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Abstract

The study investigates the effect of internet advertisement features on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria. The objective was to establish the degree to which internet advertisement influence customer purchase intention of products of food and beverage companies in Lagos State, Nigeria. A total of 125,393 students have been found. A total sample size of 776 was calculated. As a result, 776 undergraduate and post-graduate students of the chosen Universities in Lagos State were sent a questionnaire. In this research, a proportionate stratified sampling technique was adopted, and only 627 copies (or 80.3 percent) of the questionnaire were properly completed and recovered. To determine the link between the variables, the data was examined using the bivariate regression statistical technique. The finding revealed that internet advertisement features influence consumers purchase intention of the products of selected food and beverage companies in Lagos State, Nigeria ($\beta = 0.863$, $t = 42.981$, $R^2 = 0.747$, $p < 0.05$). Hence, it was concluded that internet advertisement features promote consumers purchase intention of the products of selected food and beverage companies in Lagos State, Nigeria. The study recommends amongst other that management of food and beverage companies should introduce diverse online advertisement media in marketing that products considering their positive effect on consumers purchase intention.

Keywords: *Internet Advertisement Features, Customer Purchase Intention, Fast Moving Consumer Goods, Lagos State*

1.0 Introduction

The food and beverages (F&B) companies are major driver of the economy in the world. The importance of manufacturing sector in engendering growth and survival in any economy cannot be overemphasized; manufacturing sector plays a very important role in the economy of most countries. Obasi (2013) added that the manufacturing sector all over the world has been and would always be the engine of development and industrialization. The foods and beverages manufacturing companies domicile in the FMCGs'. The foods and beverages manufacturing companies domicile in the FMCGs' are operating in increasingly turbulent and unsettled business environment. This had prompted the need for the Food and Beverage (F&B) companies around the world to produce strategies on how best to improve performance through the provision of product varieties and the need for expansion through an increase in market share, productivity, and full utilization of resources at their disposal. Stoner (2008) as cited by Sarki, Abubakar, Bala, and Kasimu (2021) stated that competition between products in the market encourages manufacturers to aggressively promote their products to attract the attention of consumers. The condition of tight competition makes food and beverages companies use strategy in creating advertisement to establish a favourable position in the market (Sarki, et al., 2021).

Advertisements are regarded as a widely accepted source of information among the consumers compared to other marketing sources, and hence, media mix decisions are crucial for advertisers (Shrivastava, 2014). Internet advertisements are unique in the way that consumers visit the advertisements, when compared to Traditional Print and TV media, where advertisements are placed in front of the viewers (Sama, 2019). Advertisement on every media platform has a different composition that engages the consumers in a distinct way. According to research on the consumer behaviour of internet users, internet and web advertising provided advertisers a way to make product globally recognized (Srivastava, 2012). With the passage of time there is a change in the way the world perceives advertisement. Marketing practitioners also visualize advertising as an essential promotional tool in formulating promotional strategies (Engel, Blackwell & Kollat, 1978). Chart Institute of Marketing (2009) states that "there are three main reasons for advertising – to provide your target audience with information (creating awareness) to persuade them to buy from you (by promoting product and company benefits) to reinforce your existence (by consistently repeating key messages)".

Typologies of advertising include advertising embodied in physical forms such as billboard, newspaper and magazine advertisement, which typify advertising in its physical form. Radio advertising, for instance, is an example of advertising in an unseen, but heard form. That is audio advertising. Online advertising such as Web sites, and Email. Online advertising is one kind of digital advertisement that has become an effective means of marketing communication because Internet access is widespread. With the advent of online advertising, consumers are actively encouraged by firms to rate and review products and services online. Compared to a reader of newspapers and magazines, the Internet gives more control to users for watching the content of their choice (Bezjian-Avery, Calder, & Iacobucci, 1998).

The term 'internet' encompasses digital channels, namely, Facebook, Twitter, Instagram, YouTube, email to name a few (Mishra & Vashiath, 2017). This implies that using online platforms to advertise also will go a long way in changing the perception of consumers on the product or service, thereby influencing the intention to purchase it. Two strategies useful in this regard include: Awareness and Entertainment. Shahram, Mohammad, and Housman (2013) have expressed awareness is one of the most common permanent strategies on the Internet,

especially for sites that have more complex products and purchasers need to larger range of information in related products. On entertainment strategy, Shahram et al. (2013) suggested that television advertising for products simpler, applies for internet advertising about less complex goods that have require detailed information and resources less to facilitate of purchase. Entertainment model suggested by researchers include different stimuli for the customers to see and stay on the website (Rettie, 2003).

