EFFECT OF DIGITAL MARKETING CHANNELS ON CONSUMER BUYING BEHAVIOUR TOWARDS EDUCATIONAL TECHNOLOGY(EDUTECH) PRODUCTS IN NIGERIA

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Abstract
Despite increased digital marketing investments by Nigerian EdTechs, adoption for national examinations remains low, and research on its impact on purchase intention is limited. This study explores these gaps. This study adopted a survey research design and applied Taro Yamane's formula to determine a sample size of 400. Respondents were systematically selected from the targeted organizations using a random sampling technique. Data were collected through a structured five-point Likert scale questionnaire and analysed using descriptive statistics and Smart PLS-SEM. Findings reveal that Email Marketing, Influencer Marketing, and Social Media Marketing each have a significant impact on Purchase Intention however, Email Marketing has the strongest positive impact on Purchase Intention (0.433), followed by Social Media Marketing (0.214) and Influencer Marketing (0.129). Businesses are advised to integrate all three strategies cohesively, with a stronger focus on Email Marketing while continuously refining their social media and Influencer Marketing efforts. By optimizing each channel based on these findings, brands can maximize their impact on consumer Purchase Intention and drive higher conversions.
Keywords: Digital Marketing, Social Media Marketing. Email Marketing, Influencer Marketing, Consumer Buying Behaviour.

INTRODUCTION

Consumer buying behaviour is a critical determinant of business success and sustainability (Zaman & Kusi-Sarpong, 2024). Globalization has interconnected markets, making consumer preferences increasingly complex (Marquis & Raynard, 2015). Emerging trends such as ethical consumption, sustainability, and the impact of COVID-19 on online shopping underscore the dynamic nature of consumer behaviour (Kalińska-Kula, 2024). Advances in data analytics and artificial intelligence enable personalized marketing strategies, offering deeper insights into decision-making processes (Babatunde et al., 2024).

The digital economy has empowered consumers with access to information, seamless product comparisons, and real-time engagement via digital platforms (Dwivedi et al., 2021). Digital marketing plays a pivotal role in purchasing decisions, with mobile devices enhancing consumer interactions (Hussain, 2019). Social media marketing fosters brand loyalty and repeat purchases through continuous engagement (Chaffey & Smith, 2017). Online tools such as email marketing and search engine optimization (SEO) expand business reach and efficiency (Romero-Rodriguez & Castillo-Abdul, 2023). In Africa, digital marketing is growing rapidly due to increasing internet penetration (Nyagadza, 2020). In Nigeria, over 100 million internet users by 2022 (Oni et al., 2022) signal a rising digital consumer base. The education sector is leveraging digital marketing, with EdTech firms like uLesson and Examina employing targeted advertising and content marketing (Bello & Musa, 2023). However, despite investments, many struggle with consumer adoption (Yakubu & Dasuki, 2019).

Research on digital marketing's impact on consumer behaviour remains inconclusive, particularly in developing markets (Ofori-Boateng & Sarpong, 2020). While digital strategies enhance engagement (Huang & Rust, 2020), their influence on purchasing decisions for educational products—where trust and value perception are key—requires further investigation (Kingsnorth, 2022). This study addresses these knowledge gaps by examining the impact of social media, email, and influencer marketing on consumer buying behaviour of EdTech products in Nigeria. It focuses on five EdTech firms which are uLesson, TEESAS, Tuteria, Edukoya, and Examina. These firms offer examination preparation solutions for WAEC, NECO, IGCSE, and UTME.

LITERATURE REVIEW

Digital Marketing

Digital marketing leverages digital channels such as social media, search engines, email, websites, and mobile apps to promote products, engage customers, and build brand awareness. By utilizing online platforms and data analytics, businesses can effectively reach and convert target audiences (Chaffey & Smith, 2022). Unlike traditional marketing, digital marketing enables precise audience targeting, real-time analytics, and personalized engagement, making it indispensable for modern businesses (Sriram et al., 2022).

A key advantage is its data-driven approach, allowing businesses to analyse consumer behaviour, optimize campaigns, and track performance through key metrics like conversion rates and engagement levels (Kabiraj & Joghee, 2023). Search Engine Optimization (SEO) enhances online visibility by attracting relevant audiences and driving website traffic (Nagpal & Petersen, 2021).

The rise of social media and e-commerce has expanded digital marketing to include influencer, email, content, and mobile marketing (Das, 2021). Personalization has become central, enabling brands to deliver tailored experiences that enhance customer loyalty (Kaila, 2020). Furthermore, artificial intelligence (AI) and machine learning optimize digital marketing through automation and data-driven decision-making (Smith, 2022).

