales and build long-term relationships. Kumar and Trivedi (2021) further define the concept of social media marketing as the strategic utilization of various social media platforms, such as Facebook, Twitter, Instagram, and others, to achieve multiple marketing objectives.

Sharma and Bashir (2022) gave the definition of social media marketing as the concept that involves the strategic utilization of a wide range of social media platforms and tools, such as social networking sites, blogs, microblogging platforms, and content-sharing websites. The primary focus is on using these social media channels to create, communicate, and deliver value to customers in a way that aligns with the organization's marketing objectives. The researchers explain that the concept of social media marketing is not merely about promoting products or services, but rather about leveraging the unique capabilities of social media to create valuable content, effectively communicate with the target audience, and deliver a compelling value proposition that meets customer needs. This strategic approach aims to achieve various marketing goals, such as building brand awareness, enhancing brand equity, and driving sales and customer engagement.

Holliman and Rowley (2017) define social media marketing as the practice of leveraging social media platforms to connect with the target audience, build brand presence, foster engagement, and achieve marketing objectives, including driving website traffic, generating leads, and facilitating customer relationship management. Holliman and Rowley's (2017) highlight the core practices of social media marketing. It involves utilizing social media platforms to connect with the target audience, establish brand presence, foster engagement, and achieve marketing objectives such as driving website traffic, generating leads, and facilitating customer relationship management through active participation on social media platforms.

**Concept of Consumer Buying Behaviour**

Kotler and Armstrong (2018) stated that consumer buying behaviour varies depending on the level of involvement and the perceived differences between brands. Products can be placed along a continuum from low-involvement (routine purchases) to high-involvement (significant, considered purchases) and from limited perceived differences between brands to significant differences. This definition recognizes that not all buying behaviours are created equal. There's a spectrum of involvement based on factors like the price, risk, personal relevance, and differentiation among options. For example, a casual candy purchase is very different from buying a new car.

Schiffman et al. (2014) refers consumer buying behaviour as the decision-making process and actions individuals undertake when acquiring and using products or services. It involves internal and external factors that shape consumers' attitudes, motivations, and behaviorus, ultimately leading to the purchase and consumption of goods or services. Schiffman et al.'s (2014) characterizes consumer buying behaviour as the decision-making process and actions individuals go through when acquiring and using products or services. It highlights that consumer behaviour is influenced by both internal factors (such as attitudes and motivations) and external factors (such as social and cultural influences). The ultimate outcome is the purchase and consumption of goods or services.

Kotler et al. (2017) describe consumer buying behaviour to be the activities individuals engage in when searching for, evaluating, selecting, purchasing, and using products or services. It encompasses the internal and external factors that influence consumers' decisions and behaviours throughout the entire buying process. Kotler et al.'s (2017) views consumer buying behaviour as the activities individuals undertake when they search for, evaluate, select, purchase, and use products or services. It emphasizes that consumer behaviour is influenced by both internal factors (such as personal beliefs, attitudes, and perceptions) and external factors (such as cultural, social, and marketing influences). Understanding these factors is essential for marketers to effectively engage consumers and meet their needs.

**Empirical Review**

**Search Engine Optimization Marketing and Customers Buying Behaviours**

Berman and Katona (2013) investigated the effectiveness of SEO marketing in driving online sales in United State of America (USA). They use a combination of econometric modeling and field experiments, the researchers found that effective SEO practices, such as keyword optimization and link building, can significantly improve a website's ranking in search engine results pages (SERPs). Berman and Katona (2013) further state that this, in turn, leads to increased website traffic and higher conversion rates, as consumers are more likely to click on and engage with the top-ranking search results. The strengths of the study lie in its rigorous methodology and the real-world data it employs, providing strong empirical evidence for the impact of SEO on consumer buying behaviour.

Aswani et al. (2018) examined the specific role of SEO in the clothing and jewelry industries in United State of America (USA). Their studies was carried out through a mixed-methods approach, including web analytics, social media data, and in-depth interviews, the researchers found that effective SEO strategies, such as optimizing product descriptions, leveraging long-tail keywords, and building high-quality backlinks, can significantly improve website visibility and drive targeted traffic to online clothing and jewelry stores. According to Aswani et al. (2018) this, in turn, leads to increased sales conversions and higher customer engagement. The study's strength lies in its comprehensive approach, which combines quantitative and qualitative data to provide a more holistic understanding of the SEO-consumer behaviour relationship in the context of fashion and accessory products.

**Social Media Marketing and Consumer Buying Behaviour**

Study by Arora and Sharma (2021) investigated the impact of social media marketing activities on customer engagement and purchase intention was conducted in India. Using a survey-based approach with a sample of 324 social media users, the researchers found that social media marketing activities, such as content creation, influencer collaborations, and interactive campaigns, had a positive and significant impact on both

customer engagement and purchase intention. The study's findings suggest that effective social media marketing strategies can foster deeper customer engagement and influence consumer purchasing decisions. Iqbal et al. (2020) conducted a study in Pakistan to examine the impact of social media marketing on consumer buying behaviour. Employing a quantitative research design with a sample of 400 social media users, the researchers found that social media marketing factors, including social media advertising, influencer marketing, and user-generated content, had a significant and positive influence on various stages of the consumer buying process, such as need recognition, information search, and purchase decision. This study highlights the integral role that social media marketing plays in shaping consumer behaviour, particularly in the context of the clothing and jewelry industries.