Some scholars have argued that online advertising may influence consumers purchase intention negatively in that the product or service advertised online may not possess the required quality or standard (Al-Shourah, 2014; Lin, & Chen, 2015). Another issue of concern is that online advertising media seem to be under-utilized by consumers despite the advantages they provide in terms of reduction in cost and time. Buttressing this, Ayo, Shegun, and Shola (2011) rightly asserted that in spite of the growth rate of internet marketing, consumers still assess business website only to source for information but yet make their purchases traditionally. Younus et al. (2015) provided some factors which may affect purchase intention like packaging, value placed on the product by the consumer, their knowledge as well as celebrity endorsement. Therefore, this research study aims at examining the effect of internet advertisement features on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria.

1.1 Statement of the Problem

Extant studies related to online shopping in Nigerian have focused on four notable aspects of factors that influence consumers' attitudes toward internet: previous experience of the consumer towards internet buying, customer's shopping orientation and the influence of efficient online marketing, effective communication, and on-time delivery on regularity of visits and consumer patronage. Inegedion, Obadiaru and Bello (2016) have investigated the degree to which factors such as perceived integrity, perceived security, perceived usability constrained consumer's product need, perceived privacy, personality, perceived usefulness, perceived ease of use and previous experience in internet buying predict consumers' attitude towards internet buying in Nigeria. Linna (2018) and Shabbier and Khan (2017) posited that the increased speed and complexity of today's business environment calls for novel approaches that permit the anticipation and interpretation of trends and the use of web advertising to gain brand image. Web advertisement measures have been shown to be an important predictor for brand image (Malik, Ghafoor, Iqbal, Hunbal, Noman, Ali & Ahmad 2013; Shabbier & Khan, 2017).

Mojekeh, Agbaiza, Mahmud, and Momoh (2019) posited that Nigeria food and beverages products suffer decline in brand value and consumer purchase intention due to international brand competition with Nigeria brand. This fact is affirmed by the Nigerian Food and Beverage Industry Outlook (2020) that most local food and beverage companies in Nigeria lack's ability to push effective and sound web advertisements and could not compete with imported food and beverages products, which therefore cause continuous decline in their brand image. Despite these various studies on web advertisement and the positive results on growing impact of web advertising in today's business environment around the world, only few studies have been carried out to ascertain the effect of internet advertisement features on customer purchase intention of the Food and beverage industry in Nigeria. Based on these problems and gaps identified, this study will examine the effect of internet advertisement features on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria.

Consequently, the following hypothesis was formulated in line with the research problem:

H₀: Internet advertisement features does not significantly affect customer purchase intention of selected food and beverage companies in Lagos State, Nigeria.

2.0 Literature Review

2.1 Internet Advertisement Features

Mishra and Mahalik (2017) defined internet advertisement features as a form of promotion that uses the internet and World Wide Web to deliver marketing messages to present and potential customers. It utilizes the power of electronic commerce; combines still and moving images, text, voice and music to sell goods and services to customers (Horbal, Naychuk-Khrushch, 2017). According to Mishra and Mahalik (2017), the common forms of internet advertisement features include: websites, banner adverts, pop-ups, spam mails, mail promotions, sponsored links (like goggle ads), and videos distributed on line such as you tube, MySpace, or through email. Internet advertisement is also done through online social networks such as Skype, yahoo chats, face book, twitter and blogs. Internet advertisement features is a form of internet advertising, which may be done through mobile phones. Advertisement messages and pictures can be shared through the telephone (Illiasenko & Ivanova, 2015). Some of the products promoted through internet advertising include: software programs, auctions, stock advertising space, matchmaking, products and information about products.

Fedorychak (2016) and Priyanka (2012) identified varieties of online advertisement types and feature as affiliate marketing where affiliates or publishers earn a commission for every person they refer to a website through special tracking links that identify the affiliate and connect to the product or service page. Display advertisement is a type of advertising that involves placement of banners by advertisers on third party website to drive traffic to their product or service pages. Search engine marketing is another form of internet advertising where search engines such as Google display an advertisement on their search result page as determined by what the user is searching. This researcher therefore defined internet advertisement features as the prominent attributes through which promotional messages are presented on the server and other internet medium to attract the attention the target audience.

