



Research Article

## Effect of Online Marketing Reviews on Consumer Purchasing Decisions of Human Hair Wigs among Adolescents in Tertiary Institutions in Delta State, Nigeria

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### About Article

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### ABSTRACT

This study examined the effect of online marketing reviews on consumer purchasing decisions of human hair wigs among adolescents in tertiary institutions in Delta State, Nigeria. The rapid growth of social media and digital marketing platforms has increased adolescents' exposure to online reviews, influencer endorsements, and user-generated content, which play a significant role in shaping purchasing behaviour. A cross-sectional survey research design was adopted for the study. The population comprised students from selected tertiary institutions in Delta State, from which a sample size of 396 respondents was determined using the Taro Yamane formula. Data were collected using a structured questionnaire based on a five-point Likert scale. The instrument was validated by experts, and its reliability was confirmed using the test-retest method with a reliability coefficient of 0.89. Data analysis was carried out using descriptive statistics and inferential tools at a 0.05 level of significance. The findings revealed that online marketing reviews have a significant influence on adolescents' purchasing decisions of human hair wigs. Positive reviews enhanced purchase intention and brand trust, while negative reviews discouraged buying decisions. The study also found that social media platforms amplify the effect of online reviews, and digital influence interacts with peer recommendations and personal preferences in shaping purchasing behaviour. The study concluded that online marketing reviews are a major determinant of consumer purchasing decisions among adolescents. It therefore recommended that beauty brands and marketers strategically manage online reviews and leverage credible social media platforms to positively influence adolescent consumers.



## 1.0 INTRODUCTION

The beauty industry, particularly the human hair wig segment, has experienced significant transformation due to the rapid growth of online marketing and digital communication technologies. Online marketing has provided consumers with increased access to product information, reviews, recommendations, and influencer opinions, thereby reshaping consumer purchasing behaviour (Ferine et al., 2023). Social media platforms have democratized beauty knowledge, empowered consumers, and expanded product choices beyond traditional retail outlets (De Veirman, 2017).

Consumers increasingly rely on online marketing platforms to gather information about beauty products, follow influencers, and evaluate reviews before making purchase decisions (Lu, Qiang, & Mengguo, 2016). Positive online reviews enhance perceived product quality, value, and credibility, while negative reviews can discourage purchase intentions and damage brand reputation (Park, 2007). Consequently, brands are compelled to monitor and manage online reviews carefully to build trust and maintain credibility.

Adolescents, particularly female students in tertiary institutions, represent a highly active digital consumer group. Their exposure to social media, peer influence, and aesthetic-driven content makes them especially susceptible to online marketing reviews (Saima & Khan, 2020). In Nigeria, and Delta State specifically, the demand for human hair wigs among female adolescents continues to rise, influenced largely by online reviews, influencer endorsements, and user-generated content.

Despite the growing relevance of online reviews in shaping purchasing behaviour, there remains limited empirical evidence on how online marketing reviews influence the purchasing decisions of female adolescents in tertiary institutions in Delta State. This study therefore seeks to examine the effect of online marketing reviews on consumer purchasing decisions of human hair wigs among adolescents in tertiary institutions in Delta State, Nigeria.

The rapid expansion of digital platforms has fundamentally altered consumer behaviour, particularly through online marketing reviews and social media interactions. Human hair wigs have gained substantial popularity among female adolescents in tertiary institutions, who are highly engaged with online content. However, the specific influence of online marketing reviews on their purchasing decisions remains underexplored, especially within the socio-cultural context of Delta State.

The problem addressed in this study is the lack of sufficient empirical evidence on how online marketing reviews both positive and negative shape adolescents' purchasing decisions, perceptions of brand credibility, and product quality of human hair wigs. Understanding this relationship is essential for marketers, businesses, and researchers seeking to design effective online marketing strategies tailored to adolescent consumers. To determine how positive and negative online marketing reviews influence adolescents' purchasing decisions of human hair wigs.

