



Online Advertisement of *Always* Sanitary Pads and Buying Intention of Consumers in Cross River State

Ukam Ivi Ngwu^{a*}, Martha Echiukanre Abua^b

^aDepartment of Public Relations, Federal University Oye-Ekiti, Ekiti State, Nigeria

ORCID: <https://orcid.org/0000-0003-2078-1521>

^bDepartment of Mass Communication, University of Cross River State, Calabar, Cross River State, Nigeria

* Corresponding email: ukamngwu@gmail.com

Abstract

This study investigated the Online Advertisement of *Always* Sanitary Pads and buying intention of Consumers in Cross River State, Nigeria. Specifically, the study seeks to determine consumers' exposure to online advertisements of *Always* sanitary pads and the extent to which such perceptions influence their purchase intention. The Theory of Planned Behaviour (TPB) was used to drive the theoretical framework of the study. Survey research method with a structured questionnaire was adopted to collect data for the study. A sample size of 400 was drawn from a population of 5,100,129 being residents of Cross River State. The multi-stage sampling was adopted to enable the researchers chose number of respondents per senatorial districts and distributed copies of the questionnaire accordingly. Data generated from the study were analysed using descriptive statistics, while the lone hypothesis poised in the study was tested using Pearson Product Moment Correlation Coefficient (r). The findings from the study revealed a substantially high level of exposure to *Always* sanitary pads' online advertisements. The findings further revealed that respondents' exposure to *Always* sanitary pads' online advertisements made them exert a positive and meaningful influence on purchase intention. It was concluded that online Advertising is a significant force in shaping attitude and purchase behaviour among sanitary pads consumers in Cross River State. Several recommendations were made including celebrity collaborations with local women that are respected members of their communities.

Keywords: advertising, online advertising, *Always* sanitary pads, buying intention, consumers

Introduction

In today's competitive industry, the importance of advertising cannot be overemphasised. This is as companies invest heavily in advertising to achieve strong returns, drive sales, enhance receptiveness to sales efforts, stimulate behavioural changes, and foster brand loyalty by reassuring customers' post-purchase and managing expectations (Concepcion, 2025). Beyond traditional media like print, radio, and television, modern advertising incorporates electronic format to create memorable brand experiences (Saa-Aondo, 2017). Online advertising, also referred to as internet or digital advertising, involves paid, non-personal promotion of goods, services, or ideas by identified sponsors via the internet, commonly through display ads, cross-referencing on websites, or other digital platforms aimed at driving inquiries, subscriptions, or purchases (Aslam & Karjaluoto, 2017; Strekalova, 2022). Online advertisements have emerged as the dominant form of advertising in the contemporary marketing landscape, empowering businesses to engage consumers with unprecedented precision, interactivity, and reach capabilities that were previously unimaginable. Beyond its commercial advantages, it delivers significant benefits to consumers by providing more relevant, personalized, and timely advertising content while simultaneously subsidising a wide array of "free" online services and platforms that users enjoy daily. The use of



social media has drastically altered most companies' approach to communicating with consumers, building a brand reputation, and increasing customer interaction (Concepcion, 2025; Organisation for Economic Co-operation and Development - OECD, 2019).

Online advertising has become a significant one to ignite purchase intention. This underscores the need to understand consumer attitudes and perceptions. It involves the way consumers receive, process and respond to the informative, affective and persuasive cues of online ads (Bhuvaneswari, et al., 2022). Nowadays, various forms of online advertisements such as search engine ads, social media ads, video ads and content marketing have become one of the most strategic marketing channels because of the obvious shift away from traditional advertising channels by most business organisations (Okumus, et al., 2023).

However, despite the notable innovations, ease of placing ads and increased revenue brought about by online advertising, several ethical challenges, mistrust and distrust are also recorded, hence, posing severe dangers to both consumers and companies alike. Cai, et al. (2020) indicted the highly lucrative nature and widespread adoption of online advertising to be responsible for the unethical issues bedevilling online advertising. Hence, it has also become a prime target for malicious actors pursuing various objectives, including siphoning off advertising revenues, compromising user privacy, and distributing malware.