From the foregoing, I define digital marketing as the strategic use of online platforms, technologies, and digital channels to promote products or services, engage target audiences, and drive consumer actions. As technology evolves, digital marketing will continue shaping business strategies, driving brand growth, customer acquisition, and competitive advantage (Chaffey & Smith, 2022).

Social Media Marketing

Social Media Marketing (SMM) leverages platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to enhance brand awareness, foster customer engagement, and drive sales (Kurdi et al., 2022). It strengthens brand identity, builds customer relationships, and enables real-time interactions, making it an essential modern marketing strategy (Choi et al., 2021). Businesses utilize both organic content and paid advertising to reach targeted demographics, optimizing engagement through data-driven insights (Chawla & Chodak, 2021). This interactive approach enhances transparency and brand authenticity, key drivers of consumer trust (Anjorin et al., 2024). Data analytics is critical in refining SMM strategies, allowing businesses to optimize campaigns and track consumer behaviour effectively (Felix et al., 2017). From the above, I define social media marketing as the use of social networking platforms to create, share, and promote content that engages audiences, builds brand awareness, and drives consumer actions. As social media continues evolving, businesses must adapt their strategies to remain competitive and maximize engagement (Smith & Jones, 2023).

Email Marketing

Email marketing is a powerful digital strategy that enables businesses to communicate directly with their audience through targeted email campaigns. It is widely used for lead nurturing, customer engagement, and brand loyalty (Das, 2022). Common email marketing campaigns include newsletters, promotional offers, product announcements, and personalized content tailored to consumer preferences (Raina, 2024). A key factor in email marketing's effectiveness is personalization. Ellis-Chadwick and Doherty (2021) emphasize that personalized emails drive customer retention by delivering relevant content and offers. Advances in automation have further revolutionized email marketing, allowing businesses to send timely, behaviour-triggered messages, such as cart abandonment reminders or post-purchase follow-ups (Koiso-Kanttila, 2020).

I define email marketing as a digital strategy that uses targeted email communication to engage audiences, nurture customer relationships, and drive conversions. The rise of mobile devices necessitates optimized, responsive email designs to ensure accessibility and user-friendly experiences (Matric et al., 2024).

Influencer Marketing

Lou and Yuan (2019) define influencer marketing as a digital marketing strategy that leverages influencers' credibility to shape consumer perceptions and drive purchases. By creating authentic content, influencers enhance consumer engagement, making it a key pillar of modern digital marketing (Freberg et al., 2011). Platforms like Instagram, YouTube, and TikTok have propelled influencer marketing into a $21.1 billion industry (Influencer Marketing Hub, 2023). Brands collaborate with macro-influencers for reach and micro-influencers for higher engagement (Baker, 2020).

From the discussion so far, I define influencer marketing as a strategy that leverages individuals with established credibility and audience trust to promote products or services, driving brand awareness and consumer engagement. With 80% of consumers making purchases based on influencer recommendations (Rakuten Marketing, 2021), businesses integrate influencer marketing for measurable ROI and brand loyalty (López et al., 2021).

Consumer Buying Behaviour

Consumer buying behaviour encompasses the entire process through which individuals or groups select, purchase, use, and dispose of products or services to fulfil their needs (Solomon et al., 2022). This process extends beyond the purchase itself, incorporating post-purchase evaluation and disposal, influenced by psychological, social, and cultural factors. McKinsey (2023) introduces "peak moments"—critical interactions that shape consumer perceptions and influence purchasing decisions. These moments, such as initial product encounters and customer service experiences, are essential touchpoints businesses must optimize to enhance satisfaction and loyalty.

Technological advancements, including big data and artificial intelligence, have significantly transformed consumer behaviour (Harvard Business School, 2023). Predictive analytics allows businesses to anticipate consumer needs, increasing conversion rates through personalized marketing. Kotler and Keller (2020) highlight the interplay of cultural, social, personal, and psychological factors, while Sheth (2021) underscores digital transformation's impact.

From the foregoing I define Consumer buying behaviour as the decision-making process and actions of individuals when selecting, purchasing, using, and disposing of products or services based on personal, psychological, and social factors. Constructs for this concept are Actual Purchase, Purchase Intention, Customer Satisfaction and Brand Loyalty. This study measures consumer behaviour using Purchase Intention (PI), assessed through survey-based likelihood evaluations.