## 2.0 OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To examine the role of online marketing reviews in shaping

adolescents' perception of brand credibility and product quality.

2. To assess the extent to which social media platforms amplify the effects of online marketing reviews on adolescent purchasing behavior.
3. To examine how digital influence interacts with traditional.

### **2.1 Significance of the Study**

This study is significant to marketers, beauty brands, consumers, and researchers. It provides insights into how online marketing reviews affect adolescent purchasing decisions, enabling brands to refine digital marketing strategies. The findings also enhance understanding of adolescent consumer behaviour in the digital era and serve as a reference for future academic research in marketing and consumer behaviour.

## **3.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

### **3.1 Concept of Social Media Marketing**

Social media marketing refers to the use of social networking platforms to promote products, communicate with consumers, and create value through interactive engagement (Thota, 2018). It enables firms to enhance brand awareness, build relationships, and influence purchasing behaviour (Kumar, 2020).

Effective social media marketing emphasizes relevant content, interactivity, and trust-building, which are crucial for influencing adolescents' purchasing decisions (Clement, 2019). The humanization of brands through visuals, tone, and responsiveness strengthens consumer trust and loyalty (Rouse, 2019).

### **Consumer Purchasing Decision Process**

The consumer purchasing decision process involves need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Mateja, 2011). Online reviews play a critical role at each stage, particularly during information search and evaluation (Lumen, 2021).

### **Influence of Online Reviews on Adolescent Purchasing Behaviour**

Online reviews, a form of electronic word-of-mouth (eWOM), significantly influence adolescent purchasing behaviour (Voramontri & Klieb, 2018). Positive reviews enhance trust and purchase intention, while negative reviews discourage potential buyers (Alsubagh, 2015).

Social media influencers act as opinion leaders whose credibility and relatability shape brand perception and purchasing decisions (Freberg et al., 2011). Adolescents often regard influencers as role models, increasing the persuasive impact of influencer marketing (Choi & Rifon, 2012).

### **4.0 Theoretical Framework**

The theory of reasoned action, developed in 1975 by Fishbein and Ajzen, is a model for the prediction of behavioral intent, which involves predictions of attitude and actions. This was derived from previous research which started with the theory of attitudes and progressed towards the study of attitudes and behavior. TRA consists of three general structures: Behavioural Intention (B1), Attitude (A), and subjective Norm (SN). TRA is characterized by the attitude and subjective standards of an individual to the action ( $B1 = A + SN$ ). If a person wants to do something, he will probably do it. A person's relative

strength to behave is determined by behavioral intention.

According to the above, behavior equals approximately the behavioral objective derived from the customer's combination of attitude to the product's transactions and subjective standards of behavior. Theory acknowledges other people's interference in the formation of acts through the notion of subjective norm (Solomon, 2006). It takes into account directly the viewpoints of people on a certain behavior, which is restricted by how much the consumer is motivated. This relative contribution of behaviors and subjective expectations is fundamentally different in behavior prediction (Miller, 2005). The basic principle of reasoned action theory is that people behave rationally while trying to achieve favorable outcomes and fulfill the desires of others. This theory clarifies how behaviors are shaped and how they influence the actions of people. The decision to perform the acts affects the behaviour of an individual. The task and the effects of a person's actions are called purpose (Amaro and Duarte, 2015). Ajzen (1991) states that an attitude is a person's feeling that may be optimistic or bad and contributes to a purpose. Intent is considered to capture the Motivating Elements that influence a behavioral pattern (Leeraphong and Mardjo, 2013).

As a consequence, a person may use the amount of effort he or she can make to decide the motivation of such action. Since the idea of rational action is applicable to consumer behaviour, consumers are assumed to have a certain intent for any alternative option (Kim and Lennon, 2013). Rational action theory can be described as a representation of "attitude intentcomportment: a system of

continuum." This is one of the most common ways to describe customer's behavior (Lo, Frankowski and Leskovec, 2016). Researchers like Al-Nasser, Yusoff, Islam, and ALNasser (2014) used this paradigm to study the effect on online shopping in Malaysia and Saudi Arabia of consumer trust and attitude.

