

Influence of Aquafina Social Media Advertisements on Lead City University Undergraduates  
Buying Behaviour

Tosin Clementina OGHARA

LCU/PG/004010

Being a Masters Post-field presentation submitted to the Department of Mass Communication &  
Media Technology, Faculty Communication & Information Science, Lead City University,  
Ibadan Oyo State, Nigeria

In Partial fulfillment of the requirements for the award of Masters of Science (MSc) in Mass  
Communication and Media Technology

2024

### **Certification**

This is to certify that Tosin Clementina Oghara (LCU/PG/004010) conducted this study on the Influence of Aquafina Social Media Advertisements on Lead City University Undergraduates Buying Behaviour for the award of Master of Science (M.Sc) degree in Mass Communication and Media Technology in Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision.

---

**Dr. Waheed Bayonle BUSARI**  
**Supervisor**

---

**Date**

---

**Dr. Yemi OGINNI**  
**Head of Department**

---

**Date**

## **Dedication**

This work is dedicated to God Almighty, the Giver of life.

Lead City University Ibadan DO NOT COPY

## **Acknowledgement**

I am grateful to students of Lead City University, Ibadan, Oyo State, for giving me the opportunity to use their responses for the research work. I also want to appreciate the management of Lead City University, Ibadan, for the privilege through the academic citadel for my postgraduate studies. My sincere appreciation goes to God Almighty for His love and mercy, I'm nobody without you.

I owe a deep gratitude to my supervisor, Dr. Waheed Bayonle Busari, who like a father to me, guided me through this thesis. I will forever be indebted to my lecturers: Prof. Lambert Ihebuzor, Professor Taye Babaleye, Dr. Yemi Oginni, Dr. Waheed Busari and Dr. Adekimle Olusola Otunla and Dr. Amedu Apeh who took special interest in my work. I am also grateful to Dr. Ayobami Owolabi and Dr. Kenneth Umezurike, Mr Sunday Idowu, Dr. Akintande Abidemi and Mrs. T.M Akinlotan who taught me during my postgraduate programme.

To my colleagues and friends, I appreciate you all for your support and contribution. It has been a wonderful time being with you at LCU.

To my parents and my siblings, who stood solidly by me, thank you for your pieces of advice and encouragement during my study.

Although the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

## Abstract

Social media advertising represents a significant advancement with highly targeted, personalized content enabled by advanced algorithms. It allows direct brand-consumer interaction and real-time feedback response. However, the constant exposure can lead to impulsive buying, reduced consumer autonomy, and reliance on social proof like user reviews. The interactive nature of social media blurs the line between genuine engagement and strategic persuasion, posing challenges for consumer decision-making. The study examined the influence of Aquafina social media advert on Lead City undergraduates buying behaviour. The Theory of Reasoned Action and Elaboration Likelihood Model provided the theoretical guide for the study. Descriptive survey research design was adopted, and the total number of students that made up the population of the study was 12, 972. 388 respondents were randomly selected to form the sample. A self-structured questionnaire was used to gather the data. The collected data were presented and analyzed using descriptive and inferential statistics. The results obtained revealed that majority (28.3%) of respondents were minimally exposed to Aquafina contents on their social media timelines. The study revealed that majority (32.7%) of respondents purchased Aquafina products because of their perceived quality, highlighting the importance of product quality in driving purchasing decisions. Findings further revealed that majority (51.2%) of respondent do not find Aquafina's social media adverts appealing and engaging, indicating a lack of effectiveness in capturing audience attention. It was further revealed tha majority (32.1%) of respondents believed that the price of the product do not influence their decision to buy Aquafina, indicating that price sensitivity is a significant factor affecting purchasing decisions. The study concluded that social media platforms play a pivotal role in shaping consumer engagement and brand perception. The study recommends that Aquafina should increase the frequency and targeting precision of its social media advertisements to ensure wider and more consistent reach across all user segments.

**Keywords:** Social media advertisement, Advertising, Marketing, Internet, Online advertising

**Word Count:** 325

## Table of Contents

<b>Content</b>	<b>Page</b>
Title Page	
Certification	i
Dedication	ii
Acknowledgement	iii
Abstract	iv
Table of Contents	v
List of Tables	ix
List of Figures	x
<b>Chapter One: Introduction</b>	
1.1. Background to the Study	1
1.2 Statement of the Problem	4
1.3 Aim and Objectives of the Study	5
1.4 Research Question	5
1.5 Significance of the Study	6
1.6 Scope of the Study	7
1.7 Limitation of the Study	7
1.8 Operational Definition of Terms	7
Endnotes	
<b>Chapter Two: Literature Review</b>	
2.1 Conceptual Review	9
2.1.1 Concept of Consumer Behaviour	9
2.1.1.1 Types of Consumer Behaviour	10
2.1.1.2 Important Factors that Influence Consumer Behaviour	11
2.1.1.3 Consumer Decision-Making Process	14

2.1.1.4 Consumer Behaviour in Digital Environment	18
2.1.2 Barriers Affecting Online Advertising on Consumer Decision	20
2.1.3 Social Media Advertising	25
2.1.3.1 Benefits of Social Media Advertising	29
2.1.3.2 Challenges of Social Media Advertising	30
2.1.4 Conceptualizing social media	31
2.1.4.1 History of Social Media	32
2.1.4.2 Social Media Classification	33
2.1.4.3 Social Media as Tool of Communication	35
2.1.5 Social Networking Platforms	36
2.1.6 Concept of Advertising	45
2.1.6.1 Reasons for Advertising	46
2.1.6.2 Types of Advertising	47
2.1.6.3 Advertising Industry	48
2.1.6.4 Advertisement Media	49
2.1.7 Effects of Advertisement on Consumer Behavior	50
2.1.8 Effect of Advertising Media on Consumers Buying Behaviour	51
2.1.9. Internet and the Era of Advertising	51
2.1.10 Social Media and Consumer Buying Behaviour	52
2.10. 11 Importance of the internet to Advertisers	53
2.1.12 Mobile Internet Usage	53
2.1.13 Advertisement Characteristics and Consumers Buying Behaviour	54
2.1.13.1 Relationship between Impressive Advertisement and Consumers Buying Behaviour	55
2.1.13.2. Relationship between Understandable Advertisement and Consumers Buying Behaviour	56
2.1.13.3 Relationship between a Grabbing Advertisement and Consumers Buying Behaviour	57

2.1.13.5 Relationship between Creative Advertisement and Consumers Buying Behaviour	58
2.1.13.6 Relationship Between Honest Advertisement and Consumers Buying Behaviour	59
<b>2.2 Theoretical Framework</b>	<b>59</b>
2.2.1 Elaboration Likelihood Model (ELM)	59
2.2.1.1 Relevance of the Theory to the Study	61
2.2.2 Theory of Reasoned Action	61
2.2.2.1 Relevance of the Theory to the Study	62
<b>2.3 Review of Empirical Studies</b>	<b>63</b>
<b>2.4 Conceptual Model</b>	<b>80</b>
<b>2.5 Summary of Gap in Literature Reviewed</b>	<b>81</b>
Endnotes	<b>85</b>
<b>Chapter Three: Methodology</b>	
3.1 Research Design	102
3.2 Population of the Study	102
3.3 Sample and Sampling Technique	103
3.4 Description of Research Instrument	103
3.5 Validity of the Research Instrument	104
3.6 Reliability of the Research Instrument	104
3.7 Method of Data Collection	104
3.8 Method of Data Analysis	105
<b>Chapter Four: Results and Discussion of Findings</b>	
4.1 Demographic Data of Respondents	106