**Theoretical framework**

**Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM) posits that an individual's intention to use and adopt a particular technology is determined by two primary factors: perceived usefulness and perceived ease of use. Perceived usefulness refers to the degree to which a person believes that using the technology will enhance their performance or experience, while perceived ease of use reflects the individual's perception of the effort required to use the technology.

According to Wibowo et al., (2021) perceived usefulness in TAM suggests that consumers are more likely to engage with and respond to digital marketing strategies that they perceive as useful in facilitating their purchase decisions. For example, if consumers find that SEO-optimized content and social media posts provide them with valuable information, recommendations, and a seamless shopping experience, they are more likely to exhibit positive buying behaviours.

Also, Kapoor and Vij (2018) stated that perceived ease of use in the TAM model posits that consumers are more inclined to adopt digital marketing channels that they perceive as easy to use and navigate. If consumers find that searching for products on well-optimized websites or engaging with brands on social media platforms is a straightforward and effortless process, they may be more receptive to the marketing messages and more likely to convert.

Furthermore, Dehghani and Tumer (2015); Yadav and Rahman (2017) maintain that in the context of digital marketing, the TAM framework can be applied to explain how consumers' perceptions of the usefulness and ease of use of various digital marketing channels and tactics, such as search engine optimization and social media marketing, can influence their buying behaviour. The scholars stated that studies have shown that when consumers perceive a company's website or social media presence to be useful in providing relevant information, personalized recommendations, and a seamless shopping experience, they are more likely to engage with the brand and make a purchase. Similarly, if consumers find the process of navigating a website or interacting with a brand's social media content to be effortless and intuitive, they are more inclined to trust the brand and make a purchase decision.

Additionally, Cheng and Huang (2013); Hsu and Lu, (2004) maintain that the TAM framework has been supported by numerous studies that have demonstrated the predictive power of perceived usefulness and perceived ease of use in explaining and influencing consumer behaviour in the digital landscape.

The strengths of the TAM in the context of this study lie in its ability to provide a comprehensive framework for understanding the psychological factors that drive consumer behaviour in the digital landscape. By focusing on the key constructs of perceived usefulness and perceived ease of use, the TAM allows researchers to identify the specific aspects of digital marketing strategies that are comfortable with consumers and influence their purchasing decisions. However, the TAM is not without its limitations. Some researchers have criticized the model for its narrow focus on practical factors, arguing that it fails to account for the emotional and social aspects of consumer behaviour (Marangunić & Granić, 2015). Additionally, Svendsen et al., (2013) stated the TAM has been challenged for its lack of consideration of external variables, such as individual differences, organizational factors, and environmental influences, which may also play a

role in shaping consumer buying behaviour. To address these limitations, researchers have proposed various extensions and adaptations of the TAM, incorporating additional constructs and factors to provide a more comprehensive understanding of consumer behaviour in the digital age. For instance, the Unified Theory of Acceptance and Use of Technology (UTAUT) integrate social influence and facilitating conditions as key determinants of technology adoption (Venkatesh et al., 2003).

## METHODOLOGY

This study employed a quantitative research design using a cross-sectional survey approach to examine the effect of digital marketing on consumer buying behaviour of clothing and jewelry in Abuja, FCT.

The target population for this study consists of consumers of clothing and jewelry products residing in Abuja, Federal Capital Territory (FCT) of Nigeria.

To determine the appropriate sample size for this study, the Cochran's (1963) formula for calculating the sample size for a known population size was used:

$$n=\frac{z^2\times p\times q}{e^2}$$

Where:

n = required sample size

Z = standard normal variant (1.96 for 95% confidence level)

p = estimated proportion of the attribute in the population (assumed to be 0.5 for maximum variability)

e = desired level of precision (margin of error, set at 0.05 or 5%)

Based on this, the calculated minimum sample size required for this study is 384 respondents. To account for potential non-response or incomplete surveys, the final sample size will be increased by 30%, resulting in a target sample of 500 respondents, as suggested by Duntoye (2015), and highlighted by Bujang (2021).

The questionnaire was administered through online methods to ensure a representative sample. The questionnaire was developed using Google questionnaire form, an online survey platform and distributed through various social media channels, emails, and online forums targeting Abuja residents.

Both the dependent variable in this study, consumer buying behaviour for clothing and jewelry products and independent variables social media marketing and search engine optimization marketing were measured through a multi-item scale that captures various aspects of the consumers' purchasing behaviour, using a 5-point Likert scale.

## RESULTS AND DISCUSSIONS

The gender distribution of the survey respondents shows that the sample was predominately male, comprising 68.8% of the total, while female respondents accounted for 31.2%. This indicates a skewed gender representation, with a significantly higher proportion of male participants compared to female participants. The cumulative percentage further highlights that the male respondents constitute most of the sample, reaching 100% when combined with the female respondents.