Saura, et al. (2024) lamented the rise of dishonesty in online advertising which exposes internet users to modern tactics of advertising. The rapid advancement in the artificial intelligence (AI) has greatly revolutionized digital marketing in the modern era, thereby increasing the effectiveness but also raising new concerns on the ethicality and privacy concerns of internet users. Hence most online advertisements need serious check to verify its truthfulness and transparency for how information gathered from users is stored and sold. Hence, this poses several perception issues like the cultural sensibility of the ads, trust in the advertisements, amount of information provided by the ads, humour etc.

In the feminine protection industry, online advertisements are relied upon targeting young ladies and women undergoing menstruation; usually focusing on how to cope with the inconveniences of menstruation. Prominent among products in this category is the *Always* Sanitary Pads; a leading feminine protection and hygiene brand owned by Procter & Gamble (P&G). This product is very popular in the Nigerian market (Procter & Gamble 2026). In sanitary pads and feminine hygiene products, consumer perception is more than just the general meaning because other things like culture, social taboo, and the consumers' personal experiences and sex sensitivity are also added and taken into account. Hence, it is important to know people's exposure and perception of online advertisement of sanitary pads and ascertain whether it influences consumers' purchasing habits (Nwokedi, et al., 2024; Ngo, et al., 2025).

As observed by Iqbal and Iqbal (2019), some sanitary pad companies indulge in surrogated ads, social cause ads and unverified claims. Ezinwa (2021) equally lamented the misleading, deceptive, socially and ethically irresponsible as well as culturally insensitive contents used in these online advertising used by some companies in recent times. These issues could negatively affects consumer buying intention of these products, especially among consumers in Cross River being a culturally conservative society.

Anchoring on the theory of planned behaviour (TPB) as developed by Icek Ajzen which posits that an individual's intention to engage in a specific behaviour such as forming positive perceptions of online advertising is primarily driven by their intention (Ajzen, 1991). This



perceived behavioural control can directly influence actual behaviour, either facilitating or hindering it, independent of intention, depending on the degree of actual control the individual possesses and how accurately their perception reflects that reality (Ajzen, 1991). TPB provides a robust framework for understanding how online advertisement shapes consumers' attitudes toward *Always* Sanitary pad in Cross River State. It is therefore against this backdrop that this study sought to unravel how online advertisement of *Always* sanitary pads affects buying intention of consumers in Cross River State.

Methods

Study Design

This study adopted the Survey Research design. According to Prasad, et al. (2024) survey research is a systematic method that involves designing and administering a structured set of questions to a sample of respondents in a logical sequence to collect reliable and valid data. This approach is widely applied across diverse fields where it serves as a key tool for studying human behaviour, attitudes, opinions, and experiences. It provides a valuable window into people's thoughts, feelings, and actions, offering deep insights into various dimensions of human life and society (Prasad et al., 2024). The choice of survey research for this study is not farfetched. It allows the researchers to effectively study the sample drawn from the population and used them to infer the characteristics of the defined population.

Participants

The study area is delimited to residence of Cross River State located in the South-South geopolitical zone of Nigeria. Recent projections from reliable sources, including the National Population Commission and Cross River State Bureau of Statistics (2024) provided a projected figure of 5,100,129 (with 2,505,157 males and 2,594,972 females, indicating a slight female majority of about 50.9%). The study's accessible population is delimited to female adults (typically aged 15–49 years, aligning with the reproductive and menstrual health demographic targeted by *Always* campaigns) who use or are exposed to sanitary pads and encounter online advertisements for such products in Cross River State. Using the Taro Yamane (1967) procedure, a sample size 400 was determined.