The theory is essential to the study since it provides an attitude towards decision-making with behavioral clarity. The theory is significant in this study since it describes the neural structure of conscious human behaviour, e.g. intention and experience, and clarifies its influencing factors.

## 5.0 RESEARCH METHODOLOGY

The study adopted a **cross-sectional survey research design**. The population comprised **36,000 students** from selected tertiary institutions in Delta State. Using the Taro Yamane formula, a sample size of **396 respondents** was determined. Stratified random sampling was employed. Data were collected using a structured questionnaire based on a five-point Likert scale. Validity was established through expert review, while reliability was confirmed using test-retest method with a reliability coefficient of **0.89**. Data were analyzed using mean, standard deviation, Pearson Product Moment Correlation, and ANOVA at **0.05 level of significance**. The researcher will personally administered the instrument to the respondents. During the administration of the instrument, the respondents will be advised of the instrument's essence and thematic as well as geographical coverage. The questionnaires were sent out to the respondents within two weeks, giving the researcher plenty of time to collect data as well as account for missing or mutilated copies of the instrument. Two

hundred and forty two (242) will be distributed to the study participants in Delta State University Abraka, sixty seven (67) to Delta State university of Science and Technology, Ozoro, and eighty seven (87) to Dennis Osadebey University, Asaba to make up for the three hundred and ninety six copies of the questionnaires. The sample for each of the selected university was obtained making use of the sample size formula for each target population as shown in table (3.2) which explains the working of the sample for each university. At the final point of the administration exercise, the instrument will be collected from the respondents on the spot by the researcher. The instrument will further be scored, organised and analysed using appropriate statistical techniques. The study questions will be answered using mean and standard deviation The sample size for the study was derived using Taro Yamane formula and this gave 396 respondents respectively. The formula is shown below.

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

Where

n = sample size

N = population

1 constant

E margin error (0.05)

$$n = \frac{36000}{1 + (36000 \times 0.0025)}$$

$$n = \frac{36000}{91}$$

$$n = 395.604395604$$

$$n = 396$$

The stratified random sampling method under the probability sampling technique was employed by the researcher as the sampling method. The stratified random sampling was used to select the universities used for the study comprising of the three universities selected from the three senatorial districts in the State. The instrument that will be used to collect the information from the respondents was a self-designed questionnaire. The questionnaire was a closed ended questionnaire taking the pattern of a five point Likert scale of Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D) and Undecided (UD) used in the collection of information from the research respondents. The instrument for the study was designed to collect data from both teaching and non-teaching staff in Delta State tertiary institutions selected to participate in the study. The instrument was divided into two parts; A and B. Part A of the instrument contained respondents' demographic features, such as gender, marital status and age, etc. Part B of the questionnaire contained information on :Human resources management and employees performance. Part B was further divided into six sections based on the various sub themes of the study (specific objectives ). The data generated from each one of the four sections was used in answering the issues raised in the questionnaire,.

## 5.1 DATA PRESENTATION, ANALYSIS AND DISCUSSIO.

**5.1 DATA PRESENTATION, ANALYSIS AND DISCUSSIO.**  
Table 3.1: Population Figure of Staff selected from universities in Delta State

S/N	Name of Tertiary Institution	Student Population
1	Delta State University, Abraka	22,0000
2	Delta State University of Science and Technology, Ozoro	6,000
3	Dennis Osadebey University, Asaba	8,000
<b>Total</b>		36,000

Source (University Registrar Office, 2024)

The stratified random sampling method under the probability sampling technique was employed by the researcher as the sampling method. The stratified random sampling was used to select the universities used for the study comprising of the three universities selected from the three senatorial districts in the State.

