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INFLUENCE OF CONTENT CREATION ADVERTISEMENT ON CONSUMER PURCHASING BEHAVIOUR AMONG STUDENTS OF MARKETING DEPARTMENT UNIVERSITY OF JOS-NIGERIA

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Abstract

This study investigated the influence of content creation advertisement on consumer purchasing behaviour among students of Marketing Department University of Jos-Nigeria, specifically, the effect of content creativity, management skills, and strategic thinking on consumer purchasing behaviour. Survey research design was adopted in this study. A total population of 854 students of 200 to 400 levels were the respondents. The sample size of 272 was determined by applying the Taro Yamane formula. The data for this study was collected online via kobo collect. The Structural equation model, PLS-SEM was applied. The result revealed that creativity and management skills have significant influence on consumer purchasing behaviour but strategic thinking does not significantly influence consumer purchasing behaviour despite having a positive effect. Thus, the result supported the theory of rational action applicability and relevance to content creation advertising, thus, signifying a paradigm shift from the old to the digital age where firms and companies, big or small must embrace radical change into influencing on consumers increased purchasing through content creation by adopting creativity, management skills and strategic thinking.

Keywords: creativity, management skills, strategic thinking, purchasing behaviour, advertisement, content creation

INTRODUCTION

There are realities that cannot be avoided, and one of such is not just the presence, but the dominance of digital advertising marketing. Arguably as it may be in today's digital landscape, content creation as a viable strategic tool in the advertising world has become a central strategy for businesses and influencers seeking to shape consumer perceptions and drive purchasing behaviour (Schivinski & Dabrowski, 2016). The rise of social media platforms, video-sharing websites, blogs, and other online content spaces has empowered brands to engage with consumers in dynamic and highly personalized ways. Content creation as an advertising tool that provides clear distinction between the traditional and the digital advertising, in forms like product reviews, tutorials, influencer endorsements, and branded storytelling, plays a vital role in how consumers discover, evaluate, and ultimately decide to purchase products or services.

Kotler and Keller (2017) referred to traditional advertising as methods of promoting products or services through established media channels that existed before the rise of digital media. It includes advertising formats such as television, radio, print media, direct mail, and outdoor advertising. Sherian (2019) stated that digital advertising is the promotion of products,

services, or brands through online and digital channels, utilizing the internet and digital devices to reach and engage target audiences. Unlike traditional advertising, digital advertising enables highly targeted, interactive, and often measurable marketing efforts. Key types of digital advertising include search engine, social media, video, email, and affiliate advertising.

Digital advertising offers advanced targeting options (such as location, demographics, behaviour, and interest-based targeting) and provides real-time performance tracking and data analytics, allowing advertisers to measure and optimize their campaigns. Its interactive nature enables direct engagement with consumers, making it a flexible and effective tool for reaching and converting online audiences. Pulizzi (2023) content creation is the process of generating valuable and engaging materials for a target and audience. This can be in form of videos, blog articles, social media posts, podcasts, and infographics. with the primary aim of informing, entertaining, or solving problems for the audience, aligning with their interest and needs. Content creation is a strategic marketing approach focused on creating and distributing values, relevant and consistent content to attract and retain a clearly defined audience- and ultimately, to drive profitable customer action (Content Marketing Institute, n.d.).

As consumers increasingly rely on digital platforms for product information and peer recommendations, understanding the mechanisms of content-driven consumer behaviour is essential for marketers and businesses alike. This study seeks to explore the relationship between content creation and consumer purchasing behaviour, analyzing how various forms of digital content influence the decision-making process of consumers. Key factors, including content creativity, management skills, and strategic thinking in content creation, are examined to understand their impacts on consumer attitudes and purchasing intentions. By investigating these elements, this study aims to offer insights into how brands can effectively leverage on content creation to build trust, engage consumers, and influence purchasing decisions. This study is summarized into Five (5) sections; the introduction captured the background of the study and main objective, sections Two is the literature Review, while sections Three discussed the methodology, the sections Four compresses the result and discussion of interest and the sections Five is on conclusion and recommendations.