Social Media Marketing and Consumer Buying Behaviour

Mohammed et al. (2021) investigated social media's impact on purchase intentions in Ghana's fashion industry, emphasizing brand equity's mediating role. Their findings highlighted the strategic importance of social media engagement in shaping brand perception and consumer intent. However, their reliance on convenience sampling and a narrow platform focus limits the broader applicability of their findings. Similarly, Gulve (2021) explored the impact of digital marketing, analysing digital advertisements, social media, blogs, and online reviews. Using a survey and Chi-Square statistical analysis, the study found that digital marketing via social media and e-commerce websites strongly influenced consumer purchasing behaviour. Younger consumers exhibited a higher propensity for online shopping, but the study's geographical focus on Maharashtra and a small sample size (100 respondents) constrained its broader applicability.

Mala et al. (2020) conducted an analytical and descriptive study to examine the influence of digital marketing on the buying behaviour of Indian youth. Using primary data from social media platforms such as Facebook, Instagram, YouTube, and WhatsApp, the study found that online offers, promotional schemes, and instant access to information significantly impacted consumer decision-making in e-commerce. Social networking and browsing were identified as primary online activities, reinforcing the internet's role as a key information source for purchases. WhatsApp, YouTube, and Instagram emerged as dominant platforms for digital advertisements. However, the study's limitation was its narrow focus on individuals aged 18–30, limiting its generalizability across broader demographics.

Nizar and Janathanan (2018) examined the effects of social media marketing through a case study of Dialog Axiata, adopting a positivist and quantitative approach. Findings are that social media marketing significantly influences consumer purchasing decisions, highlighting its role in enhancing brand perception and customer loyalty. Their study demonstrated that increased engagement on social platforms leads to greater consumer awareness and a higher likelihood of conversion. Additionally, their quantitative analysis provided statistical evidence supporting the effectiveness of digital marketing strategies in shaping consumer behaviour. However, the study did not explore qualitative aspects, leaving gaps in understanding deeper consumer motivations and experiences.

Email Marketing and Consumer Buying Behaviour

Onewo et al. (2020) investigated the impact of online advertising on consumer buying behaviour among internet users in Lagos State, focusing on corporate website advertising and advertising credibility. Using a descriptive research design, the study sampled 384 respondents from a population of 13.84 million internet users, determined via Cochran's formula. Data were collected through questionnaires and analysed using regression analysis. The study applied the AIDA Model, Consumer Decision Process, and Consumer Behaviour Theory to explore how online advertising shapes purchase decisions.

Findings indicated that corporate website advertising significantly influenced purchase decisions ($R^2 = 0.65$, $p = 0.000$), while online advertising credibility also had a strong impact ($R^2 = 0.666$, $p = 0.001$). Trust in advertising appeals ($\beta = 1.094$, $t = 1.883$) and consumer data security ($\beta = 0.116$, $t = 2.369$) were critical factors, whereas perceived privacy had a minimal effect. However, the study's reliance on simple random sampling may not have fully captured Lagos's diverse internet users. Additionally, its exclusive focus on website advertising and credibility overlooked other key digital marketing channels like social media and mobile advertising.

Nwankwo et al. (2019) examined online shopping behaviour among Nigerian university students, identifying key determinants such as convenience, product benefits, perceived risks, and demographics. Using data from 399 respondents across six universities, the study employed a quantitative approach with stratified random sampling and multiple regression analysis. Findings highlighted demographic factors (gender, age, and income) as accounting for 37.2% of variations in online shopping behaviour, with convenience and product descriptions also playing significant roles. However, its regional focus and reliance on self-reported data limited broader applicability.

Influencer Marketing and Consumer Buying Behaviour

Pratama et al. (2024) analysed the effects of social media content, influencer marketing, and customer reviews on purchasing behaviour within the Shopee marketplace. While social media content significantly influenced purchase decisions, influencer marketing and reviews had no individual significance but collectively shaped behaviour. Using a quantitative approach and multiple regression analysis, the study provided insights for refining marketing strategies, though its small sample size and platform-specific focus constrained broader applicability.

Margareta et al. (2020) examined the role of influencer marketing in shaping brand image, enhancing brand value, and expanding audience reach. The study emphasized that authenticity and trust are fundamental to successful influencer-brand relationships and called for further research into consumer behaviour influences. Focusing on Slovak consumers aged 15 and above, the study revealed that younger demographics were particularly susceptible to influencer marketing. Companies were advised to optimize their strategies on platforms such as Instagram, YouTube, and Facebook. However, the study's geographic and demographic focus limits its generalizability to broader populations. Additionally, while it highlights authenticity and trust as key factors, it does not extensively explore the mechanisms through which these elements influence long-term consumer loyalty. The study's platform-specific recommendations may also require adaptation as social media trends evolve.

