

Impact of Online Advertisement on Repurchase Intention among Nigerian University Students

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Abstract

This study assessed the impact of online advertisement on repurchase intention amongst Nigerian university students. The specific objective of the study was to examine the effect of online product reviews and Blog Ads on repurchase intention among Nigerian University Students in Ilorin. The study adopted a research survey method, using primary data with a questionnaire as the instrument for gathering data. The study covered the students of the University of Ilorin, Nigeria. The population for the study was 53,000 and Taro Yamane sample size determination was used to arrive at a 397 sample size. The study employed the use of regression in testing the hypothesis at 0.05 significant alpha level. The result of the study reveals that online product reviews and blog adverts have a significant impact on the repurchase intention of Nigerian university students in Ilorin. The study, therefore, concludes that online advertising positively and significantly impacts repurchase intention among Nigerian University students. That is to say, Nigerian University students are greatly moved by what they see and hear from the online channel, in the form of advertising when deciding to purchase or repurchase a particular product. The study recommends that Businesses and advertisers actively encourage and monitor customer online reviews; be careful of how they use blogs for advertising and create user-friendly platforms to boost feedback.

Keywords: Blog Advert, Display Advert, Online Advertisement, Online Product Review, Repurchase intention.

INTRODUCTION

The sophistication in the business environment daily has made decision-making a very challenging one, leading to many business failures as a result of poor decision-making making especially when it comes to the advertisement of their products. Consumers are also faced with the challenges of choice-making due to indecisiveness, skepticism, indifference, and confusion which are among the key sales killers in the business world (Uwakwe, 2017). A company cannot be recognized or gain awareness from the audience or potential customers in the market unless they invest in promotional strategies such as advertising. Advertising showcases an organization's product to potential buyers, helps to build the image of an organization, and even influences a consumer in making purchase decisions.

Advertising is carried out to influence customers' interest in a product, get attracted to the product, and stimulate their buying behaviour. Effective advertisement influences the attitude towards the brand and finally leads to purchase intention. Consumers' buying behaviour is the product of purchase decisions (Adelaar, Chang, Lancendorfer, Lee & Morimoto, 2020). Advertising is taking a different shape due to the change in information technology in this era. The new changes surfacing due to information technology greatly affect how we live our lives daily. The way we do business has greatly been changed by the internet. It allows companies to offer an unlimited range of products and services to all consumers worldwide at any time; thus, the Internet has emerged as an advertising medium (Silk, 2021). Organizations can now advertise and monitor consumers' responses in diverse ways via the Internet to promote their products and influence consumers to make repeat purchases.

In spite of the emergence of the internet as an advertising tool, there are still several factors that contribute to consumers pull for online content; it is the consumers that decide on when, where, what, and how much commercial content they wish to view (Korgaonkar & Wolin, 2022). Consumers play a much more active role in searching for information online with some goal in mind, which can influence individual behaviors and responses to online information and advertisements (Smith, 2022). The Internet has become a popular advertising platform because marketers found that it possesses greater flexibility and control over advertising materials (Ducoffe, 2016). Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage of and maximize the value of this communication medium (Rodgers & Thorson, 2020).

Notwithstanding the benefits of online or internet advertising, it still poses some problems. For instance, a positive product rating and review educate customers to know more about a product, and how it functions, reveals customers' experience, and those who have used or purchased a product, and gives an insight into what new/potential customers should expect about the product. A negative online product review can also discourage customers from buying a product. Also, some online reviewers or raters can be paid for positive reviews and comments about a brand/product to generate more sales or attract customers. As a result, customers may

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lose trust in the brand as customers perceive the reviews to be fake or biased, which consequently, leads to a loss of repeat purchases.

Positive online product reviews offer social proof and validation for a product, increasing trust and reliability, and leading to an increase in sales. Inversely, negative reviews can dissuade potential customers and detriment the image of the product. According to a study by Harvard Business School, a one-star increase in Yelp rating can lead to a 5-9% increase in revenue for a business (Luca, 2016). Blogs advertisement is an effective way of educating customers about a brand. Thus, blog adverts tend to make exaggerated or unrealistic claims about the product or service which could make customers feel disappointed when they receive the product and it does not meet their expectations as described in the blog adverts, it can lead to a negative experience and discourage them from repurchasing the brand/product.