LITERATURE REVIEW

Creativity

Venkatraman et al. (2021) defined creativity in consumer behaviour as the innovative processes consumers engage in when interacting with products, particularly in non-traditional advertising formats, which can enhance purchasing decisions. Huo et al. (2021) consider creativity in pricing and product information as crucial for influencing consumer purchase

behaviour, highlighting how unique approaches in these areas attract buyers. Agnihotri & Bhattacharya (2022) describe consumer creativity as the ability to creatively interact with products, where consumers view creative product features as an expression of identity, driving purchase choices.

Czarniewski (2022) emphasizes creativity as a driver in marketing, where imaginative campaigns and brand storytelling engage consumers, making them more likely to buy. Di Benedetto et al. (2023) saw creativity as essential in multicultural product contexts, where diverse cultural backgrounds of consumers stimulate creative responses and purchases. Chen et al. (2023) explored the role of creativity in sustainable consumption, noting that creative, eco-friendly product designs can attract consumers inclined toward ethical purchasing.

Strategic Thinking

Acciarini et al. (2021) highlighted strategic thinking as an adaptive process in complex environments, involving analysis, prioritization, and solution-oriented actions. This style is especially relevant when managers are challenged by changing consumer preferences, making adaptive thinking critical to meet market demands effectively. According to Gartner (2022), strategic thinking in consumer behaviour includes leveraging synthetic data to better predict and protect consumer privacy, thus aligning with modern consumer expectations of transparency and ethical data use. This predictive approach fosters trust and customer loyalty.

Vision-Oriented Strategic Questions: Digital Leadership (2021) emphasizes the importance of asking strategic questions that drive deeper consumer insights, enabling businesses to anticipate customer needs and trends. This forward-looking approach aids in tailoring marketing strategies to consumer expectations. Calabretta et al. (2021) explored how strategic thinking combines both intuitive and rational decision-making to solve consumer-centric issues. Managers often integrate past consumer behaviour with real-time feedback, which facilitates swift and well-informed decisions on product development and market positioning. Gartner (2023) noted that neuromining is increasingly used as part of strategic thinking in consumer behaviour analysis. By understanding subconscious behaviours, companies can better cater to consumer preferences, which enhance customer engagement and satisfaction.

The strategic prediction landscape by Gartner (2022) emphasizes agility in strategic thinking for consumer businesses. This approach involves planning for diverse scenarios based on potential shifts in consumer behaviour, ensuring that businesses can respond quickly and effectively to consumer trends and crises.

Management Skills

According to Scott Mautz (2021), the effective management skills include the ability to adapt and influence others across organizational levels, fostering engagement and navigating changes with purpose. This approach emphasizes the flexibility required to align middle management with both executive goals and team needs. Johnson (2023) suggested that management effectiveness stems from focusing on results, such as productivity and team outcomes, rather than simply task completion. This perspective emphasizes structured tactics for team building, performance management, and fostering company culture.

Samuel and Trevis-Certo (2021), managers need conceptual skills for understanding the "big picture" in strategic decision-making. This includes comprehending various organizational components to make sound, forward-thinking decisions that address complex problems and align with company goals. Boulton (2021) described management skills as a blend of interpersonal or human relations skills, such as empathy, communication, and conflict resolution. These skills are crucial for effective communication within teams, understanding team dynamics, and fostering cooperative relationships. Samuel and Trevis-Certo (2021) also emphasized technical skills in management, which involved specific, hands-on abilities and procedural knowledge required in a manager's specialized field. Proficiency in these skills aids in operational effectiveness and problem-solving within particular domains.

Consumer Purchasing Behaviour

Schiffman and Kanuk (2010) stated that consumer purchasing behaviour is the decision, processes and physical activity involved in acquiring and consuming products and services. Blackwell, Miniard and Engel (2006) asserted that consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas. Kotler and Keller (2012), consumer behaviour referred to the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items.

Solomon (2017) Consumer behaviour is the dynamic interaction of affect and cognition, behaviour, and the environment in which human beings conduct the exchange aspects of their lives. Hawkins, Mothersbaugh, and Best (2010) stated that consumer behaviour is the process through which individuals select, purchase, use, and dispose of goods, services, ideas, or experiences.