Table 1: GENDER

| GENDER | Counts | % of Total | Cumulative % |
|---|---|---|---|
| Female | 156 | 31.2 % | 31.2 % |
| Male | 344 | 68.8 % | 100.0 % |
| Total | 500 | 100 % | |

This gender imbalance in the sample may have implications for the generalizability of the findings, as the consumer buying behaviour of clothing and jewelry products in Abuja, FCT could potentially vary between genders. It would be prudent to consider the potential influence of gender on the observed relationships

between digital marketing variables and consumer purchasing decisions in the subsequent data analysis and interpretation.

Table 2: AGE

| AGE | Counts | % of Total | Cumulative % |
|---|---|---|---|
| 16 – 25 | 40 | 8.0 % | 8.0 % |
| 26 – 35 | 123 | 24.6 % | 32.6 % |
| 36 – 45 | 239 | 47.8 % | 80.4 % |
| 46 – 55 | 54 | 10.8 % | 91.2 % |
| Over 56 | 44 | 8.8 % | 100.0 % |
| Total | 500 | 100 % | |

The age distribution of the survey respondents reveals that the largest proportions, 47.8%, were within the 36 to 45 years age group. This was followed by the 26 to 35 years age group, which accounted for 24.6% of the total sample. The 46 to 55 years and over 56 years age groups represented 10.8% and 8.8% of the respondents, respectively, while the 16 to 25 years age group had the smallest representation at 8.0%.

The cumulative percentage data highlights that much of the sample, 80.4%, were between the ages of 36 and 45 years. This suggests that the consumer buying behaviour of clothing and jewelry products in Abuja, FCT may be primarily influenced by middle-aged individuals, with relatively lower representation from younger and older age groups. It is important to consider the potential impact of these age-related differences on the observed relationships between digital marketing variables and consumer purchasing decisions

Table 3: STATUS

| STATUS | Counts | % of Total | Cumulative % |
|---|---|---|---|
| Divorced | 1 | 0.2 % | 0.2 % |
| Married | 375 | 75.0 % | 75.2 % |
| Other | 5 | 1.0 % | 76.2 % |
| Single | 119 | 23.8 % | 100.0 % |
| Total | 500 | 100% | |

The marital status distribution of the survey respondents shows that the majority, 75.0%, were married individuals. This was followed by single respondents, who accounted for 23.8% of the total sample. The "Other" category, which may include widowed or separated individuals, represented a small proportion of 1.0%, while the divorced category had the lowest representation at 0.2%. The cumulative percentage data indicates that 76.2% of the respondents were either married or in the "Other" category, with the remaining 23.8% being single.

These findings suggest that the consumer buying behaviour of clothing and jewelry products in Abuja, FCT may be predominantly influenced by married individuals, who likely have different purchasing patterns and decision-making processes compared to single individuals. It is crucial to consider the potential impact of marital status on the observed relationships between digital marketing variables and consumer purchasing decisions.

Table 4: EDUCATION

| EDUCATION | Counts | % of Total | Cumulative % |
|---|---|---|---|
| Other | 43 | 8.6 % | 8.6 % |
| Postgraduate | 317 | 63.4 % | 72.0 % |
| Secondary | 24 | 4.8 % | 76.8 % |
| Undergraduate | 116 | 23.2 % | 100.0 % |
| Total | 500 | 100 % | |

The educational background of the survey respondents reveals a predominance of postgraduate degree holders, who accounted for 63.4% of the total sample. This was followed by undergraduate degree holders, representing 23.2% of the respondents. The "Other" category, which may include individuals with specialized or vocational qualifications, made up 8.6% of the sample, while those with a secondary education level comprised the smallest proportion at 4.8%. The cumulative percentage data shows that 72.0% of the respondents had attained a postgraduate or higher level of education.

This suggests that the consumer buying behaviour of clothing and jewelry products in Abuja, FCT may be primarily influenced by individuals with advanced educational backgrounds, who potentially have different decision-making processes, product preferences, and responsiveness to digital marketing strategies compared to those with lower levels of education. It is crucial to consider the potential impact of educational attainment on the observed relationships between digital marketing variables and consumer purchasing decisions.

The distribution of respondents based on their area of residence within Abuja, FCT reveals that the majority, 77.0%, were from the Abuja Municipal Area Council (AMAC). This was followed by the Bwari area, which accounted for 12.8% of the total sample. The Gwagwalada, Kuje, and Kwali areas were represented by 4.4%, 3.0%, and 1.0% of the respondents, respectively, while the Abaji area had the smallest representation at 1.8%. The cumulative percentage data indicates that 91.6% of the respondents were from the AMAC, Bwari, and Gwagwalada areas, with the remaining 8.4% residing in the Kuje and Kwali areas.

