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Content and Mobile Marketing as Informational Signals in an Emerging Digital Market: Evidence from Consumer Buying Behavior in Adamawa State, Nigeria

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Abstract

This study examined the relationships between content marketing, mobile marketing and consumer buying behavior among online shoppers in Adamawa State of Nigeria. Drawing on the Information Asymmetry Theory and Signaling Theory, the paper employs the Stimulus–Organism–Response (S–O–R) framework to present a different perspective on the link between digital marketing stimuli and consumer responses. Quantitative survey method was used and data were collected from 332 active online consumers selected by non-probability purposive sampling. The data were analyzed using descriptive statistics, Pearson correlation and multiple linear regression. The two-predictor regression model explained 29.0% of the variance in consumer purchasing behavior ($R^2 = 0.290$; adjusted $R^2 = 0.286$; $F(2, 329) = 67.259$, $p < 0.001$). It was found that content marketing has a positive and statistically significant relationship with consumer purchasing behavior ($\beta = 0.373$, $t = 7.236$, $p < 0.001$). Similarly, mobile marketing has a positive and statistically significant relationship ($\beta = 0.260$, $t = 5.048$, $p < 0.001$). Both associations remained significant after application of the Bonferroni-adjusted $\alpha = 0.025$ criterion. The results show that consumer purchasing behavior is positively related to educational digital material and user-friendly mobile communication in the research setting. The two predictors together explain a large part of the variability of consumer buying behavior, while the residual variance suggests the importance of other consumer, market and institutional factors. The research contributes by providing findings from a regional African digital marketplace and highlights the need to design digital marketing strategies that are responsive to consumers' information needs and conditions of access to digital services.

Keywords: *Content Marketing; Mobile Marketing; Consumer Buying Behavior; Digital Commerce; Emerging Markets.*

Introduction

Smartphones and mobile broadband are now ubiquitous, opening up new possibilities for digital business-to-consumer (B2C) engagement in Sub-Saharan Africa. But more connectivity has not done away with the structural conditions that determine how consumers do things, and what they want to do, in online commerce. Power interruptions, data costs, unstable network and different levels of digital proficiency can affect how the consumers search for information and conduct digital transactions (Adeleke & Aminu, 2021; Lamberton & Stephen, 2016). Such circumstances may be exacerbated by apprehensions regarding vendor trustworthiness, product genuineness, payment safety, and delivery dependability. Such apprehensions may complicate consumers' ability to evaluate the value of a transaction when engaging with unfamiliar online merchants.

This problem is greatly clarified by the presence of information asymmetry. Akerlof (1970) characterizes information asymmetry as a circumstance where one participant in a transaction holds

greater relevant information than the counterpart. Vendors might possess a deeper insight into product quality, authenticity, availability, and fulfillment logistics compared to potential purchasers in the realm of online commerce. Conversely, buyers often decide on purchases without engaging directly with vendors or having the chance to examine items in person. Consequently, they rely on vendor interactions, presentations, evaluations, images, and various other indicators. The contextual factors influencing digital transactions are notably important, as consumers must evaluate not only their desire for a product but also the adequacy of the information provided to warrant a purchase. Consumers might encounter perceived risk when they are unsure about the dependability of transactions, confidentiality, product efficacy, or potential financial loss (Bauer, 1960; Jacoby & Kaplan, 1972).

Thus, digital marketing fulfills a role that transcends simple advertising visibility. The data conveyed via digital mediums can provide consumers with additional insights essential for assessing products and vendors. Content marketing and mobile marketing are two digital marketing avenues that are especially relevant to this procedure. Pulizzi (2014) underscores that content marketing focuses on the creation and distribution of relevant, coherent, and valuable information rather than solely depending on direct advertising efforts. Product showcases, informative resources, comparisons, user testimonials, and guidance can aid consumers in understanding a product before investing their resources. Conversely, mobile marketing emphasizes interaction via mobile-compatible channels, such as SMS, mobile applications, instant messaging, and platforms optimized for mobile use (Varnali & Toker, 2010).