2.2 Customer Purchase Intention

Customer purchase intention is defined as the behaviour that consumers project in searching for, using, purchasing, evaluating, and disposing of products and services that they assume will satisfy their needs (Pelau, 2011). While Hoang, Phuong, Ho, and Chi (2017) customer purchase intention is viewed as the motivation of each person to make an attempt to buy a product of the particular brand. In other words, it also means that consumers will purchase a product again after they review a product and realize that the product is worth to purchasing. Consumer purchase intention is the preference of consumer to buy the product or service (Sohail, Faizza & Anas, 2015). Shafiq, Raza, and Zia (2011) defined product purchase intention as a consumer purchase of a product after evaluation. Zhang, Zhou, and Liu (2020) defined customer purchasing intention as that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay. Although Peter and Olson (2008) posit that Consumers' purchase decision is very complex as purchasing intention is related with consumers' behavior and perception.

Customer purchase intention is an important key point for consumers during considering and evaluating of certain product (Keller, 2011). Ghosh (2019) stated that product purchase intention is an effective tool used in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However,

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purchase intention might be altered by the influence of price, quality perception and value perception (Grewal, Krishnan, Baker & Borin, 1998). In addition, consumers will be influenced by internal impulse and external environment during purchasing process. Their behaviour will be driven by the physiological motivation that stimulates their response, which brings them to the retail store to fulfill their need (Kim & Jin, 2001).

2.3 Empirical Review

Empirically, studies have examined the link between web advertisement and consumer purchase intention in different industry (Alhaddad, 2015; Sivanesan, 2014; Tekin; Lekhanya, 2014; Yiltay, & Ayaz, 2016 among others). Research method adopted by most of these studies is quantitative and descriptive survey research technique in nature. Sivanesan, (2014) adopted the technique of sampling, he used Judgmental sampling and interview schedule designed with help of secondary data and interview as well as respondent's opinion were employed. Primary data was also used in some of the research. However, majority of these past studies failed to examine how internet advertisement features affect consumer purchase intention specifically within Nigerian food and beverages industry. Aghekyan- Forsythe, Kwon and Chattaraman (2012) investigated the role of product brand image and online store image on perceived risks and online purchase intentions for apparel. Using cross section survey research method, the study established that there is a positive effect of product brand image and online store image on perceived risks and online purchase intentions.

Al-dweeri, Obeidat, Al-dwiry, Alshurideh and Alhorani (2017) in their study found that Nigerian consumers still prefer other means of shopping to online shopping with issues such as reliability (product quality and late delivery) identified as part of the drawback. Omotayo and Adeyemi (2018), buttressed the challenge with online purchase intention by attributing various reasons such as perceived risk, perceived usefulness, perceived ease of use, convenience and social norms (information by peers, review, family and friends) having a huge influence on customers purchase intention either positively or negatively. Aka, Okorie, and Kehinde (2015) and Anyanwu and Salawu (2018) further emphasized that further study should investigate how web advertisement can affect consumer purchase intention among food and beverages quoted companies in Nigeria. In another investigation, Okwudili, Ngozi, and Henson (2018) pointed that Nigeria food and beverages products lack effective and sound web advertisement, thus adversely affect consumer buying behavior of local food and beverages products in Nigeria. Hidayat, Saifullah and Ishak (2016) argued that perhaps the level of awareness by their web advertisement has negative relationship with purchase intention, because Nigerian customers are still not showing any improvement in their intention to purchase the Nigeria food and beverage products (Awosanya, 2018).

Saravananan and Sajitha (2016) examined the link between online advertisement and consumer perception while both Chukwu and Uzoma (2014) and Harshini (2015) examined the influence of social media advertisements on consumers' purchase intention. Their studies found that online advertisement enhanced consumer perception towards online advertised products and that social media advertisement significantly affect consumers' purchase intention. Studies were also carried out on advertising awareness on brand equity, viral marketing on corporate brand image and brand image on consumer behavior (Alhaddad, 2015; Tekin; Lekhanya, 2014; Yiltay, & Ayaz, 2016).