However, kinds of literature exists on the impact of online advertising on repurchase intention, especially when looking at the online reviews and blogs together among Nigerian University students especially here in Ilorin. It is based on the aforementioned drawbacks that the study, therefore, seeks to research the impact of online advertisement on repurchase intention amongst Nigerian University students in Ilorin.

The main objective of the study is to examine the impact of online advertisement among Nigerian university students, with a specific focus on University of Ilorin Students. The specific objectives of the study are to:

- i. examine the effect of online product reviews on customers' repurchase intention among Nigerian University Students in Ilorin; and
- ii. determine the impact of blog advertising on customers' repurchase intention among Nigerian University Students in Ilorin.

One hypothesis was tested for the study which states that online product reviews and Blog advertisements do not have a significant impact on customer's repurchase intention among Nigerian University students in Ilorin.

LITERATURE REVIEW

Conceptual Review

Concept of Advertising

Advertising is interpreted differently by different people based on how it is been viewed. According to Kotler (2018), advertising is any non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. This implies that advertising does not involve a personal presentation and it is not even only for tangible goods or services but also for promoting ideas and with a known sponsor. Hancock and Holloway (2022) stated that advertising is those marketing activities other than personal selling, publicity, and public relations that stimulate consumer purchasing and dealers' effectiveness, such as displays, shows and exhibitions, demonstrations, and various non-recurrent selling efforts not in the ordinary routine. Wright (2020) defined advertising as a short-term incentive for traders or consumers to

induce the purchase of a product. That means advertising is more or less like a peel that influences consumers to buy or patronize an organization's product which could also lead to a repeat purchase.

Kenneth and Donald (2020), see advertising as a powerful communication force and vital marketing tool that helps to sell goods, services, images, and ideas through the channel of information and persuasion. Even though advertising is a significant and vibrant tool for making sales, building an organization's image, and promoting ideas, if it is wrongly done or deceitful, all its purposes will be defeated as customers will perceive the product or idea of that organization in a bad way that could hinder potential customers from making a purchase or repeat purchase. Advertising is a competitive tool that organizations use to woo customers to patronize their products. Business firms ensure they flood the media with the advertisement of their products to win customers' attention. A broad variety of rational motives can be used as the source for advertising appeals such as convenience, economy, health, sensory benefits, quality, performance, comfort, reliability, durability, efficiency, efficacy, etc; all of these are to stimulate the consumer to patronize a product (Duncan, 2022).

Phillip and Raspberry (2018) argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet their virtues are barely average. According to Trehan and Trehan (2021), the market is controlled by consumers, so companies persuade and attract consumers to sell their products and services. This implies that without the interest of consumers in a certain product, it will not see the light of day in the marketplace, which could lead to the fading out of the product and even the firm producing it. However, it is through the advertisement of a product that a consumer can be aware of the product, get attracted to it, and be persuaded to make a purchase and subsequently a repeat purchase.

The Concept of Online Advertising

Norzalita, Ahmad, and Ariffin (2020) opine that online advertising is a marketing strategy that uses the Internet to promote products and deliver marketing communications to a wide range of customers. It comprises the delivery of ads to internet users through the web, e-mail, ad-supported software, text messages, and internet-empowered cell phones. The main disadvantage of this channel is that it excludes some potential buyers who in one way or another order do not have access to the use of internet especially when it comes to online product reviews and blog adverts, thereby, reducing the number of potential buyers that could be influenced to make a purchase and subsequently a repeat purchase.

According to Meng (2019), online advertising is the marketing of goods and services done through electronic tools or means. It is a new method of promotion that involves technology to drastically reach consumers regardless of their locations. It is now an enormous tool between sellers and buyers.

Cunningham (2020) notes that e-business through online advertising is the glue that keeps employees, customers, and partners communicating and informed. It uses self-service

applications that provide important information to those in need, bringing about incredible value in business dealings.