In contexts where smartphones act as a vital gateway to digital services, the differentiation between these channels is noteworthy. Content can act as a reservoir of information that consumers utilize to evaluate a product, while mobile channels provide a direct and prompt means for disseminating information, addressing questions, and engaging with companies. The informational attributes of digital marketing could be substantial, as elaborated by Signaling Theory. Spence (1973) argues that visible indicators can alleviate ambiguity when one entity holds knowledge that the other lacks. In the realm of digital commerce, buyers can evaluate unknown products by noting visible indicators like comprehensive product details, demonstrations, clear communication, and prompt seller engagement. Nonetheless, the present study does not explicitly evaluate perceived risk, trust, or information asymmetry.

Thus, these notions are utilized as theoretical frameworks to analyze the relationships being studied, instead of serving as empirically validated mediating variables. Although digital marketing has attracted considerable focus in both advanced and developing economies (Kumar & Gupta, 2023; Strauss & Frost, 2023), empirical data from sub-national African markets remains relatively limited. There is a necessity for proof that illustrates the connection between consumer purchasing behavior and specific digital marketing channels in contexts where consumers might face both infrastructural limitations and informational ambiguity. The scarce empirical data from Adamawa State offers a chance to explore these connections within a particular Nigerian framework.

Consequently, this study examines the correlations between consumer buying behavior, mobile marketing, and content marketing among online shoppers in Adamawa State, Nigeria. Rather than claiming to directly measure information asymmetry or its reduction, the study examines whether the two marketing channels are statistically associated with consumer buying behavior and whether they jointly explain meaningful variation in that behavior.

Research Questions

The study addresses three research questions:

- What is the relationship between content marketing and consumer buying behavior among online shoppers in Adamawa State, Nigeria?
- What is the relationship between mobile marketing and consumer buying behavior among online shoppers in Adamawa State, Nigeria?
- To what extent do content marketing and mobile marketing jointly explain variance in consumer buying behavior among online shoppers in Adamawa State, Nigeria?

Theoretical Framework and Hypotheses Development

Information Asymmetry and Signaling in Digital Commerce

Information Asymmetry Theory provides a useful foundation for understanding consumer decision-making in digital markets. In conventional retail environments, consumers may inspect products physically, compare attributes directly, interact with sellers, and obtain immediate clarification before purchasing. Many of these opportunities are weakened in digital commerce. Buyers may therefore depend more heavily on information communicated by sellers and other market participants.

The problem becomes particularly relevant when consumers purchase from unfamiliar vendors. Sellers may know more about product quality, authenticity, inventory, fulfillment arrangements, and service capabilities than consumers. Buyers must consequently assess whether the available information is sufficient to justify a transaction.

Signaling Theory complements this perspective by explaining how observable information may help address uncertainty. Spence (1973) proposes that signals can communicate otherwise difficult-to-observe characteristics. In digital commerce, informative product descriptions, demonstrations, comparisons, customer experiences, and responsive communication may function as observable signals that assist consumers in evaluating an offering.

The present study does not directly measure the degree of information asymmetry between consumers and sellers. Instead, Information Asymmetry Theory and Signaling Theory provide the conceptual basis for examining whether marketing channels that communicate information are associated with consumer buying behavior.

Content Marketing and Consumer Buying Behavior

Content marketing emphasizes the creation and distribution of useful and relevant information for consumers (Pulizzi, 2014). Unlike communication that relies predominantly on direct promotional appeals, content marketing can provide explanations, demonstrations, comparisons, guides, and other forms of information that consumers may use during the decision-making process.

Information-rich content may be particularly valuable in digital transactions because consumers cannot always physically inspect products before purchasing. Content can provide information about product characteristics, functionality, price, usage, and suitability. In this respect, content marketing may provide observable information that assists consumers in evaluating an offering.