Table 4: RESIDENCE

| RESIDENCE | Counts | % of Total | Cumulative % |
|---|---|---|---|
| AMAC | 385 | 77.0 % | 77.0 % |
| Abaji | 9 | 1.8 % | 78.8 % |
| Bwari | 64 | 12.8 % | 91.6 % |
| Gwagwalada | 22 | 4.4 % | 96.0 % |
| Kuje | 15 | 3.0 % | 99.0 % |
| Kwali | 5 | 1.0 % | 100.0 % |
| Total | 500 | 100 % | |

This suggests that the consumer buying behavior of clothing and jewelry products in Abuja, FCT may be predominantly influenced by individuals living in the more urbanized and developed areas of the city, particularly AMAC. The differences in consumer behaviour across different residential areas may be influenced by factors such as income levels, access to digital technologies, and exposure to various marketing channels.

**Assessment of Measurement Models**

**Indicators Loadings**

The factor loadings presented in Table 6 indicate a high level of internal consistency and reliability within the constructs used in the PLS-SEM analysis. All factor loadings exceed the recommended threshold of 0.70, suggesting that the indicators are strongly correlated with their respective latent variables and effectively capture the underlying constructs. Specifically, the factor loadings for the consumer buying behaviour (CB) construct range from 0.797 to 0.899, the search engine optimization (SEO) marketing construct range from 0.803 to 0.883, and the social media marketing (SMM) construct range from 0.712 to 0.870, indicating that the measurement items are reliable in reflecting their respective constructs. The high factor loadings across all constructs suggest that the measurement model is of good quality, providing confidence in the validity and reliability of the measurement scales used, which is crucial for accurately evaluating the effects of these digital marketing constructs on consumer buying behaviour.

Table 6: Indicators Loadings

| Items | Loadings | Items | Loadings |
|---|---|---|---|
| CB1 | 0.855 | SEO1 | 0.803 |
| CB2 | 0.899 | SEO2 | 0.883 |
| CB3 | 0.848 | SEO3 | 0.850 |
| CB4 | 0.818 | SEO4 | 0.868 |
| CB5 | 0.797 | SEO5 | 0.815 |
| | | SMM1 | 0.795 |
| | | SMM2 | 0.792 |
| | | SMM3 | 0.836 |
| | | SMM4 | 0.870 |
| | | SMM5 | 0.712 |
| | | SMM6 | 0.732 |

**Validity and Reliability**

In the assessment of the construct validity and reliability of the measurement model, Table 7 below presents the key statistical indicators for each of the latent variables in the study. These indicators explain the internal consistency and convergent validity of the constructs, which are essential for ensuring the reliability and robustness of the research findings.

Starting with the internal consistency reliability, the Cronbach's alpha values for all the constructs exceed the recommended threshold of 0.70, ranging from 0.856 for social media marketing (SMM) to 0.899 for both consumers buying behaviour (CB) and search engine optimization marketing (SEO). These high Cronbach's alpha values indicate a high degree of internal consistency within each construct, suggesting that the measurement items within a given construct are closely related and reliably measure the same underlying concept. The rho_A values, which are an alternative measure of internal consistency reliability, also exceed the 0.70 threshold, further confirming the reliability of the constructs. The rho_A values range from 0.899 to 0.902 for CB, corroborating the strong internal consistency of the measurement items.

The composite reliability, which is a more robust measure of internal consistency compared to Cronbach's alpha, also demonstrates high values for all constructs for both CB and SEO. These composite reliability values exceed the recommended threshold of 0.70, indicating that the measurement items within each construct are reliable in their representation of the underlying latent variable. Regarding convergent validity, the Average Variance Extracted (AVE) values for all constructs exceed the recommended threshold of 0.50, ranging from 0.626 for SMM to 0.713 for CB. These high AVE values suggest that the measurement items within each construct are able to explain a substantial portion of the variance in their respective latent variables, indicating a high degree of convergent validity. Collectively, the high values for Cronbach's alpha, rho_A, composite reliability, and AVE provide strong evidence of the construct validity and reliability of the measurement model. These findings instill confidence in the quality of the data and the appropriateness

of the measurement scales used in the study, serving as a solid foundation for the subsequent structural model analysis and hypothesis testing.

Table 7: Construct Validity and Reliability

| | **Cronbach's Alpha** | **rho_A** | **Composite Reliability** | **Average Variance Extracted (AVE)** |
|---|---|---|---|---|
| **Consumer Buying Behaviour** | **0.899** | **0.902** | **0.925** | **0.713** |
| **Search Engine Optimization** | **0.899** | **0.899** | **0.925** | **0.712** |
| **Social Media Marketing** | **0.880** | **0.889** | **0.909** | **0.626** |

**Discriminant Validity**

The Heterotrait-Monotrait (HTMT) ratio, as presented in Table 8 below, provides an assessment of the discriminant validity of the constructs in the measurement model. Discriminant validity refers to the degree to which a construct is distinct from other constructs in the model, and it is an essential component of construct validity. The HTMT ratio is considered a more robust measure of discriminant validity compared to the traditional Fornell-Larcker criterion, as it is better able to detect lack of discriminant validity, even in situations where the Fornell-Larcker criterion may suggest adequate discriminant validity.