3.0 Methodology

The study used descriptive survey design and for the purpose of this research the population size comprises. 125, 393 students of five higher institutions in Lagos State. These institutions

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are Lagos State University, Ojo, University of Lagos, Lagos State, Yaba College of Technology, Lagos State and Lagos State Polytechnic Ikorodu, Lagos State and Caleb University Imota, Lagos State. However, a total sample size of 776 was determined using the Cochran (1997) formula for sample size calculation. As a result, a total of 776 copies of questionnaire were administered to undergraduate and post-graduate students of selected higher institutions in Lagos State, Nigeria who served as the study's respondents. The respondents were approached personally for participation in the study. In this investigation, the proportionate stratified sampling technique was applied. This method was chosen because of its ease of use and it provides accurate representation of the larger population (Vasileiou, 2018).

The study used primary data which was collected using a structured questionnaire as research instrument. The Cronbach's alpha was used to assess the research instrument's internal consistency. The instrument was found to be reliable in both variables (internet advertisement features and consumer purchase intention) with Cronbach alpha values of 0.726 and 0.895 respectively. Questionnaire items were assessed on a 6-point Likert scale. In order to determine the link between web advertisement measures and consumer brand awareness, the simple linear regression analysis was employed with the support of SPSS version 26 to analyze the previously stated hypothesis.

4.0 Data Analysis and Results

The researchers distributed a total of 776 copies of questionnaire to the respondents, out of which 627 copies were rightly filled and returned to the researcher. The response rate of the participants to the questionnaire administered is 80.8%. The analysis was conducted by using the inferential statistics and the results of the analysis are presented in Table 1. The hypotheses test was conducted with a 95 percent confidence interval, assuming a significance level of 0.05. The decision rule is placed at a crucial area of $p > 0.05$ for null hypothesis acceptance and $p < 0.05$ for null hypothesis rejection.

Table 1: Descriptive Statistics on Internet Advertisement Features

Statement	Level of Agreement (n = 627)								
	VH	H	MH	ML	L	VL	Missing	Mean	Std Deviation
	%	%	%	%	%	%	%		
Search Engine Marketing	11.0	44.0	18.2	8.3	15.2	2.9	0.5	4.17	1.371
Home Page Commercials	29.3	22.8	24.1	12.4	7.7	3.2	0.5	4.42	1.422
Social Media Advertisement	29.2	32.1	17.4	11.8	5.6	3.5	0.5	4.55	1.386
Video Advertising	25.4	28.1	19.5	11.3	10.2	4.9	0.6	4.30	1.500
Web Push notifications	15.9	20.6	31.3	8.8	11.3	11.5	0.6	3.84	1.5807
Mean Average								4.26	1.452

Source: Authors' Computation 2022

Table 1 reveals how respondents rate items on internet advertisement features as related to online local food and beverages products. With regards to search engine marketing, 11.0% indicated very high, 44.0% indicated high, 18.2% indicated moderately high, 8.3% indicated

moderately low, 15.2% indicated low and 2.9% indicated very low while 0.5% of the responses were missing. With a mean score of 4.17, most of the responses of the respondents tend towards moderately high and the standard deviation of 1.371 shows the level of disparity from the mean. Furthermore, with respect to home page commercials, 29.3% indicated very high, 22.8% indicated high, 24.1% indicated moderately high, 12.4% indicated moderately low, 7.7% indicated low and 3.2% indicated very low while 0.5% of the responses were missing. The mean score was 4.42, the table above reveals that most of the respondents tended towards moderately high and a standard deviation of 1.422 shows the level of disparity from the mean.

The study further shows that, with respect to social media advertisement, 29.2% of the respondents indicated very high, 32.1% indicated high, 17.4% indicated moderately high, 11.8% indicated moderately low, 5.6% indicated low and 3.5% indicated very low while 0.5% of the responses was missing. Most of the respondents tended towards high with a mean score of 4.55 and a standard deviation of 1.386 shows the level of disparity from the mean. Furthermore, with respect to video advertising, 25.4% indicated very high, 28.1% indicated high, 19.5% indicated moderately high, 11.3% indicated moderately low, 10.2% indicated low and 4.9% indicated very low while 0.6% of the responses were missing. Most of the respondents tended towards moderately high with a mean score of 4.30 and a standard deviation of 1.500 shows a high level of disparity from the mean.