The relationship can also be interpreted through the S–O–R framework (Mehrabian & Russell, 1974). Within this perspective, marketing content represents an external stimulus that consumers interpret and evaluate. Such internal evaluation may subsequently be associated with a behavioral response. However, because the present study does not directly measure the organism component, the S–O–R framework is used as a supporting interpretive framework rather than as a fully tested mediation model.

Based on the preceding arguments, the first hypothesis is proposed:

H_1: Content marketing has a significant positive relationship with consumer buying behavior among online shoppers in Adamawa State, Nigeria.

Mobile Marketing and Consumer Buying Behavior

Mobile devices have become important channels for digital communication, particularly where consumers rely heavily on mobile connectivity for routine digital activities. Mobile marketing includes communication through SMS, mobile applications, instant messaging, push notifications, and mobile-optimized platforms (Varnali & Toker, 2010).

Mobile communication may provide consumers with relatively direct access to information and businesses. For example, messaging platforms can allow consumers to request product information, clarify specifications, confirm availability, and communicate with sellers before completing a transaction.

Mobile communication may also make it possible to obtain information without requiring consumers to navigate more resource-intensive digital platforms.

The accessibility of mobile communication is relevant in environments where connectivity, electricity availability, and data costs may influence consumers' digital activities. Concise messages and mobile-friendly information may reduce the practical burden associated with obtaining information online.

Although these characteristics are theoretically consistent with perspectives such as the Technology Acceptance Model (Davis, 1989), the present study does not directly measure perceived usefulness or perceived ease of use. TAM is therefore not treated as an independently tested theoretical model. Instead, the study focuses empirically on the relationship between mobile marketing and consumer buying behavior.

H_2: There is significant positive relationship between mobile marketing and purchasing behavior of online consumers in Adamawa State, Nigeria.

The Synergistic Effect of Content and Mobile Marketing

The two are different, but possibly complementary, forms of digital marketing. Content marketing is chiefly about informational material delivered to consumers, whereas mobile marketing is about accessibility, speed and engagement through mobile platforms. Thus, the two channels may have an independent effect on consumer decision making. Consumers may use content to evaluate products and mobile communications to get additional information, answer questions or interact with vendors. The simultaneous analysis of the two predictors in one regression model allows to assess the individual effects of each predictor and the amount of variance they jointly explain. The next hypothesis, then, is:

H3: Content marketing and mobile marketing jointly explains a significant variance on consumer purchasing behavior of online shoppers in Adamawa State, Nigeria.

Methodology

Research Design and Sampling Strategy

The study employed quantitative descriptive survey methods to examine the relationship between digital marketing strategies and consumer buying behavior. The target audience was digitally engaged residents of selected urban and semi-urban areas of Adamawa State, including Yola, Mubi, Fufore and Ganye. The selection of the participants was through non-probability purposive sampling method since the study required the participants to have recent experience in online purchase.

Two screening questions were administered at the beginning of the questionnaire. Respondents were required to:

- currently reside in Adamawa State; and
- have completed at least one online purchase through a social commerce page, website, or messaging platform during the preceding six months.

Data were collected using structured questionnaires administered both online and in the field.

Following the processes of data screening, cleansing, and validation, 332 authentic responses were retained for analysis. The findings of the study should be interpreted as reflective of the sampled individuals, given the use of non-probability sampling, rather than as statistically representative of the broader consumer demographic in Adamawa State.

Measurement and Instruments

The study evaluated the main constructs employing multi-item five-point Likert scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).The evaluation components were adapted from well-known marketing literature and tailored to the digital commerce environment under study. Content marketing was evaluated according to four criteria that assessed perceived relevance, educational merit, information quality and non-promotional value based on Pulizzi's (2014) content marketing framework. Mobile Advertising (MA): Mobile marketing was evaluated on four parameters focusing on mobile reach, interaction velocity, navigational ease and immediacy of mobile promotions according to mobile

marketing literature especially Varnali and Toker (2010). Consumer Buying Behavior (CBB) : The consumer purchasing behavior was evaluated based on the consumer behavior framework proposed by Kotler and Keller (2022) using five factors, such as information-seeking conversion, alternative evaluation, purchase decision, and repurchase intention.