Similarly, Anjali et al. (2020) investigated influencer marketing's impact on millennial consumer behaviour, emphasizing the importance of influencer credibility and content strategy. Using a qualitative research approach, the study incorporated Social Learning Theory and the Theory of Planned Behaviour to analyse consumer attitudes. Key factors affecting behaviour included trust, personal relevance, and perceived risk. However, its urban focus and qualitative design limited generalizability.

Theoretical Framework

The Technology Acceptance Model (TAM), introduced by Fred Davis (1989), explains how individuals adopt and use technology. Rooted in Ajzen and Fishbein's (1975) Theory of Reasoned Action (TRA), TAM identifies perceived usefulness (PU)—the belief that a technology enhances efficiency—and perceived ease of use (PEOU)—the belief that a system is easy to use—as key determinants of adoption. If a technology is seen as both beneficial and user-friendly, individuals are more likely to embrace it. TAM has evolved through extensions like the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003), which incorporates social influence and facilitating conditions.

This study adopts TAM to examine how digital marketing strategies influence consumer perceptions of EdTech National Examinations' products in Nigeria. By assessing PU and PEOU in digital marketing efforts, EdTechs can optimize engagement and conversion. However, critics argue that TAM oversimplifies adoption by overlooking social and cultural factors, prompting ongoing refinements.

METHODOLOGY

This study adopted the survey research design, a structured five-point Likert scale questionnaire was used to obtain data from existing customers of the selected EdTechs. Taro Yamane's sample size formula was used to determine sample size of 400 as follow:

$$n = \frac{N}{1 + Ne^2}$$,Where:

n = sample size

N = population size

e = desired level of precision (sampling error)

The above formula takes into consideration 95% confidence level and 5 % sampling error level.

The formula provides a straightforward method to calculate an adequate sample size that balances accuracy with practicality.

Using this formula, the sample size for the study is;

n = 2,276,189/(1+2,276189(0.05)2)

= 2276189/6323.78

= 399.9998

= 400

A provision of 10% attrition was added bringing it to a total of 440 which were distributed proportionally as in the table below:

Table 1: Population and Sample Size

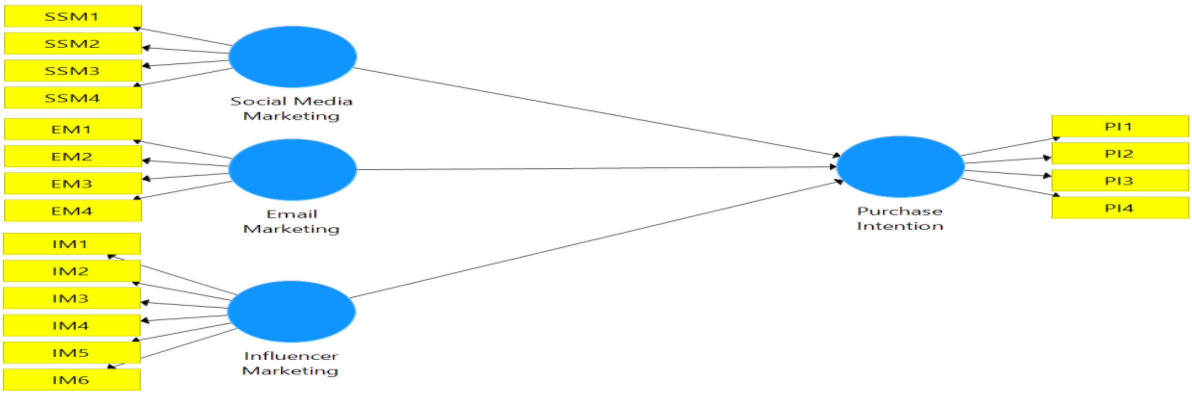
S/N	Name of EdTech	Customer Base	%	Sample size	Served number	Returned number	Source	Date Accessed
1	Ulesson	1,047,052	46	184	202	191	uLesson Marketing Dept	04/02/25
2	Tuteria	273,143	12	48	53	49	Tuteria Marketing Dept	29/01/25
3	Edukoya	273,149	12	48	53	50	Edukoya Marketing Dept	30/01/25
4	Tessa	204,843	9	36	40	38	Tessa Marketing Dept	05/02/25
5	Examina	478,002	21	84	92	90	Examina Dept	28/01/25
	Total	2,276,189	100	400	440	418		

Source: Author's Compilation

This is determined based on each EdTech's proportion in the overall population to ensure fair representation (Cochran, 1977). Questionnaire were distributed to the respondents electronically, and

418 usable surveys were filled and used for analysis. The study data was collected using systematic random sampling technique. The responses were coded and analysed using the partial least structural equation modelling (PLS-SEM) using the measurement and the structural model. The model of study is specified below: -

Figure 1: Model of Study.



