COLLEGE OF POSTGRADUATE STUDIES
2022/2023 PhD Thesis Abstract

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RT: Online Personalised Advertisements and Purchase Intention of Select High-Involvement Products among Digital Natives and Immigrants in Private Universities In South-West, Nigeria
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AB: Digital marketing has radically transformed commercial activities and spawned online personalised advertisements (OPAs) designed for the delivery of high-involvement product sales messages. Implementing customized advertising approach entails using an objectionable phishing of customers' online personal information. However, literature suggests that the perception of these intrusive marketing practices and its influence on the attitude and ultimately the purchase intention of high involvement products (HIPs) among digital natives and immigrants is different and with little empirical evidence among Nigerian consumers. This study, therefore, examined online personalised advertisement and purchase intention of high-involvement products among digital natives and immigrants in private universities in South-West, Nigeria.

The study adopted survey research design. The population was 37,940 undergraduates (digital natives) and 6,025 staff members (digital immigrants) in private universities in South-West, Nigeria. The sample sizes for digital natives and immigrants were 380 and 361 respectively using Cochran's formula. Respondents were selected using the purposive sampling technique with the inclusion criterion being that respondents must have shopped online at least once in the last two months. Data were collected using a validated questionnaire. Reliability test yielded Cronbach's

alpha coefficient scores ranging from 0.72 to 0.90. Response rate was 97.5%. Data were analysed using descriptive and inferential (simple and multiple linear regressions) statistics.

Findings revealed that digital natives ($\bar{x}$=4.24) and immigrants ($\bar{x}$=4.20) were aware of online personalised advertisements. Digital natives ($\bar{x}$ = 0.81) and immigrants ($\bar{x}$ = 0.81) were also knowledgeable of being phished. It also showed that digital natives' knowledge of being phished significantly influenced their attitude towards OPAs ($Adj.R^2$= 0.08, $F(2, 363) = 15.97$, $p<0.05$), and purchase intention ($Adj.R^2$= 0.12, $F(2, 363) = 26.81$, $p< 0.05$) of HIPs. However, digital immigrants' knowledge of consumers profiling did not significantly influence their attitude towards OPAs ($Adj.R^2$= -0.00, $F(2, 354) = 0.87$, $p>0.05$), and purchase intention ($Adj.R^2$= -0.001, $F(2, 354) = 0.82$, $p>0.05$) of such HIPs. The study further revealed that attitude towards online personalised advertisements significantly influenced the purchase intention of HIPs among digital natives ($Adj.R^2$= 0.46, $F(2, 363) = 156.83$, $p<0.05$)and immigrants ($Adj.R^2$= 0.54, $F(2, 354) = 207.54$, $p<0.05$) in South-West, Nigeria.

The study concluded that digital natives and immigrants in private universities positively perceived and reacted to online personalised advertisements of HIPs due to their relevance and benefits. This also influenced their purchase intention of the high-involvement products advertised. The study, therefore, recommended that advertisers should be more strategic, professional and intentional in their use of online personalised advertisements for both digital natives and immigrants in order to minimize the incidence of invasion of privacy.

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