The face and content validation of the questionnaire was done by marketing experts and distinguished scholars at Adamawa State University. The evaluation of internal consistency was conducted through the Cronbach's alpha. The reliability coefficients were Content Marketing (0.812), Mobile Marketing (0.785) and Consumer Buying Behavior (0.843) which are above the commonly used threshold of 0.70 to indicate internal consistency.

The reliability results indicate satisfactory internal consistency for the three constructs. However, because the present study reports reliability and face/content validation rather than confirmatory factor analysis, the findings should not be interpreted as establishing full factorial or convergent validity.

Data Analysis

Data were analyzed using SPSS Version 25. The analysis proceeded in three stages. Initially, descriptive statistics, encompassing means and standard deviations, were computed to encapsulate the distribution of responses. The evaluation of regression assumptions revealed that the diagnostic analysis confirmed the fulfillment of normality, homoscedasticity, and linearity criteria. Multicollinearity assessments yielded Variance Inflation Factor (VIF) values between 1.24 and 1.86, which are beneath the cautious limit of 5.0. Secondly, the Pearson product-moment correlation was employed to analyze the bivariate associations between Content Marketing, Mobile Marketing, and Consumer Purchasing Behavior.

Third, multiple linear regression was conducted to estimate the independent and joint contributions of Content Marketing and Mobile Marketing to Consumer Buying Behavior.

For the two predictor-specific hypotheses, a Bonferroni adjustment was applied to control the family-wise Type I error rate. With two simultaneous predictor tests:

$\alpha = 0.05 / 2 = 0.025$.

Therefore, H_1 and H_2 were evaluated using $\alpha = 0.025$. The overall regression model corresponding to H_3 was evaluated using the conventional $\alpha = 0.05$, because H_3 concerns the overall model rather than one of the two predictor-specific tests.

Results

Descriptive Statistics and Correlation Analysis

Table 1 presents the descriptive statistics and Pearson correlation coefficients for the three study variables.

Table 1: Descriptive Statistics and Correlation Matrix (N = 332)

Variable	Mean	SD	1	2	3
1. Content Marketing (CM)	3.68	0.74	1.000	—	—
2. Mobile Marketing (MM)	3.82	0.69	0.432**	1.000	—
3. Consumer Buying Behavior (CBB)	3.75	0.71	0.485**	0.421**	1.000

Source: Field Survey, 2026.

The descriptive statistics indicate generally positive responses across the three constructs. Mobile Marketing recorded the highest mean score (M = 3.82, SD = 0.69), followed by Consumer Buying Behavior (M = 3.75, SD = 0.71) and Content Marketing (M = 3.68, SD = 0.74).

Content Marketing was positively correlated with Consumer Buying Behavior ($r = .485$, $p < .001$), while Mobile Marketing was also positively correlated with Consumer Buying Behavior ($r = .421$, $p < .001$). Content Marketing and Mobile Marketing were moderately correlated ($r = .432$, $p < .001$). The magnitude of the relationship between the two predictors is consistent with the reported VIF values and does not indicate problematic multicollinearity.

Multiple Regression Analysis

A multiple linear regression model was estimated with Content Marketing and Mobile Marketing as predictors of Consumer Buying Behavior.

Table 2: Multiple Regression Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of Estimate	F	Sig.
1	0.539	0.290	0.286	0.600	67.259	< .001

Source: Field Survey, 2026.

The regression model was statistically significant, $F(2, 329) = 67.259$, $p < .001$. The model produced an R^2 of .290 and an adjusted R^2 of .286, indicating that Content Marketing and Mobile Marketing jointly explained 29.0% of the variance in Consumer Buying Behavior in the sample.