**Table 3.2: Sample size distribution figure for each selected university**

S/N	Name of Tertiary Institution	Population	Percentage	Sample
1	Delta State University, Abraka	22,000	61	242
2	Delta State University of Science and Technology, Ozoro	6,000	17	67
3	Dennis Osadebey University, Asaba	8,000	22	87
	<b>Total</b>	36,000	100	396

Source Researcher compilation, 2024

**5.1.1 PRESENTATION OF DATA, ANALYSIS AND DISCUSSION OF FINDINGS**

**Presentation and Analysis of Data  
Distribution of socio-demographic characteristics of Respondents**

This section presents the distribution of respondents' socio demographic characteristics.

**Table 5.1: Socio - Demographic of the Respondents**

		Frequency	Percentage
Sex	Male	84	23.7%
	Female	270	76.3%
	<b>Total</b>	<b>354</b>	<b>100.0</b>
Age (years)	15-17	254	72%
	18 years upwards	100	28%
	<b>Total</b>	<b>354</b>	<b>100.0</b>
Marital Status	Single	288	81%
	Married	66	19%
	<b>Total</b>	<b>354</b>	<b>100.0</b>
Religion	Christian	281	79.4%
	Muslim	55	15.5%
	African Traditional Religion	18	5.1%
	<b>Total</b>	<b>354</b>	<b>100.0%</b>

Source: Author's Fieldwork, 2024

The socio-demographic characteristics of those who took part in the survey are shown in table 4.1. 76.3 percent of the respondents were females, while 23.7 percent were males, according to the gender distribution of the respondents. The age distribution of the survey participants shows that 72 percent are between the ages of 15-17 years, and 28 percent are between the ages of 18 years and above. The respondents' marital status revealed that 81 percent were unmarried, and 19 percent were married. The respondents'

religious affiliations revealed that 79.4 percent were Christians, 15.5 percent were Muslims, and 5.1 percent were African Traditional Religion followers.

**5.2. Analysis of Research Questions**

This section discussed the specific objectives of the study follows:

Table 5.2: Respondents' responses on how do positive and negative reviews influence adolescents purchasing choices of human hair wigs

ITEMS	SA		A		SD		D		Mean
Female adolescents depend on their peer for decision on the type of human hair to buy	188	53.90%	129	37.00%	11	2.30%	26	6.70%	3.37
Parents influence female adolescents choice of the type of human hair wig to buy	129	36.40%	170	48.00%	43	12.10%	12	3.40%	3.18
Social media influencers are role models in female adolescents purchase of human hair wigs	105	30.10%	120	34.40%	70	19.10%	59	16.50%	2.98
Artists influence female adolescents choice of human hair wig to buy	151	42.80%	56	15.80%	87	24.40%	60	17.00%	2.99
Social media handles influence female adolescents choice of human hair wig to buy	118	33.70%	90	25.10%	71	20.30%	75	20.90%	2.72
<b>Weighted Mean</b>									<b>3.0</b>

*Source: Author's Fieldwork, 2024*

**SA = strongly agree, A = agree, SD = strongly disagree and D = disagree**

Table 5.2 displays respondents' opinions on how do positive and negative reviews influence adolescents purchasing choices of human hair wigs. The replies were weighted based on how much respondents agreed with the question. For affirmative responses, a weighted mean value of 3.0 was used as a benchmark. Table 5.2 shows that respondents believe that female adolescents depend on

their peer for decision on the type of human hair to buy with a mean score of 3.37. Also, respondents agreed to the statement that parents influence female adolescents choice of the type of human hair wig to buy, social media influencers are role models in female adolescents purchase of human hair wigs, artists influence female adolescents choice of human hair wig to buy, and social media handles influence female adolescents choice of human hair wig to buy with mean scores of 3.18, 2.98, 2.99 and 2.72 respectively.