A multistage cluster sampling method was used to access respondents from the 3 senatorial districts of Cross River State. This method, according to Babbie (2010) is considered most suitable for a greater degree of representativeness by decreasing the probable sampling error. A multi-stage sampling approach comprising, the proportionate sampling, simple random sampling, and purposive sampling techniques which were employed to select the headquarters of the senatorial districts, where they were identified for the purpose of administering the instruments for the study. The proportionate sampling technique was applied because the three senatorial districts differed in size in the population. The purposive sampling technique was now used to select the actual respondents from the local government headquarters of the 3 senatorial districts. This is necessary in order to identify the exact consumers of *Always* sanitary pads.

Material and Instruments

Data were collected using a structured questionnaire designed on a Five-Point Likert Scale to enable the researcher to gather information from the large population of the study. The questionnaire contained the questions related to the study which were directed to consumers of *Always* sanitary pads product in the study area. The instrument was subjected to validity and reliability testing before put to use. The Cronbach's alpha for the reliability testing yielded an



average coefficient of 0.7004 (or approximately 70%). This result aligns with established benchmarks for acceptable reliability in research contexts.

Procedure

Copies of the questionnaire were administered to respondents in the senatorial headquarters of 3 senatorial districts of the state namely; Calabar, Ikom and Ogoja respectively. To achieve this, 9 research assistants were co-opted to assist the researcher in administering and retrieving copies of the questionnaire from the respondents in the study area.

Data Analysis

Data from this study were sorted and subjected to scientific analysis. Descriptive statistical method was used to compute frequency scores while presenting same in a tabular form. The formula:

$$\begin{array}{lcl} \text{Where} & X & = \text{Observed frequency} \\ & N & = \text{Sample size} \end{array}$$

The two hypotheses posed in this study were analysed using Pearson Product Moment Correlation Coefficient (r).

Results

This section presents the demographic data of the respondents, answers to research questions and results of hypotheses testing as well as discussion of findings as follows:

Demographic Data of Respondents

The distribution of questionnaire and demographic data of respondents is presented as follows:

Table 1. *Distribution of Respondents by Age*

Status	Frequency	Percentage
18-25	162	41%
26-35	94	24%
36-49	140	35%
Total	396	100%

Data from Table 1 show that 162 (41%) of the respondents are within the age of 18-25 years. 26-35 years were 94 (24%), while respondents between the ages of 36-49 years were a total of 140 (32%).

Table 2. *Distribution of Respondents by Marital Status*

Status	Frequency	Percentage
Single	152	38%
Married	204	51%
Divorced	28	7%
Widowed	12	3%
Total	396	100%

Data from Table 4.5 above show that only 152 (38%) of the respondents were singles and therefore not married. A total of 204 (51%) which is slightly more than half of the respondents were married. 28 (7%) of the respondents were divorced and a total of 12 (3%) were widowed.

Table 3. *Whether Online Ads of Always Sanitary Pads Offer Useful Information about its Features and Benefits to Respondents*

Responses	Frequency	Percentage
Strongly Agree	44	12%
Agree	264	67%
Undecided	48	12%
Disagree	20	5%
Strongly Disagree	20	5%
Total	396	100%

Results from Table 3 above shows that majority of respondents with a total of 264 (67%) agreed, while a total of 44 (12%) respondents agreed with the statement that Whether Online ads of *Always* sanitary pads offer useful information about its features and benefits to Respondents. A total of 48 (12%) were undecided, 20 (5%) disagreed, while a total of 20 (5%) strongly disagreed

Table 4. *Whether the online ads of Always sanitary pads help Respondents learn how to use the product*

Responses	Frequency	Percentage
Strongly Agree	44	11%
Agree	221	56%
Undecided	51	13%
Disagree	40	10%
Strongly Disagree	40	10%
Total	396	100%

Results from Table 4 above shows that majority of respondents with a total of 221 (56%) agreed, and a total of 44 (11%) strongly agreed with the statement that the online ads of *Always* sanitary pads help them learn how to use the product. This clearly shows that the online advertisement of *Always* Sanitary was impactful on respondents. A total of 51 (13%) were undecided, 40 (10%) respondents disagree, while 40 (10%) strongly disagreed to the statement.