The regression equation based on the unstandardized coefficients is:

CBB = 1.412 + 0.358(CM) + 0.268(MM)

Thus, holding Mobile Marketing constant, a one-unit increase in Content Marketing was associated with an estimated 0.358-unit increase in Consumer Buying Behavior. Similarly, holding Content Marketing constant, a one-unit increase in Mobile Marketing was associated with an estimated 0.268-unit increase in Consumer Buying Behavior.

The statistically significant overall model provides support for H_3.

Regression Coefficients and Hypothesis Testing

Table 3: Regression Parameter Estimates for Content and Mobile Marketing

Predictor	B	SE	β	t	p	Decision
Constant	1.412	0.208	—	6.784	< .001	—
Content Marketing	0.358	0.049	0.373	7.236	< .001	Supported
Mobile Marketing	0.268	0.053	0.260	5.048	< .001	Supported

Source: Field Survey, 2026.

Content Marketing demonstrated a positive and statistically significant relationship with Consumer Buying Behavior ($B = .358$, $\beta = .373$, $t = 7.236$, $p < .001$). Because $p < .025$, H_1 is supported.

Mobile Marketing also demonstrated a positive and statistically significant relationship with Consumer Buying Behavior ($B = .268$, $\beta = .260$, $t = 5.048$, $p < .001$). Because $p < .025$, H_2 is supported.

The standardized coefficient for Content Marketing ($\beta = .373$) was larger than that for Mobile Marketing ($\beta = .260$), indicating that Content Marketing had the larger standardized regression coefficient in the estimated model. This comparison should be understood as a comparison within the present sample and model rather than as evidence that Content Marketing is universally more important than Mobile Marketing.

Summary of Hypothesis Testing

Table 4: Summary of Hypothesis Testing

Hypothesis	Relationship	Test	Empirical Result	Decision
H_1	Content Marketing → Consumer Buying Behavior	β, t	β = .373, t = 7.236, p < .001	Supported
H_2	Mobile Marketing → Consumer Buying Behavior	β, t	β = .260, t = 5.048, p < .001	Supported
H_3	CM + MM → Consumer Buying Behavior	R^2, F	R^2 = .290, F(2,329) = 67.259, p < .001	Supported

Source: Field Survey, 2026.

Discussion

Content Marketing and Consumer Buying Behavior

The results show that Content Marketing has a positive and significant effect on Consumer Buying Behavior (β = .373, p < .001) . This result supports H1 and shows that in the sampled population, respondents with more favorable perceptions of content marketing showed stronger consumer buying behavior than those with less favorable perceptions.

This finding supports the informational logic of Information Asymmetry Theory. When consumers have less information about an offering than sellers, more relevant information can provide a better basis for evaluating alternatives and making transaction decisions (Akerlof, 1970). This is consistent with Signaling Theory (Spence, 1973) which suggests that observable information can help individuals to evaluate characteristics that are otherwise difficult to observe directly.

In digital commerce, content such as product explanations, demonstrations, comparisons, and customer experiences can potentially function as informational signals. Such information may be particularly useful when consumers cannot physically inspect products before purchase.

However, the present findings should not be interpreted as direct evidence that content marketing reduces information asymmetry or perceived risk. Neither information asymmetry nor perceived risk was directly measured. The more defensible interpretation is that the observed relationship between Content Marketing and Consumer Buying Behavior is consistent with an informational-signaling mechanism proposed by the theoretical framework.

Mobile Marketing and Consumer Buying Behavior

The relationship between Mobile Marketing and Consumer Buying Behavior was positive and statistically significant (β =.260, p <.001) and H_2 was supported. The finding underscores the possible importance of accessible digital communication in the study context. Mobile channels may be able to transmit information to consumers via devices already embedded in communication practices everyday. SMS, instant messaging, mobile applications, and mobile-optimized platforms may allow consumers to obtain product information, ask questions, confirm availability, and communicate with sellers without relying exclusively on conventional web-based interaction.