**Table 5.3: Respondents' responses on the role do online marketing reviews play in shaping adolescents perceptions of brand credibility and product quality of human hair wigs**

ITEMS	SA		A		D		SD		Mean
Online marketing review shape female adolescents perception about different human hair wigs brand	125	34.50%	82	24.00%	96	28.10%	51	13.50%	2.80
Online marketing reviews help female adolescents to identity quality human hair wigs to buy	55	15.20%	58	14.30%	111	32.50%	130	38.00%	2.57
Online marketing review help female adolescents to make choice of the best product of human hair wig to buy	84	23.40%	68	18.90%	106	30.30%	96	27.40%	2.68
Online marketing reviews create awareness of the durability of human hair wigs	52	12.70%	128	37.00%	98	28.30%	76	22.00%	2.71
Online marketing reviews empower female adolescents aesthetic value	119	33.00%	103	29.20%	50	13.70%	82	24.00%	2.62
<b>Weighted Mean</b>									<b>2.68</b>

*Source: Author's Fieldwork, 2024*

The responses of respondents on the role do online marketing reviews play in shaping adolescents perceptions of brand credibility and product quality of human hair wigs is shown in Table 5.3. The respondents' responses were weighted based on their level of agreement with the question. For affirmative responses, a weighted mean value of 2.68 was used as a benchmark. Responses from the table show that respondents were of the view that online marketing reviews play a significant role in shaping adolescents perceptions of brand credibility and product quality of human hair wigs. Particularly,

respondents were of the view that online marketing review shape female adolescents perception about different human hair wigs brand, online marketing reviews help female adolescents to identity quality human hair wigs to buy, online marketing review help female adolescents to make choice of the best product of human hair wig to buy, online marketing reviews create awareness of the durability of human hair wigs, and that online marketing reviews empower female adolescents aesthetic value. This is with mean scores of 2.80, 2.57, 2.68, 2.71 and 2.62 respectively.

**Table 5.4: Respondents' responses on the extent to which social media platforms amplify the effects of online marketing reviews on adolescent behaviour, particularly in the context of brand reputation and product choices**

ITEMS	SA		A		D		SD		Mean
Social media platforms are persuasive angles that guide the decision of female adolescents in the purchase of human hair wigs	186	52.50%	61	17.20%	66	18.60%	41	11.60%	3.11
Social media platforms are used to appeal to the minds of female adolescents which modify behavior in the right path of best human hair wig to buy	85	23.70%	98	27.40%	42	12.00%	129	36.90%	2.97
Female adolescents minds are trapped through aesthetic display to products online	117	33.10%	151	42.30%	75	21.40%	11	3.10%	3.03
Human hair brand reputation is advertised through online marketing that captivate the heart of female adolescents	164	46.30%	122	34.50%	68	19.20%	0	0.00%	3.27
Human hair wigs brand products are projected via online marketing	28	7.10%	126	36.00%	36	10.30%	164	46.60%	3.10
<b>Weighted Mean</b>									<b>3.1</b>

*Source: Author's Fieldwork, 2024*

The responses of respondents on the extent to which social media platforms amplify the effects of online marketing reviews on adolescent behaviour, particularly in the context of brand reputation and product choices is shown in Table 5.4. The respondents' responses were weighted based on how much they agreed with the questions. A weighted mean value of 3.1 was used as a benchmark. The findings in table 4.6 reveal

that respondents agree that social media platforms amplify the effects of online marketing reviews on adolescent behaviour, particularly in the context of brand reputation and product choices. Most importantly, data from the table indicate that social media platforms are persuasive angles that guide the decision of female adolescents in the purchase of human hair wigs, social media platforms are used to appeal to the minds of female

adolescents which modify behavior in the right path of best human hair wig to buy, female adolescents minds are trapped through aesthetic display to products online, human hair brand reputation is advertised through online marketing that captivate the heart of

female adolescents, and human hair wigs brand products are projected via online marketing. These positive responses are based on the mean of 3.11, 2.97, 3.03, 3.27 and 3.10 obtained.