Table 5. *Whether the online ads of Always sanitary pads contain enough information for Respondents to make an informed purchasing decision*

Responses	Frequency	Percentage
Strongly Agree	48	11%
Agree	174	44%
Undecided	40	10%
Disagree	54	14%
Strongly Disagree	80	20%
Total	396	100%

Results from Table 5 above shows that majority of respondents with a total of 174 (44%) agreed and 48 (11%) strongly agreed with the statement that the online ads of *Always* sanitary pads contain enough information for Respondents to make an informed purchasing decision. A total of 40 (10%) respondents were undecided, 55 (14%) disagreed, while 80 (20%) strongly disagreed to the statement. This clearly shows that the online ads of *Always* sanitary pads were rich in content, hence facilitating purchase decision making.

Table 6. *Whether Online advertisements for Always sanitary pads make truthful claims*

Responses	Frequency	Percentage
Strongly Agree	23	6%
Agree	198	50%
Undecided	135	34%
Disagree	20	5%
Strongly Disagree	20	5%
Total	396	100%



Results from Table 6 above shows that majority of respondents with a total of 198(50%) agreed and 23 (6%) strongly agreed with the statement that Online advertisements for *Always* sanitary pads make truthful claims. A total of 135 (34%) were undecided, while 20 (5%) disagree and 20 (5%) strongly disagreed respectively. This clearly shows that the respondents consider *Always* online adverts as being truthful to her claims.

Table 7. *Whether the statements made in online ads of Always sanitary pads are believable by Respondents*

Responses	Frequency	Percentage
Strongly Agree	40	10%
Agree	134	34%
Undecided	142	36%
Disagree	40	10%
Strongly Disagree	40	10%
Total	396	100%

Results from Table 7 above shows that majority of respondents with a total of 134(34%) agreed and 40 (10%) strongly agreed with the position that the statements made in online ads of *Always* sanitary pads are believable. A total of 142 (36%) were undecided, 40 (10%) disagreed, while 40 (10%) strongly disagreed. This clearly shows that most of the respondents believe the online ads for *Always* sanitary pad.

Table 8. *Whether the online Ads of Always sanitary pads use realistic representations of the product's performance*

Responses	Frequency	Percentage
Strongly Agree	63	16%
Agree	158	40%
Undecided	95	24%
Disagree	40	10%
Strongly Disagree	40	10%
Total	396	100%

Results from Table 8 above shows that majority of respondents with a total of 158(40%) agreed and 63 (16%) strongly agreed with the position that the online Ads of *Always* sanitary pads use realistic representations of the product's performance. The total of 95 (24%) were undecided, 40 (10%) disagreed, while 40% strongly disagreed to the statement.

Table 9. *Whether Respondents positive impression of Online Ads of Always Sanitary Pads has influences me to buy the Product*

Responses	Frequency	Percentage
Strongly Agree	80	20%
Agree	143	36%
Undecided	47	12%
Disagree	31	8%
Strongly Disagree	95	24%
Total	396	100%

Results from Table 9 above shows that majority of respondents with a total of 143 (36%) strongly agreed, and 79 (20%) strongly agreed with the statement their positive impression of online ads of *Always* sanitary pads has influences me to buy the product. This clearly shows that positive impression about the product leads to purchase decision.

Table 4.10. *Whether seeing online ads of Always sanitary pads makes Respondents want to try or continue buying this product*

Responses	Frequency	Percentage
Strongly Agree	67	17%
Agree	182	46%
Undecided	44	11%
Disagree	87	22%
Strongly Disagree	16	4%
Total	396	100%

Results from Table 4.10 above shows that majority of respondents with a total of 182 (46%) agreed, 67 (17%) with the statement that seeing online ads of *Always* sanitary pads makes them want to try or continue buying this product. A total of 44 (11%) were undecided, 87 (22%) disagreed, while 16 (4%) strongly disagreed to the statement. This results clearly show that online advertisement encourages brand loyalty among consumers.