Theoretical Review

The theory of Theory of Reason Action (TRA) was discussed in relation to influence of content creation advertisement on consumer purchasing behaviour among Marketing Students University of Jos, Nigeria. The focus is on the actions and decisions of consumer who make purchases of goods and services as a result of the influence of video advertising content they came across.

The Theory of Rational Action (TRA)

The theory of reasoned action, developed in 1975 by fishbeign and Ajzen, is a model for the prediction of behavioural intent, which involves predictions of attitude and actions. This was derived from previous research which started with the theory of attitudes and progress towards the study of attitudes and behaviour. TRA consists of three general structures: Behavioural intention (BI) Attitude (A) and subjective Norm (SN). TRA is characterized by the attitude and subjective standards of an individual to the action ($BI = A+SN$). If a person wants to do something he will probably do it. A person's relative strength to behave is determined by behavioural intention.

According to the above, behaviour equals approximately the behavioural objectives derived from the customer's combination of attitude to the product's transactions and subjective standards of behaviour. The basic principle of reasoned action theory is that people behave rationally while trying to achieve favourable outcomes and fulfill the desires of others. This theory clarifies how behaviours are shaped and how they influence the actions of people. The decision to perform the acts affects the behaviour of an individual. The task and the effects of a person's action are called purpose (Amaro & Duarte, 2015).

Ajzen (1991) stated that an attitude is a person's feeling that may be optimistic or bad and contributes to a purpose. Intent is considered to capture the motivating elements that influence a behavioural pattern (Leerphong & Mardjo, 2013).

As a consequence, a person may use the amount of effort he or she can make to decide the motivation of such action. Since the idea of rational is applicable to consumer behaviour, consumers are assumed to have a certain intent for any alternative option (Kim & Lennon, 2013). Rational action theory can be described as a representation of "attitude intent comportment; a system of continuum". This is one of the most common ways to describe customer's behaviour (Lo, Frankowski & Leskovec, 2016).

The weakness of theory of reasoned action is that it has difficulty accounting for situations in which one's behaviour does not match one's intent. The theory is essential to the study since it provides an attitude towards decision making with behavioural clarity. The theory

is significant in this study, since it described the neutral structure of conscious human behaviour, e.g. intention and experience, and clarifies its influencing factors.

Empirical Review

Chouldhary (2021) examined creativity in advertising: impact on communication effect and consumer purchasing behaviour in India. A diagnostic research type was adopted using sample survey method for data collection. Multi-stage stratified random sampling method was used to determine size of 200 consisting the women between the age of 18- 49 years. Parametric and non-parametric tests of statistical significance with support SPSS 23 was used to analyzed the data. The result showed that, higher advertising creativity leads to greater effectiveness in consumer purchasing behaviour. Similarly, Mamtani and Singli (2021) investigated the influence of creativity advertisements on customer loyalty in banking sector in Indore India. Exploratory research was used based on primary and secondary data using a self-design questionnaire that was administered to 147 respondents who customers of banking industry in Indore city. The data was analyzed using suitable statistical tools like percentage analyze, Cronbach alpha factor analysis and regression analysis was used. The study revealed the importance of creative advertisements on customer's preference and increasing demand towards products and service.

In another study, Slimani, Bensalem and Douli (2020) studied the impact of the creativity of the organization on the purchasing decision of consumer in Algeria. Questionnaire was administered to 100 respondents of the Algeria telecom company foundation using descriptive statistical technique to describe the characteristics of the study sample using percentage and frequencies. SPSS statistical package was used analyzed to data using statistical tool and simple linear regression and multi-regression, correlation coefficient and interpretation. The results of the study indicated that, promotional and advertising policies pursued by the organization played a fundamental and effective role in achieving its goals by influencing the consumer purchasing decision positively.

Wang, Zhang and Ji (2024) carried a similar study, on AI-designed creative products: consumption, creativity and consumer value at DRS Boston, USA. A survey design methodology was adopted and questionnaire was administered to 764 and 328 respondents respectively. The data was analyzed for two groups using SPSS, ANCOVA for group one structural equation modeling (SEM) and partial least squares (PLS) for group two. The result of the first group (study1) indicated that, consumer have a positive attitude towards creative product (CPS) designed by AI while the results of the second group (study2) indicated that

consumer construct a willingness to purchase “AI” designed creative products to deepen their social relationships which help them establish a positive social image in the group.