**Table 5.5:** Respondents' responses on how does this digital influence interact with traditional factors like peer recommendations and personal preferences

ITEMS	SA		A		D		SD		Mean
Digital marketing of human hair wigs is reinforced via peer recommendations through use.	163	46.0%	52	14.7%	76	21.5%	63	17.8%	2.84
Digital marketing helps to reinforce traditional platforms to boost female adolescents confidence in online purchase of human hair wigs	120	33.9%	119	33.6%	84	23.7%	31	8.8%	2.93
Personal preferences for a product is strengthened through influencers use of any human hair wig product	111	31.4%	105	29.7%	95	26.8%	43	12.1%	2.58
The use of brand ambassadors who are role models of female adolescents helps to boost confidence in the choice to buy a certain human hair product	68	19.2%	166	46.9%	76	21.5%	44	12.4%	2.73
The use of billboards for advert of human hair products help to connect information from social media, thereby creating a strong appeal among adolescents	87	24.6%	173	48.9%	94	26.6%	0	0.0%	2.98
<b>Weighted Mean</b>									<b>2.80</b>

*Source: Author's Fieldwork, 2024*

The responses from respondents on how does this digital influence interact with traditional factors like peer recommendations and personal preferences is shown in Table 5.5. The respondents' responses were weighted with a mean of 2.80 to illustrate how much they agreed or disagreed with the question. Respondents' responses show that digital influence interact with traditional factors like peer recommendations and personal

preferences to direct the purchasing decision of female adolescents. This is particularly based on their responses which showed that digital marketing of human hair wigs is reinforced via peer recommendations through use, digital marketing helps to reinforce traditional platforms to boost female adolescents confidence in online purchase of human hair wigs, personal preferences for a product is strengthened through influencers

use of any human hair wig product, the use of brand ambassadors who are role models of female adolescents helps to boost confidence in the choice to buy a certain human hair product, and the use of billboards for advert of human hair products help to connect information from social media, thereby creating a strong appeal among adolescents. This was based on the positive mean scores of 2.84, 2.93, 2.58, 2.73 and 2.98.

## 6.0 DISCUSSION OF FINDINGS.

Findings from the study revealed that online marketing reviews significantly influence adolescents' purchasing decisions of human hair wigs. The results showed that female adolescents largely depend on peer opinions, parental influence, social media influencers, artists, and social media handles when deciding which human hair wigs to purchase. The high mean scores recorded across these variables indicate that adolescents place considerable trust in reviews and opinions expressed online.

This finding supports earlier studies by Park, Lee, and Han (2007), who observed that positive online reviews enhance purchase intention and perceived product value, while negative reviews discourage consumers from making purchases. The strong influence of peers and influencers found in this study aligns with Saima and Khan (2020), who noted that adolescents are more susceptible to social approval and validation when making purchasing decisions, especially for fashion and beauty products.

The implication of this finding is that adolescents' purchasing behaviour is not purely individualistic but socially constructed, with online reviews serving as a major reference point in decision-making.

The study further found that online marketing reviews play a significant role in shaping adolescents' perceptions of brand credibility and product quality. Respondents agreed that online reviews influence how they perceive different human hair wig brands, assist them in identifying quality products, and help them evaluate durability and aesthetic value.

This result is consistent with Voramontri and Klieb (2018), who established that electronic word-of-mouth (eWOM) significantly affects brand trust and perceived product quality. Online reviews function as a substitute for direct product inspection, especially in online shopping environments where physical assessment is not possible.