In the context of this study, the HTMT ratios for all construct pairs are well below the recommended threshold of 0.85, indicating a high degree of discriminant validity. The HTMT ratios range from 0.577 for the relationship between Consumer Buying Behaviour and to 0.853 for the relationship between search engine optimization marketing and Social Media Marketing.

Table 8: Heterotrait-Monotrait Ratio (HTM

| | Consumer Buying Behaviour | Online Advert | Personalized Marketing | Search Engine Optimization | Social Media Marketing |
|---|---|---|---|---|---|
| Consumer Buying Behaviour | | | | | |
| Search Engine Optimization | 0.679 | 0.805 | 0.798 | | |
| Social Media Marketing | 0.753 | 0.741 | 0.853 | 0.801 | |

The HTMT ratios between the various digital marketing constructs (Search Engine Optimization, and Social Media Marketing) range from 0.712 to 0.853, further confirming that these constructs are empirically distinct and measure different facets of digital marketing strategies.

The discriminant validity demonstrated by the HTMT ratios suggests that the respondents were able to clearly differentiate between the various constructs in the survey and responded to the measurement items in a way that accurately reflects the underlying theoretical distinctions between the concepts. This is a crucial aspect of the measurement model, as it ensures that the subsequent analysis of the structural relationships between the constructs will yield meaningful and interpretable results.

Overall, the low HTMT ratios, in combination with the strong internal consistency reliability and convergent validity findings from the previous analysis, provide a robust assessment of the construct validity of the measurement model. This, in turn, strengthens the confidence in the reliability and validity of the research findings, and their potential for theoretical and practical implications in the context of digital marketing and consumer behavior.

**Assessment of the Structural Model**

The structural model assessment presented in Table 9 below provides insights into the relationships between the digital marketing constructs and consumer buying behaviour. The path coefficients, t-statistics, and p-values allow for the evaluation of the hypotheses formulated in the study.

Table 9: Path Coefficient

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| **Search Engine Optimization -> Consumer Buying Behaviour** | 0.237 | 0.234 | 0.073 | 3.246 | **0.001** |
| **Social Media Marketing -> Consumer Buying Behaviour** | 0.463 | 0.468 | 0.062 | 7.449 | **0.000** |

**Search Engine Optimization (SEO) to Consumer Buying Behaviour**

The path from Search Engine Optimization (SEO) to Consumer Buying behaviour has a path coefficient of 0.237, a t-statistic of 3.246, and a p-value of 0.001. Given that the p-value is less than the 0.05 significance level, this indicates that the effect of SEO marketing on consumer buying behaviour is statistically significant. Therefore, the null hypothesis (H01: Search engine optimization marketing has no significant effect on consumer buying behavior of clothing and jewelry products in Abuja, FCT) can be rejected. These findings suggest that SEO marketing strategies have a significant positive influence on the consumer buying behavior of clothing and jewelry products in Abuja, FCT.

**Social Media Marketing (SMM) to Consumer Buying Behaviour**

Similarly, the path from Social Media Marketing (SMM) to Consumer Buying behaviour has a path coefficient of 0.463, a t-statistic of 7.449, and a p-value of 0.000. The p-value is less than the 0.05 significance level, indicating that the effect of social media marketing on consumer buying behaviour is statistically significant. Consequently, the null hypothesis (H02: Social media marketing has no significant effect on consumer buying behaviour of clothing and jewelry products in Abuja, FCT) can be rejected. These results suggest that social media marketing strategies have a significant positive impact on the consumer buying behaviour of clothing and jewelry products in Abuja, FCT.

In summary, the structural model analysis reveals that search engine optimization and social media marketing have significant positive effects on consumer buying behaviour.

*R Square*

The R-Square ($R^2$) values presented in Table 10 below provide an assessment of the explanatory power of the structural model. The $R^2$ value represents the proportion of the variance in the dependent variable (Consumer Buying Behaviour) that is explained by the independent variables (Search Engine Optimization, and Social Media Marketing) in the model.

Table 10: R Square

| | R Square | R Square Adjusted |
|---|---|---|
| **Consumer Buying Behaviour** | 0.494 | 0.490 |

The $R^2$ value for Consumer Buying Behaviour is 0.494, which indicates that the digital marketing constructs included in the model explain 49.4% of the variance in consumer buying behaviour. This suggests that the combination of search engine optimization, and social media marketing strategies has a substantial explanatory power in understanding and predicting consumer purchasing decisions for clothing and jewelry products in Abuja, FCT.

The adjusted $R^2$ value, which considers the number of independent variables in the model and provides a more conservative estimate of the model's explanatory power, is 0.490. This means that the adjusted $R^2$ value is only slightly lower than the original $R^2$, indicating that the model is not overfitted and the explanatory power remains high even after accounting for the number of predictors.

The relatively high $R^2$ and adjusted $R^2$ values demonstrate that the structural model has a good fit and can be considered a reliable and robust representation of the relationships between the digital marketing constructs and consumer buying behaviour in the context of the clothing and jewelry industry in Abuja, FCT. These findings suggest that the selected digital marketing strategies collectively account for a substantial portion of the variance in consumer purchasing decisions, highlighting their importance and relevance in understanding and explaining consumer behavior in this market.