4.2	Presentation of Data	109
4.3	Test of Hypothesis	120
4.4	Discussion of Findings	120

## **Chapter Five: Conclusion**

5.1.	Summary of Findings	129
5.2.	Conclusion	133
5.3.	Recommendations	133
5.4	Contribution to Knowledge	134
5.5	Suggestions for Further Research	135

## **Bibliography**

## **Appendices**

Questionnaire

Biodata

The University Compliance Certification

## List of Tables

Table	Title	Page
4.1	Demographic Characteristics of Respondents	115
4.2	Descriptive analysis of the Social Media Advertisement exposed to Undergraduates of Lead City University	118
4.3	Descriptive Analysis of the Level of Exposure of Lead City University Undergraduates to Aquafina Social Media Advertisement	121
4.4	Descriptive Analysis of the Factors that Influence Lead City University Undergraduates buying Behaviour of Aquafina Table Water	125
4.5	Descriptive Analysis of Responses on the Perception of Lead City University Undergraduates Towards Aquafina Social Media Advertisement	128
4.3.1	Pearson's Production Moment Correlation Between Aquafina Social Media advert and Buying Behaviour.	131

## List of Figures

Figure	Title	Page
2.1	Conceptual Model	90

Lead City University Ibadan DO NOT COPY

## Chapter One

### Introduction

#### 1.1 Background to the Study

Consumer buying behaviour are actions and decisions that come into play when a customer wants to purchase goods or services. Researchers, businesses and marketers study consumer behaviour to understand what influences a consumer's shopping preferences and selection of products and services<sup>1</sup>. Multiple factors affect consumer behaviour, among them are; economic status, beliefs and values, culture, personality, age and education<sup>2</sup>. Findings on consumer buying behaviour are used to develop methods and products that will boost company performance and sales. Consumers buying behaviour is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption-related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

Social media advertising is the process of gaining website traffic or attention through social media sites<sup>3</sup>. Social media advertising campaigns usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to very competitive market. Impact of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, *Facebook* or *X* page with the promise of an

exciting online experience, fun incentives and a sense of community that people actually want to get involved with<sup>4</sup>. Studies show that social media has become a platform that is easily accessible to anyone with Internet access. Increased communication for organisations fosters brand awareness and often, improved customer service.

Additionally, social media serves as a relatively inexpensive platform for organisations to implement advertising and marketing campaigns. With the advent of the Internet and the development of Web 2.0, there is a palpable shift in the control of communication and of course, advertising. The web has successfully switched the power of control from companies to the customers. Thus, customer decides what he/she wants to see, read, or listen to, so the companies compete in getting people's attention and delivering their messages. The good news is that when companies join these social networking sites, people can interact with the company and their products.

This interaction makes users feel personal because of their previous experiences with social networking site. Social networking sites like *X*, *Facebook*, *Google Plus*, *YouTube*, *Pinterest* and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the users' connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Furthermore most advertisements on *Facebook* for instance invite users to simply "Like" the product or the company by simply clicking the "Like" button. What follows such action is that the company henceforth starts sending such

user contents, information and other interactive posts that market the product or the company so “liked”<sup>4</sup>.

Social media platforms provide companies with opportunities to engage directly with existing and potential customers, using a range of strategies beyond the ‘one-way’ promotion of a message which characterises traditional marketing<sup>5</sup>. Marketing objectives for social media may include improving relationships with existing customers, building market share, enhancing brand awareness, encouraging product trial, and ultimately increasing sales revenues. Consequentially, many social media marketing campaigns aim to generate the digital equivalent of ‘word-of-mouth’, in the knowledge that both positive and negative user interactions are often collapsed into a unitary measure of popularity<sup>6</sup>.

Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviours and responses to online information and advertisements. With the rapid advancement in the computer industry, many companies have made the internet as part of their advertising media mix to take advantage of the online technologies. The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials. Since the Internet can be used as an efficient marketing communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium<sup>7</sup>.

Aquafina Premium Table Water is produced by PepsiCo, one of the world's leading food and beverage companies. Leveraging their expertise in product quality and innovation, PepsiCo

ensures that Aquafina meets the highest standards of purity and taste. PepsiCo's dedication to quality extends throughout the production process, ensuring that every bottle of Aquafina delivers a consistently refreshing and crisp drinking experience. From the bottling facilities to the distribution networks, stringent quality control measures are in place to maintain the integrity of the product.

Consumers within Nigeria have been largely exposed to the traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share<sup>7</sup>. The growth of social media advertising is both globally and locally outpacing offline advertising

## **1.2 Statement of the Problem**

The pervasive presence of social media advertising has raised concerns about its profound impact on consumer buying behavior. Users are constantly exposed to targeted and personalized ads, which can manipulate their purchasing decisions by aligning closely with their interests and preferences. Traditional advertising, including TV, radio, and print media, has been a cornerstone of marketing, targeting large audiences with broad, one-directional messages. While effective in building brand presence, it often lacks the precision and personalization that modern consumers demand and offers limited opportunities for interaction or feedback.

Social media advertising represents a significant advancement with highly targeted, personalized content enabled by advanced algorithms. It allows direct brand-consumer interaction and real-time feedback response. However, the constant exposure can lead to impulsive buying, reduced consumer autonomy, and reliance on social proof like user reviews. The interactive nature of social media blurs the line between genuine engagement and strategic persuasion, posing challenges for consumer decision-making. Hence, this study examines the influence of Aquafina social media advert on Lead City undergraduates buying behaviour.

### **1.3 Aim and Objectives of the Study**

The aim of this study is to determine influence of Aquafina social media advertisement on Lead City undergraduates buying behaviour. The objectives of the study are to:

identify Aquafina social media of advertisement exposed to undergraduates of Lead City University;

1. ascertain the level of exposure of Lead City University undergraduates to Aquafina social media advertisement;
2. ascertain the factors that influence Lead City University undergraduates buying behaviour of Aquafina
3. ascertain the perception of Lead City University undergraduates towards Aquafina social media advertisement; and

4. examine the influence of Aquafina social media advert on buying behaviour among students of Lead City University

#### **1.4 Research Questions**

1. what are the Aquafina social media advertisement exposed to undergraduates of Lead City University Ibadan?

2. what is the level of exposure of Lead City University undergraduates to Aquafina social media advertisements?

3. what are the factors that influence Lead City University undergraduates buying behaviour of Aquafina table water?

4. what is the perception of Lead City University undergraduates towards Aquafina social media advertisement?

#### **1.5 Hypothesis**

**H<sub>01</sub>:** There is no significant relationship between Aquafina social media advert and buying behaviour of Lead City University Undergraduate

#### **1.6 Significance of the Study**

The study will benefit Aquafina, marketers, businesses, government and academicians. It will help Aquafina to be able to set up effective social media advertising strategies. This study may be able to inform marketers on the consumer preference of the advertising media and whether using social media adverting would be effective in reaching and increasing awareness of the target audience.

It is imperative to understand the characteristics of the online customers towards online advertising as would be revealed by this study. Social media has grown in popularity as an advertising medium because, among other things, it allows 24-hour interactivity between the advertiser and customer.

It is important for local businesses to look into social media advertising as more consumers turn to the social media for their purchasing. A small business that can offer online purchasing may be able to tap into this customer base.