The findings also align with the Theory of Reasoned Action, which posits that attitudes toward a product formed through information and evaluations such as reviews directly influence behavioural intentions. In this context, adolescents' attitudes toward human hair wigs are shaped by the credibility and tone of online marketing reviews, thereby influencing their purchase intentions. Another major finding of the study revealed that social media platforms significantly amplify the effects of online marketing reviews on adolescents' purchasing behaviour. High mean scores indicated that social media platforms serve as persuasive channels that guide adolescents' purchasing decisions through aesthetic displays, influencer marketing, and brand reputation promotion. This finding corroborates the work of De Veirman, Cauberghe, and Hudders (2017), who found that social media influencers and visual content increase brand engagement and consumer trust. Adolescents are particularly attracted to visually appealing content, which reinforces product desirability and emotional attachment.

The amplification effect observed in this study suggests that social media platforms do not merely transmit reviews but enhance their persuasive power through visuals, narratives, and interactive features. This strengthens adolescents' emotional and cognitive connection to human hair wig brands.

The study also revealed that digital influence interacts strongly with traditional factors such as peer recommendations, personal preferences, brand ambassadors, and even offline advertising like billboards. Respondents acknowledged that peer usage reinforces digital marketing messages and that traditional advertising complements online reviews by strengthening confidence in purchase decisions.

This finding aligns with Lo, Frankowski, and Leskovec (2016), who argued that consumer behaviour is shaped by a continuum of online and offline influences. The interaction between digital and traditional channels suggests that adolescents' purchasing decisions are multi-dimensional rather than driven by a single factor. The result further supports the Theory of Reasoned Action, particularly the concept of subjective norms. Adolescents' behaviours are influenced not only by personal attitudes formed online but also by perceived social expectations from peers, role models, and society at large.

## **7.0 CONCLUSION**

This study examined the effect of online marketing reviews on consumer purchasing decisions of human hair wigs among adolescents in tertiary institutions in Delta State, Nigeria. Findings from the study clearly demonstrate that online marketing reviews play a significant role in shaping adolescents' purchasing behaviour. Both positive and

negative online reviews were found to influence perceptions of brand credibility, product quality, and purchase intention. Positive reviews enhanced trust, confidence, and willingness to buy, while negative reviews discouraged purchase decisions and reduced brand appeal.

The study further established that social media platforms significantly amplify the impact of online marketing reviews. Visual displays, influencer endorsements, and interactive content on platforms such as Instagram, Facebook, and TikTok were found to strongly influence adolescents' preferences and decision-making processes. The findings also revealed that digital marketing does not operate in isolation; rather, it interacts with traditional factors such as peer recommendations, parental influence, personal preferences, and brand ambassadors to shape purchasing decisions.

Anchored on the Theory of Reasoned Action, the study concludes that adolescents' attitudes toward human hair wigs and the subjective norms surrounding them largely influenced by online reviews and social media interactions significantly determine their purchasing intentions and actual buying behaviour. Overall, online marketing reviews have become a major determinant of consumer purchasing decisions among adolescents in Delta State tertiary institutions, particularly within the human hair wig market.

## **8.0 RECOMMENDATIONS**

Based on the findings and conclusions of this study, the following recommendations are made:

1. Strategic Management of Online Reviews: Beauty brands and human hair wig marketers should actively monitor,

manage, and respond to online reviews on digital platforms. Prompt engagement with customer feedback especially addressing negative reviews professionally can help build trust and protect brand reputation.

2. Leveraging Credible Influencers and Brand Ambassadors: Marketers should collaborate with credible social media influencers and brand ambassadors who are relatable to adolescents. Influencers with authenticity and positive public image are more likely to generate trust and positively influence purchase intentions.
3. Enhanced Visual and Informational Content: Brands should invest in high-quality visual content and detailed product descriptions that highlight product quality, durability, and aesthetic value. Clear and honest representation of products will reinforce positive perceptions and reduce post-purchase dissatisfaction.
4. Integration of Digital and Traditional Marketing Channels: Digital marketing strategies should be integrated with traditional promotional channels such as peer advocacy, word-of-mouth, and outdoor advertising. This synergy can strengthen brand visibility and reinforce adolescents' confidence in purchasing decisions.

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