Table 4.11. *Whether the Online ads of Always sanitary pads made Respondents switch to Always from other sanitary pad brands*

Responses	Frequency	Percentage
Strongly Agree	63	16%
Agree	159	40%
Undecided	87	22%
Disagree	87	22%
Strongly Disagree	0	0%
Total	396	100%

Results from Table 4.11 above shows that majority of respondents with a total of 159 (40%) agreed and 63 (16%) strongly agreed with the statement that Online ads of *Always* sanitary pads made me switch to *Always* from other sanitary pad brands. The total of 87 (22%) respondents were undecided, 87 (22%) disagreed, while none strongly disagreed. This clearly shows that online advertisement encourages change of brand to *Always* among respondents.

Table 4.12. *Whether in general, the online ads of Always sanitary pads have positively influenced respondents' attitude toward the brand*

Responses	Frequency	Percentage
Strongly Agree	67	17%
Agree	198	50%
Undecided	131	33%
Disagree	0	0%
Strongly Disagree	0	0%
Total	396	100%

Results from Table 4.12 above shows that majority of respondents with a total of 198 (50%) agreed, and 67 (17%) strongly agreed with the statement that in general, the online ads of *Always* sanitary pads have positively influenced their attitude toward the brand. A total of 131 (33%) were undecided, none disagreed or strongly disagreed.

Hypotheses Testing:

H₀: ii. There is no significant relationship between overall consumer's perception on on-line advertisements of *Always* Sanitary pads and purchase intention among consumers in Cross River State. To test this hypothesis, Pearson Product Correlation Co-efficient (r) analysis was carried out. The results are presented below:



Table 14: Overall consumer perception (n=396)

S/N	Research Items	SA (5)	A (4)	UN (3)	D (2)	SD (1)	Weighted total	Mean (X / Y)
1	Ads offer useful information on features/benefits	44	264	48	20	20	1,480	3.74
2	Ads help me learn how to use the product	44	221	51	40	40	1,387	3.50
3	Ads give enough info for informed purchase	48	174	40	54	80	1,244	3.14
4	Online ads make truthful claims	23	198	135	20	20	1,373	3.47
5	Statements in ads are believable	40	134	142	40	40	1,282	3.24
6	Ads use realistic product representations	63	158	95	40	40	1,392	3.52
Grand Mean							8,158	3.43

The data reveal that consumers in Cross River State showed a high degree of exposure to online advertisement of *Always* sanitary pads. The perceived informativeness sub-scale as captured in Tables 8 above and addresses the broader consumer perception. Item 1 (ads provide useful information about features and benefits) has a mean on the agree side (3.65 estimated mean), while 3 (ads provide enough information to make an informed purchase decision) is the lowest at 3.13, indicating that results are positive that the ads are informative but provide insufficient information to meet the purchase-stage expectations. Averaged across all dimensions (confidence and credibility), overall consumer perception was 3.43, above the neutral midpoint of 3.00. Consumers perceived the *Always* online ads to be somewhat positive overall. Consumers have perceived the online advertisements to be highly informative, and somewhat credible. However, the undecided rate was very high: 34% undecided for credibility item 4 and 36% for credibility item 5.

Table 15: Purchase Intention (n=396)

S/N	Research Items	SA (5)	A (4)	UN (3)	D (2)	SD (1)	Weighted total	Mean (X / Y)
1	Ads make me want to try/continue buying	67	182	44	87	16	1,385	3.49
2	Ads made me switch to <i>Always</i> brand	63	159	87	87	0	1,380	3.49
3	Ads positively influenced brand attitude	67	198	131	0	0	1,520	3.84
Grand Mean							5,575	3.52

The purchase intention cluster gave a combined mean of 3.52, which is above the neutral point. Interestingly, item 3, which indicate online ads have positive influence toward attitude to the brand, had the highest mean (3.84) in the purchase cluster without any disagreeing.