F Square

The F-Square ($f^2$) values presented in Table 11 below provide an assessment of the relative importance and effect size of each independent variable (digital marketing construct) on the dependent variable (Consumer Buying Behaviour) in the structural model.

Table 11: F Square

| | **Consumer Buying Behavior** |
|---|---|
| Search Engine Optimization | 0.039 |
| Social Media Marketing | 0.151 |

The $f^2$ values represent the change in the $R^2$ value when a specific independent variable is excluded from the model. This measure allows for the evaluation of the contribution of each digital marketing construct to the overall explanatory power of the model.

Examining the $f^2$ values, the social media marketing construct has the largest effect size of 0.151. According to the guidelines suggested by Cohen (1988), this represents a medium effect size, indicating that social media marketing makes a moderate contribution to the explanation of consumer buying behaviour in the model.

The $f^2$ value for search engine optimization is 0.039, which represents a small effect size. This indicates that search engine optimization marketing makes a small but meaningful contribution to the explanatory power of the model in predicting consumer buying behaviour.

These findings provide additional insights into the relative importance of the different digital marketing strategies in the context of consumer buying behaviour for clothing and jewelry products in Abuja, FCT. The results suggest that social media marketing is the most influential digital marketing construct, followed by search engine optimization.

The interpretation of the $f^2$ values, in combination with the previously discussed path coefficients and $R^2$ values, offers a comprehensive understanding of the structural relationships and the importance of the various digital marketing constructs in explaining and predicting consumer buying behaviour. This information can inform the development of targeted marketing strategies and the allocation of resources to maximize the effectiveness of digital marketing efforts in the clothing and jewelry industry within Abuja, FCT.

**Multicollinearity Test**

The Inner VIF (Variance Inflation Factor) values presented in Table 12 below provide an assessment of the multicollinearity among the independent variables (digital marketing constructs) in the structural model. Multicollinearity refers to the degree of correlation between the independent variables, and it is an important consideration in structural equation modeling as high levels of multicollinearity can adversely affect the stability and interpretability of the model.

Table 12: Inner VIF Values

| | **Consumer Buying Behavior** |
|---|---|
| **Search Engine Optimization** | **2.855** |
| **Social Media Marketing** | **2.795** |

The VIF values in Table 12 range from 2.795 for Social Media Marketing to 2.855 for Search Engine Optimization Marketing. According to the commonly used guidelines, VIF values below 5 indicate that multicollinearity is not a major concern in the model. The VIF values observed in this study are well within the acceptable range, suggesting that the digital marketing constructs included in the model are not highly correlated with each other. This implies that the independent variables are measuring distinct and relatively independent aspects of the overall digital marketing strategy, which is a desirable characteristic for the reliability and interpretability of the structural relationships.

The low VIF values provide confidence that the path coefficients and their statistical significance, as reported in the previous analysis, are not unduly influenced by multicollinearity issues. This ensures that the unique effects of each digital marketing construct on consumer buying behaviour can be reliably estimated and interpreted.

Furthermore, the VIF values being well below the commonly used threshold of 5 indicate that the model is not suffering from problematic levels of multicollinearity. This supports the validity and robustness of the structural model, as the individual predictors can be evaluated without the confounding effects of high correlations among the independent variables.

Overall, the Inner VIF values presented in Table 12 demonstrate that the digital marketing constructs included in the structural model are sufficiently distinct and independent, allowing for a clear interpretation of their relative importance and influence on consumer buying behaviour in the clothing and jewelry industry within Abuja, FCT.

**Model Fit**

The information presented in Table 13 below provides an assessment of the overall model fit for the structural model. Model fit evaluation is an essential step in structural equation modeling, as it determines the extent to which the proposed model can reproduce the observed covariance matrix and adequately represent the relationships between the constructs.

Table 13: Model Fit

| | Saturated Model | Estimated Model |
|---|---|---|
| **SRMR** | 0.056 | 0.056 |
| **d_ULS** | 1.175 | 1.175 |
| **d_G** | 0.458 | 0.458 |
| **Chi-Square** | 1387.295 | 1387.295 |
| **NFI** | 0.854 | 0.854 |

The Standardized Root Mean Square Residual (SRMR) is a measure of the average magnitude of the standardized residuals, and its value for both the saturated and estimated models is 0.056. This SRMR value is well below the commonly recommended threshold of 0.08, indicating a good model fit. The close alignment between the saturated and estimated model SRMR values suggests that the estimated model is able to reproduce the observed covariance matrix accurately.

The d_ULS and d_G values, which are two additional model fit indices, are 1.175 and 0.458, respectively, for both the saturated and estimated models. These values reflect the discrepancy between the empirical and model-implied covariance matrices and are used to assess the overall goodness of fit. The fact that the d_ULS and d_G values are identical for the saturated and estimated models further reinforces the conclusion that the proposed model fits the data well.