Pratama and Ekowati (2021) investigated the influence of innovation and creativity of traders on consumer Re-buying interest in Merasi Stirfired Noodles Bengkulu City, Indonesia. This is a descriptive quantitative research type using a non-probability sampling technique as a methodology to administer questionnaire to 130 respondents of Bengkulu city. The data was analyzed using multiple linear regression analysis test and hypothesis test namely t test and f test. The result of this study showed that, innovation and creativity of traders have a positive and significance effect on consumer resend/re-buying interest.

Dixit, Singh and Dhir (2021) studied the antecedents of strategic thinking and its relationship with competitive advantage. This study analyses the mediating effect of strategic thinking between its antecedents and competitive advantage. A self-reported questionnaire with 51 questions was floated among 220 professionals from various industries in India. The response was analyzed using the partial least squares-structural equation modelling methodology using Smart PLS software. The direct effect of creativity, corporate culture and knowledge management are established with strategic thinking, as well as a competitive advantage. Also, the study found a significant relationship between strategic thinking and competitive advantage. The study also found no mediation (direct effect) in the case of creativity, corporate culture and knowledge management. Further, no mediation (no relationship) is found in the case of vision.

Zaoni, Brahim, Zhou, Omrane and Huang (2021) examined the consumer purchasing behaviour CPB towards strategic innovation management practice (SIM) in the context of COVID-19 global crisis. Survey research design was employed using structured questionnaire. Data were gathered from a sample of 57 Moroccan companies operating with international management styles and working according to the standards of the International Organization for Standardization (ISO). Then, the structural equation model (SEM) method was employed to test the proposed hypothesis of the theoretical model. The conclusive results revealed that SIM practices have a significant influence on a company’s CPB, essentially via the adoption of an innovative strategy. Therefore, CPB is likely to be upgraded whenever companies seek for improving the implementation of successful SIM practices.

Gap

Several literatures reviewed indicated dearth of conceptual and empirical gaps. There is no specific study that has examined together the components of content creation. Thus, this study filled the gap both variable-wise and geographical.

METHODOLOGY

This study adopted and applied the survey research design. A total population of 854 students of Marketing Department from 200 level to 400 level were used to determine the sample size by Taro Yamane formula, which resulted to 272 sample size. A stratified sampling technique was adopted to ensure representation from different class levels, income brackets, geographic locations and Age difference. The nature of the questionnaire used in this study was a five-point likert-scale, ranging from 1 to 5. A structured questionnaire was administered to students of marketing department, University of Jos-Nigeria.

The survey included questions on creativity, strategic thinking, management skills and purchasing behaviour, which were adapted literature review from Agnihotri & Bhattacharya (2022), Czarniewski (2022), Gartner (2022), Calabretta et al. (2021), Johnson (2023), Boulton (2021), Kotler and Keller (2012) and Hawkins et al (2010). The data for this study was collected online via kobo collect link; <https://ee.kobotoolbox.org/x/LbHyeDZH>.

The Structural Equation Modeling (SEM) technique was applied with the aid of Smart PLS, to explore complex relationships and validate the proposed hypotheses. The application of the Partial Least Squares Structural Equation Model (PLS-SEM) was estimated following two broad evaluations; the measurement model, and the structural model.

ANALYSES, RESULTS AND DISCUSSION

A total of Two hundred and Seventy-Two (272) copies of questionnaires were administered, only a total of 135 copies were retrieved, for analysis. Again, some missing value items above twenty percent were removed, further reducing the size to 125 sample without issue of missing or out of range.

Measurement model

The measurement model is the extent of assessing of the constructs involved in the study, which is to determine whether the indicators such as, Composite reliability (CR), convergent validity, average variance extracted (AVE) and discriminant validity, as described by Hair et al. (2011), Hair, Sarstedt, et al. (2012) and Henseler, Ringle, and Sinkovics (2009) met their required threshold.

The result in Table 1 shows the convergent validity for the constructs under study. The results thus demonstrated a high level of convergent validity of the latent construct and used in the model. An AVE value of at least 0.5 indicates sufficient convergent validity, meaning that a latent variable can explain at least half of the variance of its indicators on average.