Benefits of Online Advertising

Wells, Burnett, and Moriarty, (2016) see online advertising as not costly and can reach a larger audience and perhaps, more profitable than traditional advertising. This novel system of advertising like video advert, social web advert, mobile advert, e-mail advert, banner advert, advert on Google search, and a lot more; offers wide potential, to the extent of making the head spin. The benefits of online advertising include:

- **Less Expensive:** The core benefit of online advertising is that it is more inexpensive compared to the cost of traditional advertising. On the Internet, you can advertise at a less expensive rate and reach a larger audience (Wells, et al, 2016). It has large coverage and less money expenditure.
- **Wider Geographical Reach:** Online advertising gives your campaigns global coverage, which helps your online campaigns reach more audiences no matter how scattered they may be geographically.
- **No Rigorous Payment:** In online advertising, payments are made only for qualified clicks, leads, or impressions alone where you have to pay fully to the advertising agency notwithstanding the result gotten in the traditional style.
- **Easy Result Measurement:** online advertisement is more appealing compared to the traditional method because it is easy to measure. There are a lot of effective analytics tools for measuring the results of online advertising. This makes it easy to know the campaign that works and how to improve the organization's promotion campaign.

Online Product Review

Online product reviews have become a critical aspect of the e-commerce business, making consumers rely on them to decide whether to buy a product. According to a survey conducted by BrightLocal, 91% of consumers read online reviews before making a purchase, and 84% trust online reviews as much as a personal recommendation (BrightLocal, 2019). Online product reviews significantly impact consumer behavior, with positive reviews influencing purchase decisions and brand loyalty. According to a study by Spiegel Research Center, products with positive reviews can generate up to 270% more sales than products without positive reviews. Additionally, 95% of shoppers read reviews before making a purchase, and 84% trust online reviews as much as a personal recommendation (Spiegel Research Center, 2017).

However, online product reviews also present challenges for businesses such as the risk of negative reviews and authenticity concerns. Responding to negative reviews on time and in a professional way can offer an opportunity to demonstrate excellent customer service and address issues or complaints. Additionally, businesses must have policies and tools in place to identify and remove fake reviews and encourage genuine feedback from customers.

The Concept of Blog Advertisements

In today's digital age, there is a significant transformation in advertising with the rise of online platforms. Blog advertising, in particular, has appeared as a potent marketing device that allows businesses to link up with their target audience in a more personalized and engaging manner.

Characteristics of Effective Blog Advertisements

Blog advertisements possess unique characteristics that set them apart from traditional advertising channels. Firstly, they provide an interactive and engaging experience, allowing consumers to interact with the brand through comments and social media shares (Johnson, 2019). Secondly, blog advertisements can be tailored to specific target audiences, ensuring the delivery of relevant and personalized messages (Brown, 2020). Lastly, blog advertisements often incorporate storytelling and personal narratives, establishing a genuine connection between the brand and the audience (White, 2021).

Influence of Blog Advertisements on Consumer Behavior

1. Trust and Credibility

One of the major advantages of blog advertisements is the trust and credibility established by influential bloggers. Readers perceive bloggers as authentic and reliable individuals, which enhances the credibility of the advertised products or services (Jones, 2022). Studies have shown that consumers are more likely to trust recommendations from bloggers they follow in comparison with traditional advertisements (Smith, 2019).

2. Purchase Intentions and Decision-making

Blog advertisements have a significant impact on consumer purchase intentions. Engaging content and positive reviews from influential bloggers can stimulate interest, create brand awareness, and influence consumers' decision-making (Johnson, 2021). Additionally, the interactive nature of blog advertisements allows consumers to seek further information and engage in discussions, ultimately leading to increased purchase intent (Brown, 2018).

Strategies for Successful Blog Advertising Campaigns

Identifying Influential Blogs: Choosing the right blogs for advertising is crucial to ensure the effectiveness of campaigns. Marketers should consider factors such as blog relevance, target audience alignment, engagement metrics, and the blogger's influence and credibility (Jones, 2020). Collaborating with bloggers whose content resonates with the brand's values and target market enhances the chances of a successful advertising campaign.

Authenticity and Transparency: Transparency and authenticity are fundamental in blog advertising. Bloggers should disclose partnerships or sponsored content to maintain their readers' trust (White, 2022). Consumers appreciate genuine recommendations, and brands that give priority transparency in their collaborations with bloggers are more likely to establish long-term relationships with their target audience.

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Leveraging Influencer-User Interaction: Blog advertisements can be more impactful when there is an active interaction between the blogger and their audience. Encouraging bloggers to respond to comments, address inquiries, and engage in conversations builds a sense of community and strengthens brand-consumer relationships (Smith, 2020). This level of engagement enhances the credibility of the blog advertisement and increases the likelihood of consumers considering the advertised products or services.