In concluding respondents' opinions from the table above, regarding web push notification, 15.9% respondents indicated very high, 20.6% indicated high, 31.3 indicated moderately high, 8.8% moderately low, 11.3% low and 11.5% very low, with 2.4% of the responses missing. Most of the respondents tended towards moderately high with a mean score of 3.84 and a standard deviation of 1.5807 shows a high level of disparity from the mean. The grand average of 4.26 shows a considerable great response converging towards moderately high although the standard deviation of 1.452 shows the extent of dispersion around the mean.

Table 2: Descriptive Statistics on Customer Purchase Intention

Statement	Level of Agreement (n = 627)								
	VH	H	MH	ML	L	VL	Missing	Mean	Std Deviation
	%	%	%	%	%	%	%		
Behavioural Intention	34.9	32.1	11.6	9.4	10.0	1.6	0.3	4.66	1.404
Perceived Usefulness	42.4	24.1	13.2	12.6	5.9	1.6	0.2	4.79	1.359
Perceived Ease of Use	28.2	34.0	15.6	10.2	8.8	2.9	0.3	4.53	1.398
Product Packaging	23.6	30.8	19.6	11.6	8.8	5.4	0.2	4.32	1.461
Celebrity Endorsement	21.2	27.9	23.3	8.5	10.4	8.6	0.2	4.15	1.552
Mean Average								4.49	1.435

Source: Authors' Computation 2022

Table 2 reveals how respondents rate items on customer purchase intention as related to online local food and beverages products. With regards to behavioural intention, 34.9% of the respondents indicated very high, 32.1% indicated high, 11.6% indicated moderately high, 9.4% indicated moderately low, 10.0% indicated low and 1.6% indicated very low while 0.3% of the

responses was missing. With a mean score of 4.66, most of the responses of the respondents tend towards high and the standard deviation of 1.404 shows a high level of disparity from the mean. Also, regarding opinions on perceived usefulness, 42.4% indicated very high, 24.1% indicated high, 13.2% indicated moderately high, 12.6% indicated moderately low, 5.9% indicated low, 1.6% indicated very low and 0.2% of the responses were missing. The mean score was 4.79; hence most of the respondents tended towards high and a standard deviation of 1.359 shows the level of disparity from the mean.

In addition, regarding perceived ease of use, 28.2% of the respondents indicated very high, 34.0% indicated high, 15.6% indicated moderately high, 10.2% indicated moderately low, 8.8% indicated low and 2.9% indicated very low while 0.3% of the responses was missing. Most of the respondents tended towards high with a mean score of 4.53 and a standard deviation of 1.398 shows the level of disparity from the mean. Ascertaining further, with respect to product packaging, 23.6% indicated very high, 30.8% indicated high, 19.6% indicated moderately high, 11.6% indicated moderately low, 8.8% indicated low and 5.4% indicated very low while 0.2% of the responses was missing. Most of the respondents tended towards moderately high with a mean score of 4.32 and a standard deviation of 1.461 shows a high level of disparity from the mean.

Lastly, regarding celebrity endorsement, 21.2% respondents indicated very high, 27.9% indicated high, 23.3 indicated moderately high, 8.5% moderately low, 10.4% low and 8.6% of the respondents indicated very low, with 0.2% of the responses missing. Most of the respondents tended towards moderately high with a mean score of 4.15 and a standard deviation of 1.552 shows a high level of disparity from the mean. The grand average of 4.49 shows a considerable great response converging towards moderately high although the standard deviation of 1.435 shows the extent of dispersion around the mean.

Comparing Tables 1 and Table 2, it shows that a similar pattern of flow occurs in the responses of the respondents, which clearly reveals that there is a strong likely hood for internet advertisement to affect customer purchase intention.

4.1 Hypothesis Testing

Simple linear regression analysis was used to test earlier formulated hypothesis. Independent variable was internet advertisement features while customer purchase intention was the dependent variable. Data on 627 copies of questionnaire retrieved was used in the analysis and the results are presented on Tale 3.