Table 1: Convergent Validity

Variables	Indicators	Factor Loading	CR	AVE
Consumer Behaviour	CBE3	0.763	0.835	0.627
	CBE4	0.795		
	CBE5	0.818		
Creativity	CRT3	0.672	0.787	0.554
	CRT4	0.696		
	CRT5	0.853		
Management Skills	MGS3	0.672	0.838	0.635
	MGS4	0.875		
	MGS5	0.829		
Strategic Thinking	STT3	0.740	0.802	0.576
	STT4	0.832		
	STT5	0.699		

Source: Extraction from Smart-PLS version 4.1.9.5

Table 2 shows the discriminant validity result. The diagonal bolden values are greater than inner values. Thus, indicating that discriminant validity was established.

Table 2: Fornell-Lacrker Discriminant Validity

	CBE	CRT	MG	STT
CBE	0.792			
CRT	0.434	0.745		
MG	0.604	0.341	0.797	
STT	0.372	0.469	0.307	0.759

Source: Extraction from Smart-PLS version 4.1.9.5

Structural model

To ensure that the final estimated result from the PLS is true, it is important to determine the fitness of the model. The fitness of the model can be assessed through; the level of the R^2 values, the f^2 effect size, VIF, Q^2 and SRMR (Tenenhaus, Vinzi, Chatelin & Lauro 2005).

The cutoffs point of the f^2 should be 0.67, 0.33 and 0.19 to be “substantial”, “moderate” and “weak” respectively. The VIF benchmark should be less than 4, R^2 change (Hair et al., 2014; Cohen 1988), should follow; .02 represents a “small” f^2 effect size, .15 represents a “medium” effect, and .35 represents a “high” effect size.

Table 3: Structural Fitness Indices

Variables	Indicators	VIF	R ²	F ²	Q ²
Consumer Behaviour	CBE3	1.343	0.434		0.364
	CBE4	1.407			
	CBE5	1.375			
Creativity	CRT3	1.244		0.056	
	CRT4	1.248			
	CRT5	1.194			
Management Skills	MGS3	1.257		0.371	
	MGS4	1.573			
	MGS5	1.537			
Strategic Thinking	STT3	1.249		0.020	
	STT4	1.369			
	STT5	1.194			

Source: Extraction from Smart-PLS version 4.1.9.5

Table 3 presented the result of the structural fitness indices. The VIF which is the test for multicollinearity revealed that the VIF values are below 4, indicating absence of multicollinearity. The overall effect size R², measure for the structural model, indicated that 43.4% of the variance in the consumer behaviour is explained by change in Creativity, Management Skills and Strategic Thinking. In the case of f², it was found that creativity and strategic thinking have a small effect size on consumer behaviour, while management skills have a high effect on consumer behaviour. Furthermore, the Q² value 0.364 is more than 0 and thus, implies that the model is applicable for futuristic predictions.

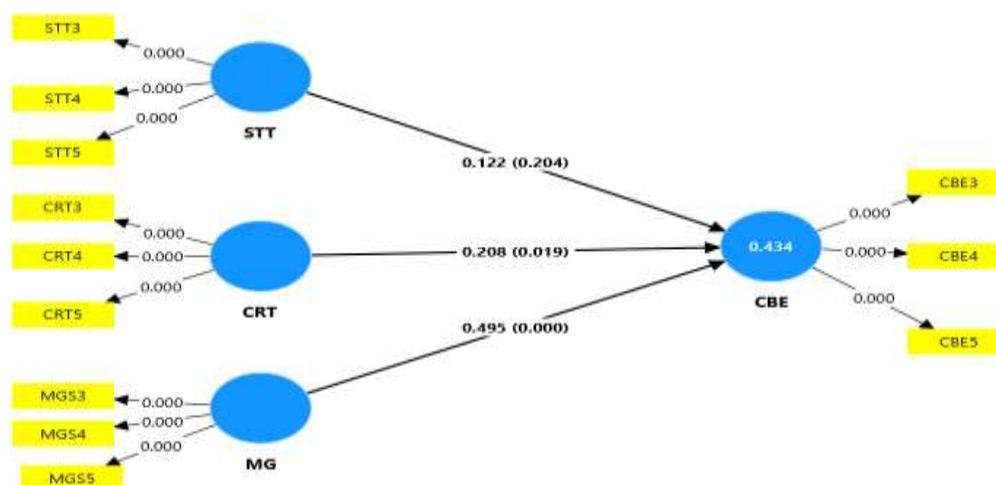


Figure 1: PLS-SEM structural model with Bootstrapping result

Table 4: Result of PLS-SEM

	Coeff	Std Error	T-stat	P values
CRT -> CBE	0.208	0.088	2.351	0.019
MG -> CBE	0.495	0.079	6.294	0.000
STT -> CBE	0.122	0.096	1.270	0.204