RESULTS AND DISCUSSION

The Measurement Model:

In assessing the measurement model, the outer loadings are assessed first, and as a rule loading above 0.70 are accepted as they indicate the construct explains more than 50% of the indicator's variance, thus providing acceptable item reliability (Hair et al 2019).

Figure 2: Indicator outer loadings

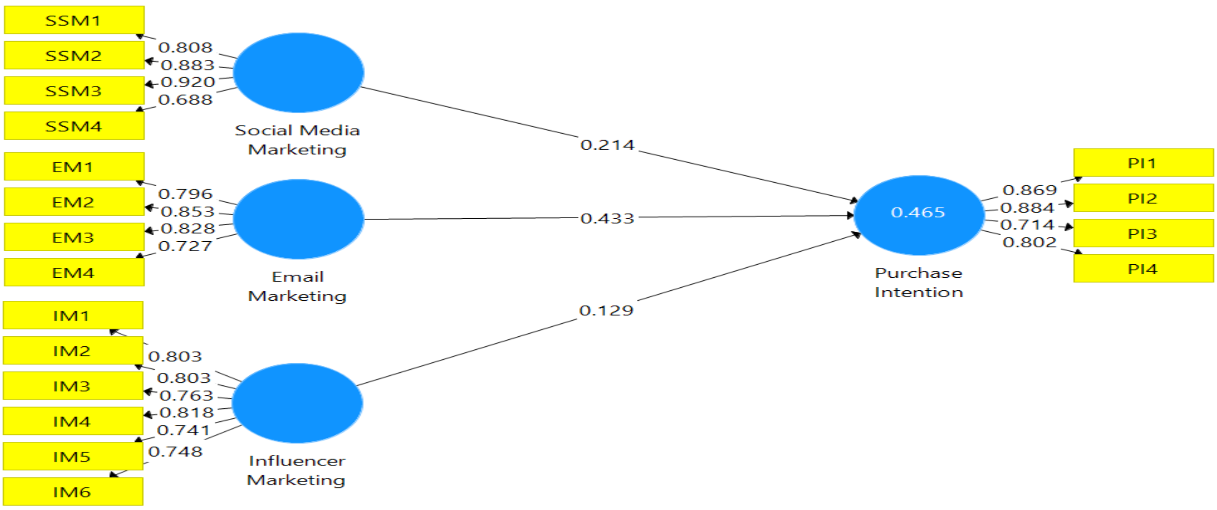


Table 1. Reliability of Study Scale

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Email Marketing	**0.815**	**0.827**	**0.878**	**0.644**
Influencer Marketing	**0.877**	**0.935**	**0.903**	**0.608**
Purchase Intention	**0.838**	**0.866**	**0.891**	**0.673**
Social Media Marketing	**0.844**	**0.865**	**0.897**	**0.688**

Source: PLS-SEM Output 2025

The table presents the reliability and validity metrics for four constructs: Email Marketing, Influencer Marketing, Purchase Intention, and Social Media Marketing. Cronbach's Alpha measures internal consistency, with values above 0.7 considered acceptable and above 0.8 indicating good reliability. All constructs in the table have values exceeding 0.8, demonstrating strong internal consistency. Similarly, rho_A, another reliability measure, confirms this robustness, as all values are above 0.8. Composite Reliability (CR) further supports the reliability of the constructs, with all values exceeding 0.87, indicating strong reliability.

In terms of validity, the Average Variance Extracted (AVE) assesses convergent validity by measuring how well a construct explains its indicators. An AVE value of at least 0.5 is required to establish convergent validity, and in this case, all constructs have values above 0.6. This confirms that the constructs adequately explain their respective indicators. In all, the results demonstrate that the constructs have strong reliability and convergent validity, making them suitable for further analysis in structural equation modelling (SEM) or other statistical techniques.

Table 2.: Heterotrait-Monotrait Ratio (HTMT)

	Email Marketing	Influencer Marketing	Purchase Intention	Social Media Marketing
Email Marketing				
Influencer Marketing	0.655			
Purchase Intention	0.768	0.496		
Social Media Marketing	0.797	0.503	0.628	

Source: PLS-SEM Output 2025

The Heterotrait-Monotrait Ratio (HTMT) assesses discriminant validity, which determines whether constructs in a model are distinct from each other. Discriminant validity is established if HTMT values are below the commonly accepted threshold of 0.85 (or 0.90 in more lenient cases). In this table, the HTMT values between the constructs range from 0.496 to 0.797, all of which are below the stricter 0.85 threshold. This indicates that each construct is sufficiently distinct from the others, confirming discriminant validity. Specifically, the highest HTMT value is 0.797 (between Email Marketing and Social Media Marketing), which remains within the acceptable range. These results suggest that the constructs do not overlap significantly and measure different aspects of the research model, making them appropriate for further structural equation modelling (SEM) analysis.