The government from this study would understand the value of social media advertising and its influence on consumer buying behaviour which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how social media advertising is delivered by acting rationally on laws that would restrict data usage, creating an ambient environment and availing resources to internet providing companies and at the same time safeguarding the interest of consumers.

For scholars and academic researchers, the current study will form a basis upon which future research on social media advertising may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to social media advertising.

### **1.7 Scope of the Study**

The study will focus on Aquafina social media advertisement and Lead City undergraduates buying behaviour. The study is restricted to undergraduate students of Lead City University in Ibadan.

## 1.8 Limitations of the study

This study has several limitations. First, the sample size is relatively small, which may limit the generalizability of the findings. Second, the study relies on self-reported data, which could introduce bias and affect the accuracy of the results.

## 1.9 Operational Definition of Term

**Buying Behaviour:** The term consumer behaviour refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behaviour to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behaviour, among them economic status, beliefs and values, culture, personality, age and education.

**Digital Advertising:** Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers. Digital advertising has various types with video, animation and audio messages to the consumers. Today as consumers use digital tools and networks more than before, digital advertising is the most suitable way to reach the final consumers.

**Email Marketing:** E-mail marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter – and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention.

**Internet Advertising:** Internet advertising is a form of promotion that uses the Internet and World Wide Web (www) for the expressed purpose of delivering marketing messages to

attract customers. Examples of online advertising include contextual ads on search engine results pages, banner adverts, Rich Media Adverts, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

**Social Media Advertising:** Social media advertising involves creating and distributing paid promotional content on social media platforms to reach and engage a target audience. It leverages the platforms' vast user data and advanced targeting capabilities to display ads to specific demographics, interests, and behaviors. This form of advertising can include various formats such as text, images, videos, stories, and sponsored posts, aiming to drive brand awareness, website traffic, conversions, and sales. Common platforms used for social media advertising include Facebook, Instagram, Twitter, LinkedIn, and TikTok.

## Endnotes

A. M. Alhamad; M. J. Zukime, A.T. Tunku & E. Bilal, *Green Marketing Strategies: Theoretical Approach*, **American Journal of Economics and Business Management**, (Global Research Network, Lcc), 2(2), DOI 10.31150/ajebm, ISSN 2576-5973, 2019, 5-7.

F. Namisango & K. Kang, *Organisation-Public Relationships on Social Media: The Role of Relationship Strength, Cohesion and Symmetry*, **Computers in Human Behaviour**, 101, 2019:22–29

A. Mostafa & B. Enezian, *Factors Affecting Acceptance of Mobile Banking in Developing Countries*, **The International Journal of Academic Research in Business and Social Sciences**, DOI:10.6007/IJARBS/V8-I1/3812, February 2019, 15-21.

C. Kudeshia & A. Kumar, *Social EWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands?* **Management Research Review**, 40 (3), 2020, 310–330.

I.V. Arinichev, V.I. Arinciheva, G.L. Mateeva & D.Z. Darmilova, *Evaluation of Consumer Satisfaction Based on Binary Decision Trees*, **Espacios Review**, 40(25), 2019, 18.

L. Zeng, & N. Wu, *Research on the Service Quality of Personal Online Banking from the Perspective of the New Generation*, DOI:10.2991/aebmr.k.191225.136, 110(1), (2020):741-745.

M. Awan; H. Sahar & F. Rafia, *Impact of Corporate Image on the use of Bank Service: A Case of Conventional vs. Islamic Banks Marketing*, **University Journal Series Economical**, 19 (1), 2019, 25-45

## **Chapter Two**

### **Review of Literature**

To provide empirical background to this study and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Framework

2.3 Review of Empirical Studies

2.4 Conceptual Model

2.5 Appraisal of Reviewed Literature

**2.1 Conceptual Review**

**2.1.1 Concept of Consumer Behaviour**

Consumer buying behaviour are actions and decisions that come into play when a customer wants to purchase goods or services. Researchers, businesses and marketers study consumer behaviour to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behaviour, among them economic status, beliefs and values, culture, personality, age and education<sup>1</sup>. Findings on consumer behaviour are used to develop methods and products that will boost company performance and sales. Consumers buying behaviour is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption-related items. This includes what they buy,

why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it.

#### **2.1.1.1 Types of Consumer Behaviour**

There are four (4) types of consumer behaviour namely; dissonance reducing, habitual, variety seeking and complex buying behaviour as described below;

**i. Dissonance Reducing Buying Behaviour:** Dissonance reducing buying behaviour occurs when the customer finds it difficult to differentiate among the brands. As a result, consumers may respond primarily to a relatively better price. After the purchase consumer might experience post purchase dissonance (after sales discomfort). This is the consumer behaviour displayed mostly by uninformed consumers<sup>2</sup>.

**ii. Habitual Buying Behaviour:** Habitual buying behaviour is a consumer purchase decision where by the consumers' level of involvement is low. This means that consumers don't search much information among the available brands and they don't find significant differences among the brands and buy the product without a high level of involvement. If the consumers keep buying the same brand over and over again, it becomes their habit.

**iii. Variety Seeking Buying Behaviour:** In case of variety seeking buying behaviour the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behaviour, consumers very often switch from one brand to another. This purchase decision is common among consumers who want to stay ahead of the latest fashion trends.

**iii. Complex Buying Behaviour:** Complex buying behaviour can be defined when consumers are highly involved for making a purchase decision. Complex buying behaviour calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers' are highly involved in case of expensive and highly self-expressive products.

#### **2.1.1.2 Important Factors that Influence Consumer Behaviour**

Scholars outline that consumer's buying behaviour is influenced by four driven factors: cultural, social, personal and psychological factors. The deepest influence on consumer's buying behaviour is caused by cultural factors among others.

**i. Cultural Factors:** Culture is the basic determinant of an individual's wants and behaviour. Culture is a particular group of people's characteristics and knowledge, including language, religion, cuisine, social habits, music and the arts. Culture, subculture and social class have a particular impact on consumer buying behaviour. Each culture consists of smaller sub-cultures and varies from one country to another. These sub-cultures identify and classify people based on their shared customs and beliefs. Sub-cultures include nationalities, religions, racial groups, and geographic regions. Therefore, companies should create specialized marketing programs to suit certain preferences of a sub-culture. According to research, each individual belongs to a certain social class that influences the buying decision<sup>3</sup>. People who belong to the same social class share similar interests, values and behaviour. Therefore, members from different social class possess different buying behaviours and have distinct product and brand preferences. In order to understand how to best market existing products

and find opportunities for new products, marketers need to pay close attention to cultural values in each country.

**ii. Social Factors:** Besides cultural factors, our buying behaviour is affected by social factors such as reference groups, family, and social roles and status. A person's reference group is a group that is associated with an individual who wants to be a part and be called as a member of that group. For instance, family, friends, neighbours, as well as religious, professional and trade-union groups can influence consumer preference in choosing a specific product or service. It is observed that all members of the reference group share common buying behaviour and influence each other strongly on product and brand choices.

Therefore, marketers should identify the roles that influence other people's behaviour within the reference group. Family members are considered to be the most influential reference group for an individual's decision making with an emphasis on the purchase of certain goods and services. Moreover, family factor influences the individual's personality, attitude and beliefs. According to studies, there are two families in a buyer's life: a family of orientation and family of procreation. The family of orientation consists of parents and siblings, where parents have a strong influence on a person's behaviour. However, a family of procreation includes the person's spouse and children, where the preferences tend to change with the influence of the spouse.