Table 16. *Pearson Correlation Analysis Between Overall Perception of Consumers and Purchase Intention*

Variable	Mean	r calculated	r critical	r ² (variance explained)	Decision
Overall Perception (X) & Purchase Intention (Y)	$\bar{X}=3.43 /$ $\bar{Y}=3.52$	0.762	± 0.098	58.1%	Reject H ₀₂

396N (respondents), 394 Degrees of freedom, $r = 0.762$ Calculated r value ± 0.098 Critical r ($\alpha = 0.05$).

Table 16 above shows that the PPMCC returned $r = 0.762$, exceeding the critical value. The null hypothesis is rejected. Overall consumer perception of *Always*' online advertising has a strong, significant positive influence on purchase intention. $r^2 = 0.581$ implies that 58.1% of variation in purchase intention is attributable to consumer perception. This means that there is a significant positive relationship between overall consumer perception of *Always*' online advertisements and purchase intention among consumers in Cross River State.

Discussion

The study investigated the Online Advertisement of *Always* Sanitary Pads and its implication on buying Intention of Consumers in Cross River State. The data reveals that Consumers in Cross River State showed a high degree of exposure to online advertisement of *Always* sanitary pads. This aligns with the study of Nwokedi, et al. (2024) that there is a significant level of exposure to online advertisements to sanitary pads among women with respondents acknowledging this exposure at a cumulative mean of 3.3 with respondents agreeing that the online advertising of the sanitary pad positively influences the product's patronage among them. Khan and Akhi (2023) had argued that it is media exposure that is one of the most important indicators of sanitary pad use among adolescent girls.

The purchase intention cluster indicated that online advertisements have positive influence toward attitude to the brand, had the highest mean (3.84) in the purchase cluster without any disagreeing. Findings suggests *Always* improve online visibility. This means that even already-exposed consumers believe the brand should strengthen its digital presence. The Pearson Product Moment Correlation Coefficient (r) test for H produced r 0.762 (r 0.581) indicating a strong and statistically significant positive correlation between overall consumer perception and purchase intention. This indicates that 58.1% of the purchase intention is determined by consumer's perception towards the online advertisements. This is consistent with Theory of Planned Behaviour where consumer's positive perceptions of advertisements lead to adoption of positive attitudes toward the brand which ultimately influences purchase intention. According to (2022), That online advertising affect purchase intentions and brand loyalty of customers. Additionally, the results of the study indicate that online advertising has a significant influence on purchase intentions. Another study by Nwosu and Nwosu (2020) also confirmed that online ads significantly impact purchase intentions. It was found that online advert influences online users' purchasing intentions and behaviour. Hence, the authors advised corporate organizations to leverage on online advertising to ensure high patronage.



Conclusion

This study concludes that online advertising is a significant force used in shaping attitude and purchase intention. The study shows that consumers in Cross River State have high exposure to online advertisement of *Always* sanitary pads in Cross River State. These online advertisements proved to have strong impact on consumer behaviour. It was also clear that sanitary pads consumers who were exposed to *Always* brand's online advertisements have a moderately positive yet credibility-ambivalent perception of those advertisements. Such perception significantly and strongly influences both brand trust and purchase intention among consumers.

Recommendations

Based on the findings from the study, the following recommendations were made:

1. Sanitary brands require a much smarter, culturally appropriate and informational approach to its online advertisements in Nigerian markets.
2. Sanitary brands should consider celebrity collaborations using local women to improve the believability of their ads among consumers.
3. Participate in social communities and support programmes.