The Chi-Square value for the model is 1387.295, which is the same for both the saturated and estimated models. The Chi-Square test is a traditional measure of overall model fit, with a non-significant result ($p > 0.05$) indicating a good fit. However, it is important to note that the Chi-Square test is sensitive to sample size, and in larger samples, it is common to obtain statistically significant results, even when the model fit is acceptable.

Lastly, the Normed Fit Index (NFI) is a comparative fit index that compares the proposed model to a baseline model. The NFI value for the model is 0.854, which exceeds the recommended threshold of 0.80, suggesting an acceptable level of model fit.

Taken together, the model fit indices presented in Table 13 demonstrate that the structural model adequately represents the relationships between the digital marketing constructs and consumer buying behavior. The consistently good fit across multiple fit indices, including SRMR, d_ULS, d_G, and NFI, provides confidence in the validity and reliability of the model.

These findings suggest that the proposed model, which incorporates the effects of search engine optimization, and social media marketing, is a suitable and well-fitting representation of the underlying relationships in the context of consumer buying behaviour for clothing and jewelry products in Abuja, FCT. This lends credibility to the subsequent interpretation of the structural paths and their implications for both theory and practice.

**Predictive Relevance of the Model**

The information presented in Table 14 below provides an assessment of the predictive relevance of the structural model using the construct cross-validated redundancy measure, also known as the $Q^2$ statistic. The $Q^2$ value is an indicator of the model's out-of-sample predictive power, and it is calculated using the blindfolding procedure. A $Q^2$ value greater than 0 suggests that the model has predictive relevance for the endogenous construct, while a value less than 0 indicates a lack of predictive relevance.

Table 14: Construct Crossvalidated Redundancy

| | SSO | SSE | $Q^2$ (=1-SSE/SSO) |
|---|---|---|---|
| **Consumer Buying Behaviour** | 2500.000 | 1633.164 | 0.347 |
| **Search Engine Optimization** | 2500.000 | 2500.000 | |
| **Social Media Marketing** | 3000.000 | 3000.000 | |

Examining the $Q^2$ values in Table 14, the endogenous construct of Consumer Buying behaviour has a $Q^2$ value of 0.347. This value is greater than 0, which indicates that the structural model has predictive relevance for the consumer buying behaviour construct.

The $Q^2$ values for the exogenous constructs (Search Engine Optimization, and Social Media Marketing) are all 0, as these constructs are not predicted by any other variables in the model. They are, instead, used as predictors of the endogenous construct, Consumer Buying behaviour.

The positive $Q^2$ value for Consumer Buying behaviour suggests that the digital marketing constructs included in the model, namely search engine optimization, and social media marketing, have the capacity to predict and explain a substantial portion of the variance in consumer buying behaviour for clothing and jewelry products in Abuja, FCT.

This finding reinforces the interpretations from the earlier analyses, where the structural model demonstrated good explanatory power ($R^2$ = 0.494) and the digital marketing constructs exhibited significant (SEO and SMM) or non-significant (OA and PM) direct effects on consumer buying behaviour. The predictive relevance of the structural model, as evidenced by the $Q^2$ value, indicates that the proposed theoretical framework and the relationships between the digital marketing constructs and consumer buying behaviour are not only well-fitting but also possess the ability to make accurate out-of-sample predictions. This strengthens the practical and theoretical implications of the study, as the model can be used to inform strategic decision-making and guide future research in the domain of digital marketing and consumer behaviour.

Overall, the construct cross-validated redundancy analysis presented in Table 14 provides an additional layer of validation for the structural model, further confirming its suitability and robustness in explaining and predicting consumer buying behaviour in the clothing and jewelry industry within Abuja, FCT.

*Discussion of Findings*

The findings from the structural model analysis shows the relationships between digital marketing strategies and consumer buying behaviour in the clothing and jewelry industry within Abuja, FCT. The results offer empirical support for the hypothesized effects, with some constructs demonstrating significant influence relationships.

Regarding the first hypothesis (H01), the analysis revealed that search engine optimization (SEO) marketing has a significant positive effect on consumer buying behavior. The path coefficient between SEO and consumer buying behaviour was 0.237, with a p-value of 0.001, which is well below the 0.05 significance level. This finding suggests that the effective implementation of SEO strategies, such as optimizing website content, improving search engine visibility, and enhancing the overall online presence, can lead to a substantial increase in consumer purchasing decisions for clothing and jewelry products in Abuja, FCT. The significant positive influence of SEO marketing on consumer buying behaviour aligns with previous studies that have highlighted the importance of search engine optimization in driving online consumer engagement and purchase intentions.

Similarly, the second hypothesis (H02) was also supported, as the results indicate that social media marketing (SMM) has a significant positive effect on consumer buying behaviour. The path coefficient between SMM and consumer buying behaviour was 0.463, with a p-value of 0.000, which is highly statistically significant. This finding suggests that the strategic use of social media platforms, such as creating engaging content, building brand communities, and leveraging influencer marketing, can have a substantial impact on the purchasing decisions of consumers for clothing and jewelry products in Abuja, FCT. The significant positive influence of social media marketing on consumer buying behaviour is consistent with numerous studies that have highlighted the power of social media in shaping consumer attitudes, purchase intentions, and ultimately, purchasing behavior. This emphasizes the importance of incorporating social media marketing as a key component of the overall digital marketing strategy for businesses operating in the clothing and jewelry industry.