Source: Extraction from Smart-PLS version 4.1.9.5

Discussion of Findings

In this study, it was found that the p-value creativity is 0.019, which is less than the significant level of 0.05, thus, creativity a component of content creation advertisement has a significant influence on consumer purchasing behaviour among students of marketing department university of Jos-Nigeria. This implies that the more creativity is embedded in content creation in advertising of products or services, the attracted the products, thus influencing consumer purchasing behaviour.

The outcome does agree with Chouldhary (2021), who found that higher advertising creativity leads to greater effectiveness in consumer purchasing behaviour. Furthermore, the result supported the outcome of Mamtani and Singli (2021) who revealed the importance of creative advertisements on customer's preference and increasing demand towards products and service. Similarly, result supported the finding of Wang et al (2024) who found that consumer have a positive attitude towards creative product (CPS) designed and creative products deepen help establish a positive social image in the group.

In line with the results obtained from the relationships, it was revealed that the p-value (0.000) is less than the significant level of 0.05. Thus, management skills have significant effect consumer purchasing behaviour among students of marketing department university of Jos-Nigeria. Consequently, efficient management skills in content creation advertisement brought about significant increase in consumer purchasing behaviour among students of marketing department University of Jos. The result in this study is consistent with study of Zaoni et al, (2021) revealed that SIM practices have a significant influence on a company's CPB, essentially via the adoption of an innovative strategy.

In the case of strategic thinking in content creation advertisement, its effect on consumer purchasing behaviour was found to be positive but statistically insignificant. There is no consistency of the present study with that of Dixit et al (2021) who found a significant relationship between strategic thinking and competitive advantage. Similarly, the result agreed with the study of Zaoni et al (2021) who found that SIM practices have a significant influence on a company's CPB, essentially via the adoption of an innovative strategy.

Therefore, CPB is likely to be upgraded whenever companies seek for improving the implementation of successful SIM practices. Finally, the theory of rational action was to some extent supported in this study. The rational action theory revealed that people behave rationally while trying to achieve favourable outcomes and fulfill the desires of others.

CONCLUSION AND RECOMMENDATIONS

This study investigated and analyzed the influence of content creation advertisement on consumer purchasing behaviour among students of Marketing Department University of Jos-Nigeria. The result found that there is a significant positive relationship between creativity and consumer purchasing behaviour, management skills have significant influence on consumer purchasing behaviour but strategic thinking does not significantly influence consumer purchasing behaviour despite having a positive effect. Thus, the result supported the theory of rational action applicability and relevance to content creation advertising. This signifies a paradigm shift from the old to the digital age where firms and companies, big or small must embrace radical change into influencing on consumers increased purchasing through content creation by adopting creativity, management skills and strategic thinking. Content creation advertising has come to stay.

CONTRIBUTION TO KNOWLEDGE AND SCOPE FOR FURTHER STUDIES

Content creation is a major influencing tool that triggers consumers purchasing instinct. This study contributed to the body of literature by examining the effects of creativity, management skills and strategic thinking on purchasing behaviour. The limitation of this study is that rural dwellers and internet disconnect populace's purchasing behaviour and cannot be influenced as content creation is mostly internet related. Extensive research should be conducted on content creation and consumer purchasing behaviour among students of University of Jos.

CONTRIBUTORS

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6. Nuruddeen, Ahmad Buhari: Methodology
7. Abdulkadir, Umar: Abstract
8. Dades, Catherine Emmanuel: Conclusion and Recommendations
9. Sanke, Sabastine Abel: Contribution to Knowledge and Suggestion for Further Studies
10. Azagba, Chukeudi Clinton: Empirical Review

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