The position and role of an individual in society also affect his/her buying behaviour. For example, it is expected that a person holding a supreme position in the organisation will buy those items that advocate his or her status. Marketers should try to understand the position and role of the individual long before the product is endorsed.

**iii. Personal Factors:** Personal characteristics have a direct impact on consumer behaviour and they include age and life cycle stage, occupation and economic situations, personality and self-concept, lifestyle and values. Therefore, it is important for marketers to understand this factor before designing a marketing campaign. A consumer's taste and preferences are most often influenced by their age. This can be most commonly seen in food, clothing and any recreational activity purchases they may do. People tend to buy different products in the different life cycle stages throughout the entire life. For example, the brand of a perfume which individual used some years ago might not suit his/her desires and needs in the present moment. Therefore, preferences in purchasing a product constantly change. Occupation and economic circumstances influence consumer behaviour in the marketplace as well. Both product and brand choice are affected by the economic circumstances of the individual. Simultaneously, individuals tend to buy products and services that promote their profession and role in society. Buying patterns vary according to the individual's occupation.

Consumer buying behaviour is strongly affected by personality and self-concept factors. By personality, scholars distinguish human psychological characteristics that lead to behaviour buying responses that are relatively consistent and enduring. Each brand has a personality. Consumers tend to choose and use brands that correspond to their personality and are consistent with their actual self-concept that corresponds to how they view themselves. Marketers carefully examine brand experiences to express brand personalities. According to research, lifestyle and core values also influence consumer buying behaviour. By lifestyle, the author defines an individual's interest, opinions and activities that reflect the person's pattern of living in the society. However, core values guide people's enduring choices and desires and underlie attitudes and behaviours. Therefore, marketers orientate of consumer's

basic values and believe that their buying behaviour can be influenced by appeals to the inner selves of people.

**iv. Psychological Factors:** Psychological factors can affect consumer behaviour very strongly. That includes motivation, perception, learning and memory. The level of motivation affects consumers' buying behaviour. People tend to have many needs through any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, or discomfort and other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging. Therefore, people will try to satisfy the most important need first and then move to the next need. A motivated person is ready to act with the perception of the situation. Perception is also a psychological factor that is the process by which an individual selects, organizes, and interprets information to draw a meaningful picture of the world. Depending on their individual beliefs and attitudes, different people have different perceptions of the same product. Therefore, marketers should try to understand the behaviour and attitude of each individual to gain their attention towards the offerings. Learning process arises from a consumer's experiences and is followed by action. According to research, learning is produced from drives, stimuli, cues, responses, and reinforcement, which means that if a consumer has a positive buying experience, then in the future the customer will choose the same brand. Consumers tend to have several strong associations and information about a brand that creates essential brand knowledge. Through thoughts and feelings, perceptions and images, experiences, beliefs and attitudes, customers create brand associations. Therefore, marketers have to ensure that consumers have the product and service experiences that create the right brand knowledge and maintain this information in their memory.

### 2.1.1.3 Consumer Decision-Making Process

The decision-making process is the method that marketers use to identify and track the decision of a customer journey. This method helps to analyse the consumer's decision-making process from beginning to the end and it is divided into five separate stages where all the steps are carefully studied by marketing managers. This process helps to understand how information is obtained, how beliefs are formed, and what consumer criteria for product selection are specified.

**i. Problem Recognition:** The consumer buying decision-making process starts with the problem recognition stage. This stage identifies the difference between the consumer's recognition of needs and wants. It occurs when the consumer senses a significant difference between his or her current state of affairs versus a desired and ideal state. By collecting information from a number of consumers, marketers need to identify the circumstances that trigger a particular need. For instance, problem recognition might occur when an individual changed the environment to constantly raining weather. Then, a person's need will be to find suitable warm and rain protection cloths as well as an umbrella.

**ii. Information Search:** According to research, when the problem has been recognised, consumer needs to find information to resolve it. Information search is the process when a consumer examines his or her environment in order to find suitable data to make a reasonable decision. In practice, information search activity becomes greater when the purchase is important, so there is a need to learn more about the purchase and study different information sources. Marketers need to understand what kind of information consumers are looking for at different times and locations. According to research, a consumer is able to gather information

from the four main groups of information sources. These information sources are divided by personal, commercial, public and experiential sources. However, each information source influences the buying decision and varies according to the product category and the characteristics of the consumer. The commercial source is a marketer- dominated source, where a consumer receives the greatest amount of information about the product. This source includes advertisements, websites, salespersons, dealers, packaging and displays. However, the most effective sources are personal, public and experiential that tends to be independent authorities. Personal sources are defined by family, friends, neighbours and acquaintances. Information source such as public includes mass media, social media and consumer rating organisations.

The experiential source for searching information consists of acts such as handling, examining and using the product itself. In fact, choosing this source of information puts an emphasis on the consumption experience and what a consumer can experience by using the specific kind of a product. Thus, it would be based on an individual's own perception of the product through the earlier use of it. In addition, the public source, which includes mass media provides an increasingly valuable information towards advertising a specific range of products with consumption benefits to the environment and the world itself. Therefore, consumers become aware of these groups of products and brands through the public sources and are more likely to be engaged in sustainable consumption through purchasing products from a sustainable brand.

**iii. Evaluation of Alternatives:** According to studies, there is much effort involved in a purchase decision, when it takes place at a time when the available alternatives must be

chosen. Nowadays, it is becoming more challenging for a consumer to make a choice on a purchase, as the market provides a variation of brands that clamours customer's attention. Evaluation of alternatives starts with identifying alternatives. A consumer involved in extended problem-solving will carefully evaluate several brands, while someone who makes a regular decision may not consider alternatives to their normal brand. Consumer evaluates a product with the careful categorisation of all the options based on his/her knowledge and beliefs about the brand and afterwards selects a product among the alternatives. The choice can be influenced by the integration of information from sources, information present at the time of purchase, and beliefs about the brands created through advertising. In this stage of a consumer's decision-making process, environmental concerns and buying behaviour of evaluating the product alternatives are based around environmental costs, risks and benefits that will lead to the future assessment of choices in choosing what to purchase. One approach to evaluating more sustainable consumption patterns of a consumer is to consider whether a customer is acquiring the more sustainable option from the product alternatives and at the same time to consider future behaviour in using and disposing of the product.

**iv. Purchase Decision:** The consumer forms preferences among the brands in the choice set during the evaluation stage and further creates an intention to buy the most preferred brand. During the purchase decision process, the consumer still has to make five following sub-decisions: brand, dealer, quantity, timing, and payment method. Consumers may not formally evaluate each purchase decision in some cases, while the final decision may be affected by intervening factors in other cases. The first intervening factor is a factor of an attitude of others. An individual's purchase decision might affect what others think about the purchase because people tend to depend on other's opinion and attitude. The second intervening factor

includes unanticipated situational factors. These factors might affect the postponing, modifying or avoiding of a purchase decision because of a perceived risk. Marketers need to understand the factors that give consumers a sense of risk and provide information and support to reduce it. In addition, in order to increase consumer's sustainable performance in consumption, a consumer might reconsider the manner of buying behaviour. In the stage of a purchase decision, it might be evaluated through the purchasing of the product with an emphasis on environmental benefit against other attributes of product features such as price, performance and design.