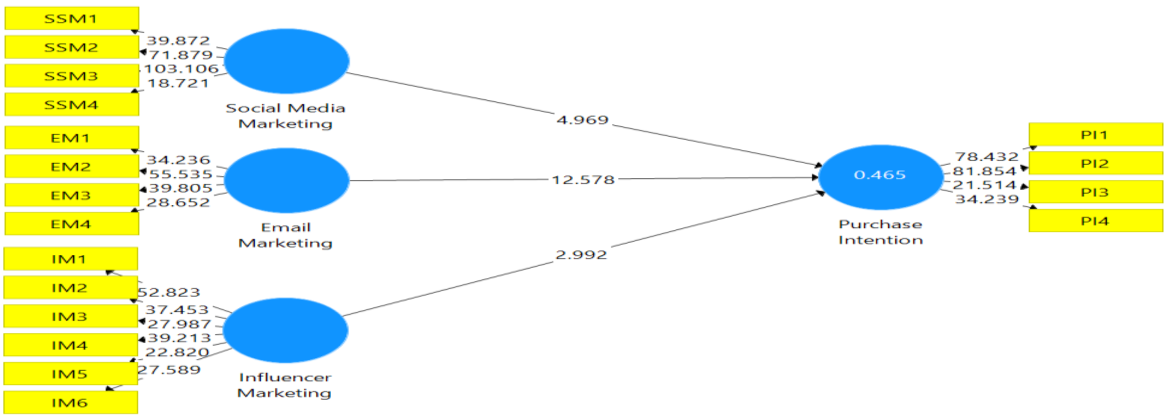
Table 3.: R2 Summary

	R Square	R Square Adjusted
Purchase Intention	0.465	0.462

Source: PLS-SEM Output 2025

The R Square (R^2) and Adjusted R Square values assess the explanatory power of the independent variables on Purchase Intention. An R^2 value of 0.465 indicates that 46.5% of the variance in Purchase Intention is explained by predictors such as Email Marketing, Influencer Marketing, and Social Media Marketing. This represents moderate explanatory power, as R^2 values between 0.4 and 0.6 are generally acceptable in social science research. The Adjusted R^2 of 0.462, slightly lower than R^2, accounts for the number of predictors, preventing overestimation. The minimal difference between R^2 and Adjusted R^2 suggests that the predictors meaningfully contribute to explaining Purchase Intention, with minimal inflation. However, additional factors beyond the model may also influence Purchase Intention.

Figure 3: Bootstrapping Model Diagram



The research is guided by the following null hypotheses:

H_1: Social Media Marketing has no significant effect on Consumer Buying Behaviour towards EdTech' products in Nigeria.

H_2: Email Marketing has no significant effect on Consumer Buying Behaviour towards EdTech' products in Nigeria.

H_3: Influencer marketing has no significant effect on Consumer Buying Behaviour towards EdTech' products in Nigeria.

Table 4 below tests these hypotheses, providing insights into the impact of digital marketing strategies on consumer buying behaviour towards EdTech products in Nigeria.

Table 4: Path Coefficient

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Decisions
Email Marketing -> Purchase Intention	0.433	12.578	0.000	
Influencer Marketing -> Purchase Intention	0.129	2.992	0.003	
Social Media Marketing -> Purchase Intention	0.214	4.969	0.000	

Source: PLS-SEM Output 2025

The Path Coefficient Table assesses the impact of Email Marketing, Influencer Marketing, and Social Media Marketing on Purchase Intention using path coefficients, statistical significance, and decision outcomes. The Original Sample (O) values indicate that Email Marketing (0.433) has the strongest positive effect, followed by Social Media Marketing (0.214) and Influencer Marketing (0.129). T-statistics above 1.96 confirm significance, while P-values below 0.05 validate statistical support. Since all predictors meet these criteria, their impact on Purchase Intention is confirmed as statistically significant. Therefore, the decision outcome for all three paths is "Supported", emphasizing their relevance in influencing consumer behaviour.