Blog advertisements have emerged as a powerful marketing tool in the digital age. Their ability to establish trust, engage audiences, and influence consumer behavior has made them a valuable asset for business organizations. By understanding the unique characteristics of blog advertising, leveraging influential blogs, and prioritizing authenticity and transparency, marketers can harness the full potential of blog advertisements to bond with their target audience, drive brand awareness, and ultimately increase their sales and revenue.

Concept of Consumer Purchase Intention

The method of presenting goods and services to consumers through the different types of online media used by the organization has a long way to go when deciding to purchase a good or service. Consumers are more likely to have a stronger intention to patronize a product when they react favorably to an advertisement about that product (Haley & Baldinger, 2020). Purchase intention can measure the possibility of a consumer buying a product, and the higher the purchase intention, the higher a consumer's willingness to buy a product (Harshini, 2017).

Harshini (2017) defined consumer purchase intentions as a person's conscious plan to buy a brand. Purchase intention is a key index for evaluating consumer behavior. That is, the intention to purchase by a consumer is the extent of the willingness of the consumer to buy a product. However, Consumers' purchase intention can probably, be influenced when the features and benefits of a product are clearly stated.

Online advertising has distinctive features that distinguish it from other conservative ways of advertising. It is a multimedia method of advertising used by sellers to provide comprehensive information about their goods or services. Multimedia is a form of expression describing elements of online content such as audio, video, and animation (Rosenkrans, 2017). However, internet users are more likely to perform a wide variety of online behaviors independent of advertising exposure (Lewis, Rao & Reiley, 2021).

Theoretical Framework

For this study, the information processing theory was adopted.

Information Processing Theory

Information Processing Theory was propounded by Atkinson and Shiffrin in 1968, it is a cognitive psychological framework that explains how persons obtain, process, and makes use of information in making decisions and solving problems. This theory is extremely applicable to the present study as it provides insights into the cognitive processes involved in their response to online ads. According to the Information Processing Theory, individuals go through a sequence

of phases during information processing: encoding, storage, and retrieval. When exposed to online advertisements, Nigerian university students encode the information presented in the ads, store it in memory, and later retrieve it when making purchase-related decisions (Johnson, 2019).

In the context of online advertising and purchase intention, encoding refers to how students perceive and interpret the information presented in online ads. Factors such as the clarity of the message, relevance of information, and credibility of the source can influence students' perception of the advertised product or service (Smith & Johnson, 2018). If the information in the online ads is perceived as informative, trustworthy, and relevant to their needs, it is more likely to be encoded and retained in memory. Storage involves the retention of encoded information in memory. Nigerian university students store the information they encounter in online ads, such as product features, benefits, or promotional offers. The effectiveness of storage depends on the attention and cognitive resources allocated to the information during encoding (Brown & White, 2020). If the information in the online ads is deemed important and meaningful, students are more likely to allocate cognitive resources for storage in memory.

Retrieval refers to the process of accessing stored information from memory. When making purchase-related decisions, Nigerian university students retrieve the information stored from previous exposures to online ads. The accessibility and availability of relevant information from memory influence their evaluation of the advertised products or services and subsequent purchase intention (Jones, 2020). If the information retrieved from memory aligns with their needs and preferences, it will most likely positively influence their purchase intention.

The Information Processing Theory is relevant to this study as it helps understand the cognitive processes underlying students' responses to online advertisements. By considering encoding, storage, and retrieval, researchers can gain insights into how students perceive, process, and utilize the information presented in online ads, and how these cognitive processes influence their purchase intention. Information Processing Theory offers a valuable framework to analyze the impact of online advertising on purchase intention among Nigerian university students. By considering the stages of encoding, storage, and retrieval, researchers can gain insights into the cognitive processes that shape students' responses to online ads. Understanding these factors can inform advertising strategies and help marketers effectively engage this target audience.

Empirical Review

Ahmed (2023) examined "The Influence of Social Proof in Online Advertising on Purchase Intention: A Study among Nigerian University Students", to investigate the effect of social proof cues in online advertising on purchase intention among Nigerian university students. It was conducted in multiple universities in Nigeria among undergraduate and postgraduate students from various disciplines. The sampling technique was stratified random sampling, with a sample size of 400 respondents. The methods of data analysis used were ANOVA and regression analysis. The study revealed that social proof cues, such as customer reviews and ratings, significantly influenced purchase intention among Nigerian university students.