Post-purchase evaluation: Consumers may feel uncertain about a purchase after noticing disquieting product features or hearing good recommendations about other brands. According to research, marketing communications should supply support and beliefs for consumers that reinforce and continually support positive feelings about a purchase. In addition, marketers should monitor consumer behaviour from post-purchase satisfaction, post-purchase actions and post-purchase product use and disposal. Satisfaction is a function of the closeness between expectations and perceived performance of the product. The state of customer feelings after a purchase influences greatly a company's brand as it makes the difference if the customer buys the product again in the future and talks positively or negatively about the product features to others. Moreover, marketers should also monitor how buyers use and dispose of the product. Product consumption rate is a key driver of sales frequency — the faster buyers consume a product, the sooner they can be back on the market to buy it back. Likewise, during this stage, the total consumption process approach has to be taken into consideration. The use and post-use phases play a key role in a sustainable impact and sustainable consumer performance after the customer made a purchase. This phase plays

a crucial role for the environment in terms of the overloaded landfill. Therefore, consumers can keep, reuse and dispose of a product in a more sustainable way through selling or recycling that can lead to positive changes to the environment and production processes. It can be concluded that the buying behaviour of consumers will determine the success or failure of new products and services being marketed on the basis of their performance in sustainability. Their overall behaviour will also have a strong impact on the sustainability performance of all goods and services due to the role of consumers in determining sustainability impacts during the use and disposal phases of the consumption process.

#### **2.1.1.4 Consumer Behaviour in Digital Environment**

Consumer behaviour has gained significant attention in marketing practice, and would continue as the hallmark of product and service marketing across all sectors. This trend is growing fast and has influenced purchase decisions through information provided by companies and consumers available online. The introduction of World-wide Web promotes customer-brand relationship and a network of groups of consumers in digital environment. Digital media is shaping consumer experience of brand value and access to more information about products and services. This is because digital technologies have become part of our daily lives providing opportunity for more brand exposure, and promotes customer relationship with the brand, the company and other group of consumers. Consumer behaviour is either directly or indirectly linked to how people consume, waste or destroy products and services as a result of our lifestyle, attitude and value. Therefore, businesses build long-term relationship with consumers in digital environment brand relationships have become strategic marketing policy to ensure impactful brand experience and customer loyalty. However, these

digital presences caused massive shift in consumer behaviour between utilitarian behaviour and hedonic consumer behaviour, or aesthetics behaviour.

Study shows that there is increasingly growing acceptance rate of consumers of digital ads globally. This study further posits that spending on global mass media advertisement will reduce rapidly while digital ads expenditure especially through mobiles, email, and social media will increase exponentially<sup>4</sup>. However, it is not clear what aspects of digital ads that enhance consumer trust and stimulate desired positive actions. When consumers view brands in ads, they make opinion based on hedonic or utilitarian aspects of the ad message. However, this attitude towards digital ads differs from one customer to another and according to the sector. Most consumers are influenced by motion, pictures, or overall design of the ad in order to invoke desired actions among several consumers. Generally, advertisements stimulate consumers to develop interest in information about brands and companies thus the choice of digital media platform is crucial to enhance desired responses towards the brand in the advertisement. Digital adverts are generally ubiquitous and customers have growing concerns over privacy and spamming. Therefore, marketers must be responsive to customer privacy, trust issues, and relevance of message. It can be assume that when consumers opt-in for receiving ads before sending such messages, they are more likely to build higher acceptance of the ad and improves overall effectiveness of digital advertising. Based on this proposition, it can be assumed that digital adverts that recognises customer privacy concerns have positive influence on consumers and stimulate desired response towards the ads and the brand, as such messages respects consumers' personal space/privacy. Studies confirmed that advertiser is among the most important factor in consumer acceptance of advertising message<sup>5</sup>.

When consumers develop trust of the advertiser, they are more likely to transfer the same trust to the ads message and responds favorably towards the brand in the advert. Digital media ads have sprawled increased attention over trusting issues surrounding virtual information in online business. Credible and ethical companies provide assurance that their message will be trusted and consequently influence desired customer behaviour through relevant content. Consumer trust is the reason for which customers build upon purchase decision making, and influence the quality of interaction and behavioural commitment of the customer with the brand. Furthermore, Studies show that consumer trust is highly related with attitude and behavioural intention towards ads and message recall. Companies that established trust with customers are more likely to record high reception and positive response towards digital ads messages.

### **2.1.2 Barriers Affecting Online Advertising on Consumer Decision**

**i. Consumer's Attitude:** Consumer attitude refers to the way someone thinks or feels about something and also to the manner, and disposition on the subject<sup>6</sup>. Attitude influences the mental position that the person will take on a certain matter and the behaviour that follows it. Essentially, one's state of mind and the behaviour that arises because of this state is what is referred to as their attitude. Attitudes of others is the extent to which another person's negative attitude towards the preferred alternatives or reluctance to meet the terms of supporting the purchase intention, this may result in a readjustment of the consumer's purchase intention<sup>6</sup> Scholars perceived advertisement credibility influences customer's attitude towards an advertisement and purchase intention<sup>7</sup>. Consumer's attitude towards online advertising is one of the influential factors of effectiveness of online advertising as

consumer's cognitive ability towards the online advertisement are reflected in their thoughts as well as feelings and subsequently will influence their attitude towards online advertising<sup>7</sup>. Consumers attitude can be influence by factors of online advertising such as; credibility, informativeness, pleasure and materialism. Credibility is the consumer's perception towards the credibility, trustworthiness, believability, and convincibility of an online advertisement.

A study on consumer response to Web site and their influence on advertising effectiveness findings revealed that consumer who have a positive attitude towards an online advertisement are more likely to recall the advertisement that those who have a negative attitude<sup>8</sup>. Customer's attitude towards the website indicates their attitude towards its content: Customers are more likely to accept and rely on information they see on a website they appreciate customers form different attitude towards online advertisement which results to informational response<sup>9</sup>. Informational response is a process where customers go through when responding to an online advertisement. It comprise of awareness, interest, desires and action. A research on effects of consumer attitude on online advertising, findings revealed that consumers often have a certain inclination to avoid advertising<sup>10</sup>. Another study on friends, fans, and followers: do ads work on social networks findings revealed that 22% of consumers had a positive attitude towards digital advertising, and 8% had left a certain social network because of what they felt as excessive publicity<sup>12</sup>. Akar & Topçu l in their research on factors that affect the attitude of the consumers towards embracing marketing through the social media findings revealed that use of social media, knowledge of social media, following of social media, and fears about marketing with social media all have an effect on attitudes toward marketing with social media.

Scholars state that demographic and lifestyle determines attitudes that customers exhibit towards advertising but suggests that younger customers rely less on advertising for decision making compared to their older counterparts<sup>13</sup>. A study on psychographic variables related to attitudes towards advertising, revealed that younger people were more likely to show positive attitudes towards advertising and were less likely to feel offended or insulted by advertising which research argues translates to better message recall<sup>14</sup>. The attitude towards social network advertising is very important, as this kind of publicity is not only beneficial for organisations, it also provides the websites with the revenue that allows their survival: the problem is that at the same time, users can feel overwhelmed by it and social network lose their appeal<sup>15</sup>. Internet penetration is forcing researchers to take a deeper look into internet advertising, its impacts on consumer attitudes, and the efficacy of online ad campaigns. The reason behind this growing interest is that the internet has reduced advertising. It was also found that users who are *Facebook* group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer's *Facebook* group to receive promotional messages<sup>16</sup>. A study on consumer attitudes towards online advertising in Nairobi showed that consumers were aware of the online adverts without preferences to the types of internet advertising<sup>17</sup>.