References

- Ajzen, I. (1991). *The Theory of planned behaviour*. Organizational Behaviour and Human Decision Processes, 50, 179–211.
- Aslam, B. & Karjaluoto, H. (2017). Digital advertising around paid spaces, E-advertising industry's revenue engine: A review and research agenda. *Telematics and Informatics*, 34(8), 1650-1662.
- Bhuvaneswari, M., Kamalasaravanan, S., Kanimozhi V. & Joghee, M. V (2022). A study on consumer perception towards online advertising. *International Journal of Applied Research*, 8(2): 43-48.
- Cai, Y., Yee, G. Gu, Y. X. & Lung, C. (2020). Threats to Online Advertising and Countermeasures: A Technical Survey. *Digital Threats Research and Practice*, 1(2):1-27. <https://doi.org/10.1145/3374136>.
- Concepcion, C. J. (2025). Impression of Social Media Influencers towards Customers of Locally Manufactured Cosmetic Beauty Products. *Journal of Business and Management Studies* 7(2), 116-163.
- Ezinwa, C. A. (2021). Regulating online advertising in Nigeria: challenges and prospects. https://www.researchgate.net/publication/351451706_REGULATING_ONLINE_ADVERTISING_IN_NIGERIA_CHALLENGES_AND_PROSPECTS/citations
- Iqbal, J. & Iqbal, Z. (2019) 'Ethical Issues in Online Advertising & Its Impact on Consumer Buying Behaviour: A Study Based on the Survey of University Students in Faisalabad, Pakistan. *Asia Pacific Journal of Emerging Markets*, 3(2), 32–41.
- Khan, R. R. & Akhi, R. J. (2023). Pads for the patricians: an analysis of the sanitary pads advertisement in bangladesh and its' bigotry representation of poor women. *Social Science Review*, 40(2), 127-142. <https://doi.org/10.3329/ssr.v40i2.72202>



- Kim, H., Jung, J., Song, Y. K., Chang, T., Park, S., Park, J., & Kim, K. (2022). Women's attitudes toward certification logos, labels, and advertisements for organic disposable sanitary pads: results from a multi-city cross-sectional survey. *BMC women's health*, 22(1), 237. <https://doi.org/10.1186/s12905-022-01723-z>
- Ngo, T. T. A. An, G. K., Dao, D. K. Nguyen, N. Q. N., Phong, B. H. Nguyen, N. Y. V. & Nguyen, T. B. N. (2025). Leveraging social media marketing activities (SMMAs) to enhance consumer satisfaction and purchase intention for bio-cosmetics. *Acta Psychologica*, 261(1), 105768. <https://doi.org/10.1016/j.actpsy.2025.105768>.
- Nwokedi, M. C. Kente, J. S. & Akase, T. M. (2024). Explore the influence of online advertising on the patronage of sanitary pads, with a specific focus on the Virony brand, among women in the Federal Capital Territory (Abuja) and Kaduna State, Nigeria. *Nasarawa Journal of Multimedia and Communication Studies*, 6 (1), 152-162.
- Nwokedi, M. C., Kente, J. S. & Akase, T. M. 2024). Online advertisement and patronage of sanitary pads amongst women in abuja and kaduna state. *Nasarawa Journal of Multimedia and Communication Studies*, 6(1), 152-162.
- Nwosu, I. A. & Nwosu, J. (2020). Influence of online advertisement on consumer purchase behaviour among internet users in Lagos state, Nigeria. *Journal of Policy and Development Studies*, 12(2), 48-58.
- OECD (2019). Online advertising trends, benefits and risks for consumers: OECD digital economy papers January 2019 No. 272. OECD Publishing
- Procter & Gamble (2026). Who we are. <https://Always-africa.com/en-ke/about-us/who-we-are>
- Saa-Aondo, S. A. (2017). An assessment of the influence of ambient advertising on patronage of Goods and services in Benue State. *Benue Journal of Social Sciences*, 5(2), 28-48
- Saura, J. R., Skare, V. & Dosen (2024). Is AI-based digital marketing ethical? Assessing a new data privacy paradox. *Journal of Innovation & Knowledge*, 9(4), 100597. <https://doi.org/10.1016/j.jik.2024.100597>.
- Strekalova, Y.A. (2022). Online Advertising. In: Schintler, L.A., McNeely, C.L. (eds) *Encyclopedia of Big Data*. Springer, Cham. https://doi.org/10.1007/978-3-319-32010-6_152
- Templars (2022). Advertising in Nigeria A Synopsis of Recent Regulatory Developments. <https://www.templars-law.com/app/uploads/2022/11/Advertising-in-Nigeria-A-Synopsis-of-Recent-Regulatory-Developments-VS-edits.pdf>

AI Use Disclosure:

None