Test of Hypotheses

The results from the path coefficient analysis provide substantial evidence for testing the three hypotheses related to the effects of Email Marketing, Influencer Marketing, and Social Media Marketing on Purchase Intention. The study demonstrates the statistical significance of these marketing strategies, highlighting their varying degrees of influence in shaping consumer behaviour.

Hypothesis 1: Email Marketing and Purchase Intention

The first hypothesis (H1) posits that Email Marketing has a significant positive effect on Purchase Intention. The path coefficient of 0.433 indicates a strong positive relationship, while the T-statistic of 12.578 confirms the significance of this effect. The P-value of 0.000 is well below the 0.05 threshold, further validating that Email Marketing significantly influences consumer Purchase Intention.

The findings of this study align with previous research, which has consistently demonstrated Email Marketing's effectiveness in driving consumer purchasing behaviour. The significant path coefficient (0.433) reinforces the established role of Email Marketing as a powerful tool for influencing consumer decision-making. Chaffey and Ellis-Chadwick (2020) and Ellis et al. (2021) emphasize that Email Marketing's ability to deliver personalized, targeted, and timely messages makes it highly effective in fostering consumer engagement.

Moreover, statistical support for this effect is well-documented in prior studies. Järvinen and Taiminen (2016) highlight the role of Email Marketing in trust-building and conversion optimization, which aligns with the findings of this study. Duffy (2021) further supports the notion that Email Marketing often outperforms other digital marketing channels in terms of return on investment (ROI) and direct impact on consumer behaviour.

However, while the findings strongly support the positive influence of Email Marketing, variations may exist across industries and demographic segments. Sterne (2020) suggests that factors such as email frequency, content relevance, and consumer preferences play a crucial role in determining effectiveness. In the context of Nigerian EdTech consumers, digital literacy levels and email engagement rates may influence the extent of Email Marketing's effectiveness.

Overall, this study supports the broader academic consensus that Email Marketing significantly impacts Purchase Intention. However, industry-specific and regional factors should be explored further to assess how different audience segments respond to email-based marketing strategies.

Hypothesis 2: Influencer Marketing and Purchase Intention

The second hypothesis (H2) suggests that Influencer Marketing has a significant positive effect on Purchase Intention. The path coefficient of 0.129 indicates a weaker impact compared to Email Marketing, but the T-statistic of 2.992 exceeds the critical value of 1.96, indicating statistical significance. The P-value of 0.003 further confirms that Influencer Marketing contributes significantly to Purchase Intention.

These findings align with existing literature, which underscores Influencer Marketing as a crucial tool for shaping consumer behaviour through social proof and authenticity (Lou & Yuan, 2019; Jin & Muqaddam, 2020). The confirmation of statistical significance, with a T-statistic of 2.992 and P-value of 0.003, supports prior research that highlights influencer endorsements as effective in enhancing brand credibility and consumer trust (AlFarraj et al., 2021).

Despite its significance, the relatively low path coefficient (0.129) suggests that Influencer Marketing exerts a weaker influence compared to Email Marketing. This contrasts with some studies that have identified influencer endorsements as one of the most effective digital marketing strategies, particularly among younger consumers (De Veirman et al., 2017; Sudha & Sheena, 2017). The weaker effect observed in this study could be attributed to industry-specific factors. For instance, in the EdTech sector, where purchasing decisions are more value-driven, consumers may prioritize direct brand communications over influencer endorsements.

Additionally, the Nigerian market context could influence these results. While influencer culture is growing in Nigeria, consumers may still place greater trust in direct brand communications or peer recommendations. Campbell and Farrell (2020) highlight that Influencer Marketing's effectiveness depends on the perceived expertise and credibility of the influencer, which may vary across consumer segments.

In all, the findings support the general consensus that Influencer Marketing positively influences Purchase Intention. However, its relatively weaker effect suggests that additional research is necessary to examine how different influencer types (e.g., micro vs. macro-influencers) and content strategies impact consumer behaviour in the EdTech sector.

Hypothesis 3: Social Media Marketing and Purchase Intention

The third hypothesis (H3) asserts that Social Media Marketing has a significant positive effect on Purchase Intention. The path coefficient of 0.214 demonstrates a moderate positive effect, while the T-statistic of 4.969 confirms statistical significance. The P-value of 0.000 is well below 0.05, confirming that Social Media Marketing significantly influences Purchase Intention.

These findings align with prior research that highlights social media's growing influence in shaping consumer behaviour. The moderate effect size (0.214) is consistent with studies emphasizing the role of Social Media Marketing in increasing brand awareness, fostering engagement, and driving purchase decisions (Dwivedi et al., 2021; Shareef et al., 2019). The strong statistical significance supports the widely accepted notion that Social Media Marketing plays a critical role in influencing consumer purchases by providing interactive and visually engaging content (Duffett, 2017).