The finding is compatible with the broader logic of technology acceptance and digital accessibility, although the present study does not directly test the Technology Acceptance Model. Specifically, the study does not measure perceived usefulness, perceived ease of use, or technology adoption as separate constructs. Accordingly, TAM is best regarded as a complementary theoretical perspective rather than an empirically tested model in this study.

The positive coefficient for Mobile Marketing suggests that mobile communication has an independent statistical relationship with Consumer Buying Behavior after accounting for Content Marketing.

Joint Contribution of Content and Mobile Marketing

The overall regression model was statistically significant, $F(2,329) = 67.259$, $p < .001$, with an R^2 of .290. Thus, the two predictors jointly explained 29.0% of the variance in Consumer Buying Behavior.

This finding supports H_3 and indicates that Content Marketing and Mobile Marketing provide meaningful explanatory information when considered together. The two channels should not be treated as interchangeable. Content Marketing primarily concerns the information and value communicated to consumers, whereas Mobile Marketing concerns the accessibility and immediacy of communication.

The combined model is also compatible with the S–O–R perspective. Content and mobile communication may be viewed as external marketing stimuli that consumers process before responding behaviorally. Nevertheless, the study does not empirically estimate the organism component of the S–O–R framework. Constructs such as trust, confidence, perceived risk, and perceived usefulness were not included as mediators. Therefore, the present results provide evidence of direct relationships between marketing stimuli and Consumer Buying Behavior rather than evidence of a complete S–O–R mediation process.

The R^2 value of .290 also indicates that 71.0% of the variance in the observed measure of Consumer Buying Behavior remains outside the explanatory power of the two-predictor model. This is not a weakness unique to the study; rather, it indicates that consumer buying behavior is influenced by additional factors that were not included in the present model.

Theoretical Implications

The study makes three principal theoretical contributions.

First, it provides empirical support for applying an information-based perspective to digital consumer behavior in a sub-national African market. The positive correlation between Content Marketing and Consumer Purchasing Behavior is aligned with the statement that relevant and beneficial information helps consumers in evaluating digital products.

Secondly, the results show that Mobile Marketing has a distinct positive relationship with Consumer Buying Behavior, controlling for Content Marketing. It implies that the immediacy and accessibility of digital communication may offer clues that are outside of the informational content.

Third, the research combines the two aspects but does not mix and create the vague digital marketing entity. Content Marketing and Mobile Marketing were found to be moderately correlated ($r = .432$) but had different explanatory roles in the regression analysis.

This underscores the necessity of studying specific digital marketing channels, rather than assuming that all digital marketing works the same. The theoretical contribution should be understood in terms of the variables that are measured. The study provides empirical evidence concerning Content Marketing, Mobile Marketing, and Consumer Buying Behavior; Information Asymmetry Theory, Signaling Theory, and S–O–R provide explanatory perspectives but were not all operationalized as separate statistical constructs.

Practical and Managerial Implications

The findings have practical implications for businesses, small firms and Micro, Small and Medium Enterprises (MSMEs) operating in Adamawa State and similar emerging digital markets. Promotion and other useful information Businesses should back up promotional messages with information consumers can use to assess products. Product demos, how-to guides, clear pricing, comparisons, specifications and customer experiences can add a wealth of information to digital communications. Enhancing the reactivity of mobile communication Enterprises can leverage mobile platforms such as SMS and WhatsApp Business to address inquiries, elucidate product details, communicate availability, and maintain contact with potential clients. The prospective worth of mobile marketing lies not only in its reach but also in its accessibility and the promptness of engagement. Augment digital material to suit local connectivity circumstances Enterprises can generate content that is economically accessible in

regions where data expenses and network dependability affect online engagement. Short texts, compressed images, appropriately sized videos, and mobile friendly formats can help make information accessible for consumers.

Integrate content and mobile strategies

The findings indicate that businesses should not necessarily treat content creation and mobile communication as separate activities. Informative content can be distributed through mobile channels, while mobile communication can provide a route for consumers to obtain clarification about information encountered elsewhere.