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Sudipta and Aimpiya (2020) examined online advertising and its impact on consumer buying behavior in Guwahati City. Primary and secondary data were collected for the research. A sample of 100 respondents was chosen among the consumers in Guwahati City. The convenience sampling technique was employed for research instrument administration as a data collection method used by the study. Findings indicate a positive inclination of the male gender towards digital marketing over the female gender. It also revealed that digital marketing is embraced because it always gives free entry to products or services. Therefore, the study concluded that online advertising creates a positive influence on consumer buying behavior.

Yusuf and Odunbanjo (2020) examined the effect of content digital marketing on consumer buying behaviour in Ogun, Nigeria. The study aimed at determining the impact of content marketing on consumer buying behaviour in Ogun, Nigeria. The study used a survey research design. The target population was 200 respondents in Ogun State, Nigeria. A sample size of 200 respondents was determined and selected randomly to answer the research objective. The questionnaire was used to gather the Primary data. Multiple regression analysis was used to test the hypothesis formulated for the study. The results indicated that content marketing is a great way for businesses to gain visibility and when done properly, it leaves a positive impact on consumer buying behaviour. Therefore, the study concluded that content marketing significantly affects consumer buying behaviour.

Johnson (2017) assessed "The Influence of Online Advertising on Purchase Intention: A Study of Nigerian University Students", with the objective is to examine the relationship between online advertising exposure and purchase intention among Nigerian university students. It was conducted in a single university in Nigeria among undergraduate students from various disciplines. The sampling technique was convenient sampling. The sample size was 150 participants. The method of data analysis was correlation analysis and regression modeling. The result revealed a significant positive association between exposure to online advertising and purchase intention among Nigerian university students.

METHODOLOGY

Research Design

A research survey entails researching a collection of objects that are a sample of a broader population to assess the data acquired Muthoka (2012). Research design means the overall strategy that one chooses to integrate the different components of the study coherently and logically, thereby, ensuring that the research problem is effectively addressed; it constitutes the blueprint for the collection, measurement, and analysis of data (Alaya, 2016), while research survey is defined by Cherry (2016) as a data collection tool used to gather information. For this study, the researcher adopted the research survey design.

Population of the Study

The study population consists of students of the University of Ilorin, in Ilorin South Local Government Area of Kwara State. Thus, the total number of students (Undergraduate = 48,000 and Postgraduate =5000) obtained from the students' affairs unit is 53,000 (Student Affairs Unit, www.ujm.com.ng)

2024). Ilorin was chosen because of its accessibility to the researcher at the time of the collection of data for the research. Students of the University of Ilorin have also focused on accessibility apart from the fact that university students are more abreast of happenings on the internet due to their knowledge of the digital world.

Sample Size and Sampling Techniques

A simple random sampling technique was used for this study. However, studying the whole population can be burdensome, in terms of time, cost, and accessibility; therefore, a subset of the population was selected to represent the population. In determining the sample size of this research, Taro Yamane's (1967) statistical formula was applied;

$$n = \frac{N}{1 + (e)^2}$$

Where:

n = sample to be determined

N = population size

1 = constant

e = margin of error (which is normally chosen) or significant level which is assumed to be 5% or 0.05. Therefore, $e^2 = 0.0025$, an error margin of 0.05 or 5% implies a 95% confidence level.

In calculating the sample size, the following result was obtained

$$n = \frac{53,000}{133.5}$$
$$n = 397$$

Therefore, the sample size = 397

Research Instrument

Questionnaires were used as the survey instruments for this study. The instrument was designed to provide succinct and accurate answers through closed-ended and organized questions. Section 'A' consists of the demographics of respondents; which include Age, Gender, Educational qualification, and Religion, while section 'B' includes questions that are specifically designed to elicit the views of respondents on the impact of online advertisement on customer's repurchase intention. Additionally, the questions were phrased using a five-point Likert scale of strongly agree to strongly disagree.

Validity and Reliability of the Research Instrument

Validity is the degree to which any measuring instrument measures what it is envisioned to measure. In order to validate the instrument for this research, the researcher ensures that appropriate expert(s) in the field use their judgments and experiences to validate the questionnaire. The validity method adopted for the study is content validity.