Previous research has shown that Social Media Marketing enhances Purchase Intention by creating two-way communication between brands and consumers, facilitating trust, and providing personalized marketing experiences (Yadav & Rahman, 2018; Alalwan, 2018). This study corroborates those findings, reinforcing the importance of social media as a digital marketing channel.

However, the moderate effect size suggests that other factors may also play a crucial role in influencing consumer decisions. While social media is effective in increasing engagement and brand awareness, its direct impact on purchase decisions may be lower than that of targeted marketing strategies such as Email Marketing (Stephen, 2016; Tafesse & Wien, 2018). The findings of this study align with this perspective, as Social Media Marketing, while significant, does not exert the strongest influence among the examined digital marketing channels.

Additionally, industry and regional factors could shape these results. In the context of Nigerian EdTech products, trust and credibility may be critical determinants of purchasing behaviour. Consumers might rely on social media for initial awareness but seek additional reassurances through email communication or peer recommendations before making a final purchase decision.

CONCLUSION AND RECOMMENDATIONS

The study supports all three hypotheses, establishing that Email Marketing, Influencer Marketing, and Social Media Marketing each have a significant positive effect on Purchase Intention. Among these, Email Marketing exerts the strongest influence, followed by Social Media Marketing, with Influencer Marketing having the weakest effect.

Recommendations

1. Enhancing Email Marketing Strategies: Given its strong influence, businesses should develop well-structured email campaigns by personalizing content, optimizing subject lines, and using targeted promotions. Automation tools can be leveraged to ensure timely follow-ups and lead nurturing.
2. Optimizing Influencer Marketing Efforts: Despite its weaker effect, Influencer Marketing remains significant. Brands should collaborate with micro-influencers with high engagement rates and prioritize authenticity over follower count.
3. Strengthening Social Media Marketing Strategies: Businesses should maintain an active presence on social platforms with interactive content, live sessions, and user-generated materials. Paid advertisements and retargeting strategies should also be optimized.

By integrating these strategies cohesively, businesses can maximize their impact on consumer Purchase Intention and drive higher conversions.

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APPENDIX 1: SAMPLE QUESTIONNAIRE

SECTION B: Effect of EdTech Companies' Social Media Marketing on Consumer Buying Behaviour in Nigeria (Social media marketing is the use of social media platforms to promote a brand, engage with customers, and drive traffic or sales through targeted content and advertisements.)

	Social Media Marketing (SMM)	**SA 5**	**A 4**	**U 3**	**D 2**	**SD 1**
SMM1	Seeing an educational technology product on social media increases my trust in the brand					
SMM2	I follow educational technology brands on social media to stay updated on new products					
SMM3	Interactive social media posts (videos, live sessions, Q&A) increase my interest in educational technology products					
SMM4	The availability of customer testimonials and product demonstrations on social media influences my decision to buy educational technology products.					
	Email Marketing	**SA**	**A**	**U**	**D**	**SD**

		5	**4**	**3**	**2**	**1**
EM1	Email marketing messages expose me to new educational technology products					
EM2	Promotional offers and discounts in emails encourage me to consider purchasing educational technology products.					
EM3	Positive customer testimonials and reviews in marketing emails influence my opinion about educational technology products.					
EM4	Brands that provide clear contact information in their emails appear more trustworthy.					
	Influencer Marketing	**SA 5**	**A 4**	**U 3**	**D 2**	**SD 1**
IM1	Influencers' recommendations increase my awareness of educational technology products					
IM2	I am more likely to research an educational technology product after seeing it promoted by an influencer.					
IM3	I consider influencers knowledgeable about the educational technology products they promote.					
IM4	The number of followers an influencer has affects my perception of their credibility.					
IM5	I prefer brands that collaborate with influencers who engage directly with their audience (e.g., Q&A, live sessions).					
IM6	Interactive content from influencers (e.g., tutorials, product demonstrations) influences my decision to buy educational technology products.					
	Index of Consumer Buying Behaviour (Purchase Intention)	**SA 5**	**A 4**	**U 3**	**D 2**	**SD 1**
PI1	I am more likely to purchase an educational technology product after seeing it advertised on social media.					
PI2	Discounts and promotional offers in emails influence my decision to buy educational technology products.					
PI3	The ads and emails I receive from EdTechs feel personalized to my interests, increasing my likelihood of buying					
PI4	I actively engage with the EdTech posts, which increases my interest in purchasing					