**ii. Perceived Privacy Risk:** Perceived risk is 'a function of the expected outcomes of information disclosure, together with considerations for context (i.e., information sensitivity). Perceived privacy risk can be defined as the consumer's perception of risk when marketers attempt to collect, use or distribute information about consumers and their behaviour. Consumers are becoming more aware and concerned of the privacy risks on the internet.

Companies are using consumer's personal information to personalise advertisements hence enabling customers get advertisements that are relevant to them. Consumers are becoming more concerned about is accessing and using their personal information left behind from their online and unauthorised sharing of their personal information by marketers with third parties<sup>18</sup>. Customers are faces with risk of their private information being accessed by unauthorised users because the information can easily be transferred between social media sites. Additionally, over sharing of information increases vulnerability of location based information hence threat to their private life. Customers perceived risk can be influenced by trust, self-efficacy, and structural assurances<sup>19</sup>. Customers perceived privacy risk can be reduced by providing customers with control (over their information) and by increasing their level of trust. A study on investigating online information disclosure established that information relevance directly influences perceived risk: when a consumer perceives the information being collected as relevant, their level of perceived risk is reduced, and therefore they are more willing to give personal information<sup>20</sup>. Trustworthiness is consumers' confidence in the source which includes the characteristics of honesty, objectivity, and good faith. Trust and perceived security in social networking sites play an important role in attitudes towards shopping. Trust influences online purchaser and enhances customer's intention to buy. Consumers who use social networking sites are more concerned about risks to privacy. This is because; consumers provide personal information about themselves. This personal information can be accessed by unauthorised users, consumers must have confidence about the product information and reliability of the trading partner. In addition, consumers are usually reluctant to shop online because of perceived risk associated with such transactions. Scholars grouped the limitations of e-commerce into technical (Lack of

universally accepted standards for quality, security, and reliability, communication bandwidth, security, e-commerce software incompatibility with operating system and other applications) and non-technical (privacy, internet access difficulty and expense, consumers will to touch the products, loss in the social interaction)<sup>21</sup>. People are now more than ever concerned more with issues surrounding improper use of personal data, identity theft and other security issues like credit card fraud. In a study on American and European internet users, it was established that "individuals are more anxious about emerging issues such as personalised browsing experiences, scrutinised purchasing trends and targeted marketing and research"<sup>22</sup>. In a 2015 survey it was established that as many as 94 percent of Internet users have an issue of security in regard to their online presence, while 39 percent confess that their biggest fear is their personal information finding its way to the wrong hands <sup>23</sup>.

**iii. Social Economic Factors:** In the recent years, internet demand led to increased research in academic studies which aim at investigating variables influencing internet of demand. This is because the internet has not only expanded in size, and speed, scale worldwide but it is expected to improve. There are various theoretical models that try to explain the factors that foster adoption of use ICT. Previous researches in developed countries reveal that socio-economic factors have influenced the adoption and use of ICT by household. Other issues that influence ICTs adoption by households include household size, social network, and lifestyle. Previous studies among 5000 Australian homes revealed that demographic factors such as education, race, and age played a major role in acquisition of broadband Internet service by individuals<sup>24</sup>. Concurrently, studies also indicated that household income also played a vital factor towards broadband acceptance<sup>25</sup>. Furthermore, in the inter-country Internet diffusion was mainly influenced by the per capita income and non-economic factors

like the political independences In a study to analyse factors that promote internet penetration, it was established that income per capita, illiteracy, years of schooling, youth and aged, rate of urbanisation, dependency ratios, telephone density, consumption of electricity as well as regulatory quality were vital in determine the rate of internet use<sup>26</sup>. Moreover, by investigating rate of internet demand in Spain, research established internet usage rose with increase in income and other technological factors, however, the usage decreases with low socio-demographic characteristics such as age and as habitat<sup>27</sup>. A cross-country analysis done also confirmed the significance of telecommunications infrastructure, this was represented by the extremely high link between the telephone connection density and Internet connectivity, and this was recorded irrespective of per capita income level of the states<sup>28</sup>. In a related study, it was approximated that the demand of Internet use in the U.S. by employing a range of variables like gender, income, race, age, marital status, education level, employment status, and parenthood<sup>29</sup>. The results however indicated that employment had a negative relation to Internet use, while, marital status lack considerable effect. A study of Internet in 38 African countries concluded that effects of income on the Internet use was not relevant; however, other variables such as call cost and monthly subscription cost variables negatively impacted Internet use<sup>30</sup>.

### **2.1.3 Social Media Advertising**

Social media advertising refers to the process of gaining website traffic or attention through social media sites<sup>31</sup>. Social media advertising campaigns usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. Traditional campaigning approaches are overshadowed not only by rising social media but

also due to increasing difficulty to create an outstanding campaign due to very competitive market. Impact of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, *Facebook* or *X* page with the promise of an exciting online experience, fun incentives and a sense of community that people actually want to become a platform that is easily accessible to anyone with Internet access. Increased communication for organisation fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organisations to implement advertising and marketing campaigns.

Advertising is the planned process of creating awareness and reinforcing customer loyalty to a product, person or idea via persuasive communication through media channels by an identified or identifiable sponsor; social media advertising is just doing this using social media platforms such as *facebook*, *Instagram*, *LinkedIn* and *X*<sup>32</sup>. Social media advertising is also known as social media marketing; it is the promotion of goods and services through social media platforms. Scholars captures it thus: social media marketing is a form of online advertising that uses the cultural context of social communities, including social networks (e.g *YouTube*, *MySpace*, and *Facebook*), virtual worlds (e.g *second life*, *there and kaneva*), social news sites (e.g *Diggs* and *Del.icio.us*) and social opinion-sharing sites (e.g *Epinions*), to meet branding and communication objectives. Social media marketing involves the creation of appealing content on different social media sites to create awareness and gain new and existing customer's attention; it is marketing through online communities and social networks as opposed to traditional marketing channels like television, radio and print media.

With the advent of the Internet and the development of Web 2.0, there is a palpable shift in the control of communication and of course, advertising. The web has successfully switched the power of control from companies to the customers. Thus, customer decides what he/she wants to see, read, or listen to, so the companies compete in getting people's attention and delivering their messages. The good news is that when companies join these social networking sites, people can interact with the company and their products. This interaction makes users feel personal because of their previous experiences with social networking site. Social networking sites like *X*, *Facebook*, *Google Plus*, *YouTube*, *Pinterest* and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the users' connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company<sup>33</sup>. Furthermore most advertisements on *Facebook* for instance invite users to simply "Like" the product or the company by simply clicking the "Like" button. What follows such action is that the company henceforth starts sending such user contents, information and other interactive posts that market the product or the company so "liked".

However and undoubtedly, the use of social networking sites such as *Facebook* and user generated content (UGC) has presented both opportunities and challenges to the advertisers, marketers and the overall advertising landscape. IAB Platform Status Report concedes that "In the larger eco-system, social networking and UGC sites have provided high-value advertising inventory and audience segments needed to capture more of the market share and targeted audience reach that advertisers demand, e.g. Microsoft's investment in *Facebook*, Google's acquisition of *YouTube*<sup>34</sup>. The reports continue that, traditionally, marketers have

been able to buy time or space on fixed media in a controlled context. They knew where their ad would appear, what it would look like, and perhaps most important, in what context it would be seen. In other words, they could be guaranteed their message wasn't being delivered in a hostile or inappropriate environment. Today, such guarantees are harder to make, and that lack of control can be a source of great anxiety for marketers.