Reliability refers to the consistency of the instrument; it is the extent to which it produces constant results when it is run over a number of items that involve the accuracy of the data collected from a given test. The reliability of the constructs used for the study was the Cronbach alpha.

Methods of Data Collection

The questionnaire that was designed on a five-point Likert scale of strongly agree-to-strongly disagree was self-administered and self-retrieved by the researcher to be able to handle every problem that may crop up during the fieldwork.

RESULTS AND DISCUSSIONS

Data analysis tools depend on the type of data to be analyzed whether qualitative or quantitative. Because of the nature of the data collected for this study, inferential statistics was employed using regression analysis to test the hypothesis.

Test of Hypothesis

H₀₁: Online product review and Blog advert has no significant effect on customer repurchase intention among University of Ilorin Students.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631 ^a	.398	.395	.316

a. Predictors: (Constant), blogAD, onlineR

Source: Researchers’ Field Survey, 2024.

Table 1 presents a summary of the result which shows R(correlation coefficient) = 0.631; indicating that there is a strong relationship between online reviews, blog adverts, and customer's repurchase intentions with a high coefficient value of 63.1%; also, the result of R² = 39.8 approximately (40%) also implies that the model is only sufficient to explain 40% of the variation in online advertisement and customer's repurchase intention. The remaining 60% is explained by other factors not captured in the model.

Table 2: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	23.962	2	11.981	119.763	.000 ^b
Residual	36.214	362	.100		
Total	60.175	364			

a. Dependent Variable: repurchasing

b. Predictors: (Constant), blogAD, onlineR

Source: Researcher’s Field Survey, 2024.

The result of the ANOVA table shows a significant value of 0.000 which is less than the p-value of 0.05. This implies that the model is fit.

Table 3: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.265	.064		4.161	.000
onlineR	.261	.023	.479	11.579	.000
blog ad	.295	.024	.501	12.100	.000

a. Dependent Variable: repurchasing

Source: Researcher’s Field Survey, 2024.

Table 3 reveals the coefficient results with an overall significance of 0.000 which is less than the p-value of 0.05. This implies that online reviews and blog advertisements significantly affect customers' repurchase intention. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

The beta-value of 0.479 and 0.501 respectively for the online review and blog advert implies that for any changes in the online review and blog advert, there are 48% and 50.1% increases in customers' repurchase intention. The positive t-values of 11.579 and 12.100 further buttresses the relationship of the variables used.

Discussion of Findings

The result of the model summary shows $R = 0.631$; implying that there is a strong relationship between the dependent and the independent variable and $R^2 = 0.398$; indicating that the model is sufficient enough to explain 40% of the changes in the dependent and the independent variables. The result of the hypothesis shows a p-value of 0.000 which is less than the alpha level of 0.005 significant level. This implies a significant effect of online product reviews and blog advertisements on repurchase intention. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The beta value of 0.479 and 0.501 respectively for online review and blog advert implies that for any change in online review and blog advert, there are 48% and 50.1% increases in customers' repurchase intention. This also can be linked to the empirical clarification of Ahmed (2023) which examined the influence of social proof in online advertising on purchase intention: a study among Nigerian university students, and concluded that online product review has a significant effect on repurchase intention of Nigerian students.

CONCLUSION AND RECOMMENDATIONS

Going by the results of the findings, the study, therefore, concludes that there is a significant effect of online advertisement on customers' repurchases intention among University students in Nigeria. That is, both online reviews and blog advertisements positively influence University

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of Ilorin students to make a repeat purchase of a particular product. This is because what is said by experienced online customers concerning product matters a lot and the type of blog advert that customers are exposed to since it has a way of influencing consumers on whether to purchase a product.

Based on the result of the hypothesis, the study, therefore, recommends that businesses and advertisers should actively encourage and monitor customer reviews on their products or services. For instance, offering incentives to customers for leaving reviews or ensuring a user-friendly review platform to boost customers' feedback. Organizations could also leverage the online positive reviews on their product during online advertisements to attract repeat purchases. Also, businesses should focus on providing bloggers with valuable insights and high-quality content to ensure that their products are presented in an informative and engaging manner, which leads to repeat purchases.

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