Table 3: Regression analysis of internet advertisement features on customer purchase intention

Model Two $y_2 = \beta_0 + \beta_2x_2 + e_i$		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.818	0.089		9.239	0.000
	Internet advertisement features	0.863	0.020	0.864	42.981	0.000
a. Dependent Variable: Customer Purchase Intention						
b. $R = 0.864^a$ $R^2 = 0.747$						
c. $T = 42.981(p < 0.05)$						

Source: Author's Computation 2022

The results of analysis in Table 3 revealed that Internet advertisement features ($\beta = 0.863$, $t = 42.981$, $p < 0.05$) have positive and significant effect on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria. This implies that internet advertisement features is critical in determining the consumer purchase intention of selected food and beverage companies in Lagos State, Nigeria. The correlation coefficient of $R = 0.864$ reveals that internet advertisement features and customer purchase intention of selected food and beverage companies in Lagos State, Nigeria, has a very strong positive relationship. Furthermore, the R square value for the regression model is 0.747 which implies that 74.7% variations in customer purchase intention was caused by internet advertisement features while the remaining 25.3% is as a result of other factors not captured in the model. The result of the standard error of the estimate is 0.020 representing the variability in the prediction. Also, the model is adequate as the $S.E \leq 2.5$. The regression model used to explain the variation in customer purchase intention due to the effect of internet advertisement features can be stated as follows:

$$CPI = 0.818 + 0.863IA$$

Where: CPI = Customer Purchase Intention

IAF = Internet Advertisement Features

The regression equation above shows that the parameter estimate of internet advertisement features complies with *a priori* expectation, which stated that internet advertisement features, will have a positive effect on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria. The constant was 0.818, which implies that if internet advertisement features is at zero; the value of customer purchase intention would still be positive which implies that food and beverage companies can still have a level of customer purchase intention if there is no internet advertisement features with regards to advertising. The coefficient of internet advertisement features was 0.863 which indicates that one unit change in internet advertisement results in 0.863 units increase in Customer Purchase Intention of selected food and beverage companies in Lagos State, Nigeria. This implies that an increase in internet advertisement features will subsequently increase customer purchase intention of selected food and beverage companies in Lagos State, Nigeria. Based on this, the study rejected the null hypothesis and concluded that internet advertisement features significantly affect customer purchase intention of selected food and beverage companies in Lagos State, Nigeria.

5.0 Discussion of Findings

The results of the analysis of the internet advertising media used by selected food and beverage companies revealed that 44.0% of the respondents said the company uses search engine marketing, 29.3% also said it uses home page commercials, 32.1% said it uses social media advertisement and 28.1% on the other hand said it uses video advertising and 31.3% uses web push notifications. The results of analysis hypothesis revealed that $p < 0.05$; hence the study rejected the null hypothesis and concluded that there was a significance effect of internet advertisement on customer purchase intention of selected food and beverage companies in Lagos State, Nigeria. This finding agreed with the view of Hashim and Sami (2020) who found that trust and social media influence significantly affect consumers purchase intentions.

Result further indicated that consumers are more likely to buy through social networking sites when experiencing high quality systems or information because social media marketing has more influence than customer trust on their purchase intentions through social networking sites. The enhancement of the website efficiency therefore enhances customer trust and that customer trust has a positive and significant effect on their purchase intentions. This result is consistent

with previous works of (Basha & Lal, 2019; Chinomona, 2015; Hajli et al., 2017; Pappas, 2016; Saleem et al., 2017; Schivinski & Dabrowski, 2016). In their various submissions, customer trust is a positive expectation and willingness to purchase (Chinomona, 2015). Consumers perceive social media as more trustworthy than the traditional elements of the promotion mix. According to Schivinski and Dabrowski (2016) this may be due to the fact that social media provides direct networking, instant feedback and more real content created by customers. Also, the findings of Pappas (2016) showed that consumers trust in the network influences the online buyers and enhances purchase intentions (Hajli et al., 2017). This further supported by the work of Basha and Lal (2019) that trust is an important determinant when considering consumer purchase intentions.

6.0 Conclusion

In conclusion the findings revealed that, social media advertisement, is the most common online media used by the selected food and beverage companies in Lagos State, Nigeria with the highest average score. It was found that internet advert influences consumers' decision to make purchases. The study therefore, concluded that internet advertisement features influence consumers purchase intention of the products of selected food and beverage companies in Lagos State, Nigeria.

7.0 Recommendation

Based on the findings of this study and the conclusion drawn, the study recommends managers of food and beverage companies should plan to regularly publish brand posts to remain top of minds among the targeted audience. Also, food and beverage companies should introduce diverse online advertisement media in marketing their products considering their positive effect on consumers purchase intention.

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