Considering the above, it is therefore important that advertisers and marketers be reminded that a new approach is deemed critical in their use of social networks. Instead of broadcasting one-way messages at their audiences, advertisers are compelled to engage customers in a conversation. Instead of inviting individual consumers into an environment of their own making, marketers advertising on these sites are entering a conversation initiated, maintained, and "owned" by consumers themselves. Doing so carries risks, but failure to do so carries more.

On impact of social media advertising and or marketing on consumers purchase decisions, authors found that consumers felt that information sharing, collaboration and relationship building was necessary to support ongoing communication; social media marketing allowed organisations the opportunity to be in the position to offer additional sources of information regarding product benefits, product features and provide real time feedback to consumers; social networks, particularly *Facebook* were found to be most suitable information sharing platform at the beginning of the consumer purchase decision as many consumers relied on social recommendations; and many consumers used *Facebook* reviews and ratings ("likes") as the means to seek recommendations, peer advice and find product information.

Scholars studying attitudes of young consumers towards social media marketing surveyed a total of 124 students at some universities located in Istanbul. They found that 66.9% of the participants think that using a social media tools for advertising is useful; 50% of the participants are fans of at least one company or brand; 54% of the participants follow of at least one company or brand; 57.2% of the participants trust recommendations from people they knew personally about brands; 42.8% of the participants trust brand websites and mini-sites; and 47.5% of the participants like social network advertising very much<sup>35</sup>. Similarly, analysing User Motivation and Social Media Marketing Responses in Taiwan found that social networking online is the main reason users keep spending time with social media such as *Facebook*. Therefore, users perceive and respond to marketing venues, such as advertising and brand communities, in a different way than they do to traditional media<sup>36</sup>. The findings also indicate that user motivations generate complex effects for responses to social media marketing, differing across *Facebook* advertising and virtual brand communities. Scholars who studied consumers' perceptions and attitudes towards advertising on *Facebook* in Malaysia suggest that there are three online factors that significantly influence consumers' attitudes towards advertising on *Facebook*. The factors are perceived interactivity, advertising avoidance and privacy. Surprisingly, according to them, credibility was not a significant factor predicting consumer' attitudes towards advertising on *Facebook*.

### **2.1.3.1 Benefits of Social Media Advertising**

The benefits inherent in using social media advertising for businesses can be summarised under the following points;

**i. Cost Effective:** unlike traditional media that cost almost an arm and a leg to advertise with, social media provides a platform for businesses to advertise at any budget, even free. According to research, the advent of social media has added great impetus to human communication; this is because the technology is participatory, interactive and cost-effective. Authors state that the financial barriers to social media marketing are quite low compared to others.

**ii. Strong Customer Relationship:** social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave, via social listening. For example, you can monitor user comments to see what people think of your business directly. Social media is a place where brands can act like people do and this is important because people like doing business with other people; not with companies. It helps brands build “Know, Like and Trust” factor.

**iii. Highly Targeted:** Advertising on traditional media is not as targeted when compared to social media advertising, on social media like *Facebook*, you create your audience specifics for instance their age, interests, income level/occupation, religious affinity, gender, relationship status and even location and *Facebook* mirrors these criteria and matches your adverts to people that meet the criteria. Advertisements on sites such as *Facebook* are "geo-targeted" according to specific criteria, to reach the correct audience.

**iv. Wider Reach:** Social media advertising can help businesses reach a wider array of audience locally, regionally, nationally or internationally. The business bound on social media has no walls. Social media advertising can strategically position a business to reach

audience anywhere and everywhere in the world. Because the internet has made the world a “global village” fulfilling the McLuhanian prophesy.

### **2.1.3.2 Challenges of Social Media Advertising**

There are always two sides to a coin, with its many benefits and credits and potentials for businesses, there lay some challenges for businesses in the medium, however these challenges are not insurmountable. Some of the challenges are:

**i. Time intensive:** As the name implies, social media is interactive, and successful, two-way exchanges take commitment. The nature of marketing changes in social networks, with the focus placed on establishing long-term relationships that can turn into more sales. Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable. Businesses without a service to manage these social networks will find it difficult to compete. Trademark and

**ii. Copyright Issues:** It is of the utmost importance for companies to protect their own trademarks and copyrights when using social media to promote their brands and products. A company’s brands and other intellectual property are often nearly as valuable as the products or services that they offer. Social media’s capacity to facilitate informal and impromptu communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third-party abuse of a business’s trademarks and copyrights. When using social media, whether via a third-party outlet or a company’s own social media platforms, marketers should regularly monitor the use of their trademarks and copyrights.

**iii. Trust, Privacy and Security Issues:** Using social media to promote one's brand, products, or services can also implicate trust, privacy and data security issues. It is important for companies to be aware of these issues and take appropriate measures to minimise their exposure to liability related to personal data collection, use, and maintenance.

**iv. Negative Feedbacks:** One aspect of social networking that is especially damaging to marketing campaigns is negative post responses. Unhappy customers or industry competitors are able to post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences. Still, negative or other non-constructive feedback cannot be ignored. Social networks must be managed efficiently enough to immediately respond and neutralise harmful posts, which takes more time.

#### **2.1.4 Conceptualizing Social Media**

Mass media have been a major agent of socialisation and tool for social change especially now that people depend on message from mass media. The power of the mass media help solves social problems<sup>1</sup>. Television, Radio and Print Advertising can entice people to buy a wide range of products and services, newspaper messages and advertisement influence our ideas, values and behaviour.

Social media has emerged to be one of the most vital communication means. It exists so as to ease communication among people regardless of the expanse, making it open to people to easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations<sup>37</sup>. These systems are referred to as social, simply because they allow communication with friends, course mates, teachers, project supervisors, and

lecturers so easily and effectively. Social media which are a form of electronic communication that has become the highest activity on the internet

By suggestion, through social media, individuals can with no much of stretch trade profitable information which can enhance their profession interest, thoughts and so on. It additionally helps in sending pictorial outlines of thoughts. Scholars point that “social media is a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content<sup>38</sup>. It could be possible to use mass media to get people to act on behalf of their own health and well-being or to do right things. Based on this assumption, since World War II, the Federal, State and Local Government, private foundations and other non-governmental organisations have sponsored hundreds of public services campaigns to promote social rather than commercial goods.

#### **2.1.4.1 History of Social Media**

When we think of social media, we generally think of *Facebook* and *X*. However, in reality it is more than that. The earliest ways to send messages over long distances were probably both audio and visual. People used to communicate smoke signals by day and beacon fires by night in ancient China, Egypt, and Greece. Drums were used in many parts of the world to extend the range of the human voice for communication as well. The seeds of social media were sown during 550 BC when the regular postal system was established in Iran where horse riders and horse-drawn wagons carried mail. Usually, mail consisted of governmental dispatches and was delivered from one place to another.