More broadly, digital marketing strategies should be designed around how consumers actually obtain, evaluate, and act on information. Increasing the volume of promotional messages alone may not address the informational challenges associated with online transactions.

Directions for Future Research and Limitations

There are a number of limitations to the interpretation of results. The scope of the study was limited to the geographical boundary of Adamawa State, Nigeria. The findings should not be generalized to consumers of other states or countries in Nigeria. Regional market conditions, buying experience, connectivity and digital consumer competence can differ widely. Comparative analyzes across states in Nigeria would yield important insights into the impact of regional market dynamics. Second, the study employed non-probability purposive sampling. The screening criteria validated the fact that the participants have recent online shopping experience but the sampling technique limits the statistical significance of the findings to the wider population of online consumers in Adamawa State. Third, the cross-sectional model explains the relationships at one point in time. It can't establish a chronological order or show that changes in digital marketing tactics result in changes in consumer buying patterns. More substantial evidence about temporal variations would be provided by longitudinal studies. Fourth, the research employs insights derived from self-administered questionnaires.

Subsequent investigations may integrate survey information with behavioral indicators such as transaction records, click-through behaviors, conversion statistics, repeat buying patterns, or engagement metrics. The empirical framework emphasizes two significant elements. The R2 value of 0.290 signifies a correlation between external factors and notable alterations in Consumer Buying Behavior. Future research can examine trust, perceived risk, perceived utility, seller credibility, electronic word-of-mouth, digital competence, payment security, delivery reliability and platform characteristics.

Lastly, Information Asymmetry Theory, Signaling Theory, and S-O-R were used for explaining the findings, but the psychological mechanisms implied by these theories were not directly depicted. Future research could use Structural Equation Modeling (SEM) to test if trust, perceived risk, confidence or perceived usefulness mediate the relationships between digital marketing stimuli and consumer purchasing behavior. Such research would provide a stronger empirical test of the theoretical mechanisms proposed in the present study.

Conclusion

Digital commerce has expanded opportunities for businesses and consumers, but online purchasing decisions remain influenced by the information available to buyers and by the conditions under which digital communication takes place. Consumers who cannot physically inspect products or directly assess unfamiliar sellers may depend substantially on information communicated through digital channels.

This study examined the relationships between Content Marketing, Mobile Marketing, and Consumer Buying Behavior among 332 active online shoppers in Adamawa State, Nigeria. The results show that there is a positive and significant relationship between Content Marketing and Consumer Buying Behavior ($\beta = .373$, $p < .001$) and between Mobile Marketing and Consumer Buying Behavior ($\beta = .260$, $p < .001$). The two predictors explained 29.0% of the variance in Consumer Buying Behavior ($R2 = .290$; adjusted $R2 = .286$; $F(2,329) = 67.259$, $p < .001$). The results point to two complementary dimensions of

digital engagement. Digital interaction has an information dimension (Content Marketing) and an accessible, immediate dimension (Mobile Marketing).

The evidence therefore suggests that the combination of useful informative content and responsive mobile communication may benefit businesses in Adamawa State and similar emerging digital markets. Theoretical interpretation of the findings is in line with Information Asymmetry and Signaling perspectives since digital marketing can provide information and observable signals to consumers in case direct inspection of the product is limited. The results are also consistent with an S–O–R interpretation that digital marketing stimuli may precede consumer responses. However, because the study did not directly measure information asymmetry, trust, perceived risk and the organism component of S-O-R, the results should be interpreted as indicative of relationships between the variables measured rather than evidence that digital marketing reduces information asymmetry or perceived risk.

The study empirically proved that Content Marketing and Mobile Marketing are significant positive predictors of Consumer Buying Behavior of the sampled population. It mainly contributes to showing that some digital marketing channels can provide important insights of explanation in a sub-national African digital market. It additionally emphasizes the need for further investigations of the psychological and institutional frameworks underpinning these associations.

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