## CONCLUSION AND RECOMMENDATIONS

This study has provided valuable insights into the relationship between digital marketing strategies and consumer buying behaviour in the clothing and jewelry industry within Abuja, FCT. The structural model analysis revealed that certain digital marketing constructs, namely search engine optimization (SEO) and social media marketing (SMM), have significant positive effects on consumer buying behaviour. The findings suggest that digital marketing strategies play a crucial role in shaping consumer purchasing decisions for clothing and jewelry products in the study context. The substantial explanatory power of the structural model, as evidenced by the high R-Square value, underscores the importance of incorporating effective digital marketing practices into the overall marketing mix to enhance consumer engagement and drive sales. Based on the findings of this study, the following specific recommendations are provided:

Recommendation for Search Engine Optimization (SEO) Marketing: Businesses in the clothing and jewelry industry should prioritize the implementation of robust SEO strategies to improve their online visibility and rankings on search engine results pages.

Recommendation for Social Media Marketing (SMM): Clothing and jewelry businesses should invest in developing a strong social media presence and implementing strategic SMM campaigns.

## References

Arora, N., & Sharma, P. (2021). Impact of social media marketing activities on customer engagement and purchase intention: An empirical study. *Journal of Advances in Management Research, 18*(1), 125-147.

Aswani, R., Kar, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2018). Search engine marketing is not all gold: Insights from Twitter and SEO clerks. *International Journal of Information Management, 38*(1), 107-116.

Benbasat, I., & Barki, H. (2007). Quo vadis TAM?. *Journal of the association for information systems, 8*(4), 7.

Berman, R., & Katona, Z. (2013). The role of search engine optimization in search marketing. *Marketing Science, 32*(4), 644-651.

Cardy, R. L., & Leonard, B. (2020). *Managing human resources*. Jones & Bartlett Learning.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.

Cheng, Y. H., & Huang, T. Y. (2013). High speed rail passengers' mobile ticketing adoption. *Transportation Research Part C: Emerging Technologies, 30*, 143-160.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.

Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior, 49*, 597-600.

Hsu, C. L., & Lu, H. P. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & management, 41*(7), 853-868.

Holliman, G., & Rowley, J. (2017). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing, 11*(3), 271-295. https://doi.org/10.1108/JRIM-02-2016-0012

Iqbal, J., Nazir, M., Waheed, A., & Habibah, U. (2020). Impact of social media marketing on consumer buying behavior. *International Journal of Management, 11*(7), 1271-1283.

Kapoor, K. K., & Vij, M. (2018). Technology at the dinner table: Ordering food online through mobile apps. *Journal of Retailing and Consumer Services, 43*, 342-351.

Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Prentice Hall.

Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2017). *Marketing management* (15th ed.). Pearson.

Kumar, A., & Trivedi, S. (2021). Social media marketing: Strategies and impact on consumer behavior. *Journal of Marketing Communications, 27*(3), 322-339.

Kumar, A., & Trivedi, S. K. (2021). Exploring the role of social media marketing in enhancing brand equity and consumer purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research, 16*(5), 1137-1153.

Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing, 80*(6), 146-172.

Lovatt, A., & Legge, K. (2014). Search engine marketing. In D. Chaffey & F. Ellis-Chadwick (Eds.), *Digital marketing* (6th ed., pp. 351-375). Pearson Education.

Marangunić, N., & Granić, A. (2015). Technology acceptance model: a literature review from 1986 to 2013. *Universal Access in the Information Society, 14*(1), 81-95.

Ogunleye, A. (2020). Digital Transformation in Nigeria: Bridging the Gap between Internet Adoption and E-Commerce Utilization. *Journal of African Business,* 21(2), 173-1

Oladipo, T., & Adeleke, A. (2018). The impact of social media marketing on clothing and jewelry sales in Abuja, FCT. *International Journal of Business and Management, 13*(6), 45-58.

Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2014). *Consumer behaviour: A European outlook* (2nd ed.). Pearson Education.

Scott, D. M. (2015). *The new rules of marketing: An integrated approach to marketing in the digital age*. Pearson Education.

Sharma, A., & Bashir, S. (2022). The impact of social media marketing on brand equity and purchase intention: Mediating role of brand awareness. *Journal of Electronic Commerce in Organizations (JECO), 20*(2), 1-21.

Strauss, J., & Frost, R. (2021). *E-marketing*. Routledge.

Svendsen, G. B., Johnsen, J. A. K., Almås-Sørensen, L., & Vitters, J. (2013). Personality and technology acceptance: the influence of personality factors on the core constructs of the Technology Acceptance Model. *Behaviour & Information Technology, 32*(4), 323-334.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

Wibowo, A., Chen, S. C., Parliament, K. P., & Laksana, R. D. (2021). The impact of social media marketing on purchase intention: The mediation role of brand awareness and brand image. *Sustainability, 13*(14), 8125.