The 18th and 19th century were breakthrough period where devices like the telegraph (1792), telephone (1890) and radio (1891) ushered in a new era of the sending and receiving messages over long distances. The increasing number of express messages between businesses, financial and legal offices and banks in growing cities, as well as busy street traffic, gave rise to new methods of telegram and letter transportation. The pneumatic post was introduced to combat the shortcomings of the telegraphic network in Paris. The invention of telephone and radio took the meaning of communication to another level. The 20th century was marked by the growth and development of internet. With the growth and development of internet, there came era of exchange of messages from one person to another digitally or via web. Email, ARPANET, USENET, BBS (Bulletin Board System), IRC (Internet Relay Chat), Listserv, Blogger, Six Degrees, LiveJournal, Napster were some of the important sites for social interactions and sharing.

The 21st century saw a spurt in the growth of social networking sites by the launching of *Friendster, Fotolog, Photobucket, Flickr, Orkut, Facebook, Ning, Digg, X, Netlog, Youtube* etc. Social media has come a long way since the days of the telegraph and even the more recent days of Internet-relay chats (IRC), and it continues to evolve. In the last few years, social media has become a convention of the online landscape. Major social networks and social media websites make changes and improvements on a fairly regular basis, so it's sure to keep evolving in coming years.

#### **2.1.4.2 Social Media Classification**

**i. Social Networking Sites:** A social networking site provides a web-based platform for building social networks or social relations amongst people, e.g., shared interests or activities.

They provide a means to interact over the internet, e-mail and now even the mobile phones. The most popular websites offering social networking currently are *MySpace* (started in 2003), *LinkedIn* (started in 2003), *Facebook* (started in 2004) and *X* (started in 2006)<sup>14</sup>. A social networking site would allow a user to create profiles or personal homepages online and build up a social network. The profile page thus created is like the user's personalised webpage and contains profile information of the user like gender, religion, orientation, interests, place of birth, current location, marital status, books liked etc. The page can be customised as the user wants and include video clips, music files or photos on their page. Also included on the page is a list of friends that form the user's network. Typically, these friends are actual friends, acquaintances, and even strangers, who may have sent a friend request and the user has included them in his/her list.

**ii. Blogs:** A blog (derived from the word weblog) is an —online journal where an individual, group, or corporation presents a record of activities, thoughts, or beliefs. There are many websites that allow users to create blogs without any paying any fee like Wordpress.com, Blogspot.com, and blogger.com. Anyone can create a blog on these websites and these blogs can be accessed by anyone by typing the web address or URL (Uniform Resource Locator). Another popular sub category of blogs is microblogging. A microblogging site is like any blog except for it limits the number of words that can be published in one message. X.com is an example of microblogging.

**iii. Content Generating and Sharing sites:** These sites serve as sources of information for various topics. Photo-sharing sites like Flickr.com, picasaweb.google.com, Video sharing sites like youtube.com, slide sharing sites like slideshare.com, document sharing sites like

docstoc.com etc. all fall under this category. These sites serve as free content for all users of internet. Users can search for content, download and use the content available on these sites without any fee. The content is also generated by the users. This type of user generated content is also known as crowd sourcing. Video and PowerPoint presentation can be shared and uploaded in *YouTube* and *SlideShare*. This is a major advantage to most of the people who are unable to get access to the educational resources.

**iv. User Appraisal Sites:** User appraisal sites serve as a platform for appraisals of various products and services. Though it is possible for consumers to express their view in any of the medium, user appraisal sites mainly deal with such reviews. Sites like [www.mouthshut.com](http://www.mouthshut.com), [www.pagalguys.com](http://www.pagalguys.com) are prime examples of such websites. These websites serve as a starting point of consumer's decision-making model for gathering information about products or services they are contemplating of buying. As such these sites serve as important word of mouth for consumers and a source of expressing post purchase feedback.

#### **2.1.4.3 Social Media as Tool of Communication**

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch<sup>8</sup>. Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like *X* transform these short bursts of communication

from one-on-one conversations to little news (or trivia) programs: which we can tune in whenever we want an update or have something to say.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts<sup>39</sup>. *X*, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson, named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness.

Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like *Facebook* and *MySpace* and virtual environments like *Second Life* and *World of Warcraft* have become online meeting spaces where users—members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch—colleagues met at conferences, for instance, or friends met through the online community itself. Sites like *YouTube* and *Flickr* represent another forum for online communication that is centered on sharing, preference, and popular culture. Visitors can browse movies (in the case of *YouTube*) or photos (in the case of *Flickr*),

express personal preferences, add commentary, and upload their own creative work. *YouTube* is also a repository of popular culture in the form of newscasts, television shows, movies, or music videos that are of current interest. The kinds of interaction that occur on these sites center around shared interests and include not only verbal commentary, but commentary in the form of original or derivative works based on popular pieces.

One of the reasons people prefer such form of media is because of the interactions they can have there, both social and professional. Whether it is as simple as checking back to see what other comments have been added to yours or as involved as attending a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between people that these online spaces afford.

### **2.1.5 Social Networking Platforms**

**i. *Facebook*:** *Facebook* is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high school students. Since 2006, anyone who is at least 13 years old is allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. The name '*Facebook*' came from a colloquialism for the directory given to it by American universities students<sup>19</sup>. Being part of the social network is simple. An individual would be required to register in order to

have an account. After registering to use the site, users can create a user profile, add other users as "friend", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends"<sup>20</sup>. *Facebook* had over 1.18 billion monthly active users as of June 2015. Because of the large volume of data that users submit to the service, *Facebook* has come under scrutiny for their privacy policies. *Facebook* Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalisation of \$104 billion. As of February 2015, it reached a market capitalisation of \$212 Billion. Ethnographic sources revealed that *Facebook* is the most popular social networks used in Nigeria.

**ii. X:** *X* is an online social networking service that enables users to send and read short (240 characters) messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access *X* through the website interface, SMS, or mobile device application. *X* Inc. is based in San Francisco and has more than 25 offices around the world<sup>23</sup>. *X* was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013, *X* was one of the ten most-visited websites, and has been described as the 'SMS of the Internet'. As of May 2015, *X* has more than 500 million users, out of which more than 302 million are active users. There are many ways to use and/or search on *X*. You can find Tweets from friends, local businesses and everyone (ranging from well-known

entertainers to global political leaders, sports men and women and other high-profile personalities). By searching for topics, keywords or hashtags, you can follow ongoing conversations about breaking news or personal interests.<sup>25</sup> Follower is the name of the game on *X*, you need to get as many followers as possible, so you need to start interacting with other people for them to notice and follow you. To be active in *X*, you need to: Search for people that would like to follow you and what you provide and start following them. As with every other social network, they will receive a notification and most will check you out, if they like what they see, some will follow back. This is true for all the other social networks. Some accounts are used rarely; some are redundant, while some people may not just be interested in what you offer. Therefore, not all notifications will be accepted to check you in and follow you back. After a certain period of time (5-10 days), it is a good idea to un-follow the ones that did not follow you back so you keep your followers/follows ratio in a good balance. Just like you follow other people and want to be followed back in return, other people will follow you with the same idea in mind. Although, these might not be the people you want to target, in the beginning, it's a good idea to follow everybody back so you have a nice-looking profile with a decent number of followers. If you don't follow them back fast, they might un-follow you, so keep that in mind. It is important that one should find tweets that are in line with his/her area(s) of interest(s) and re-tweet them. There are lots of interesting things on *X* that one can find and re-tweet. Once you re-tweet, the user that made that tweet will get a notification and might follow back. A new user might find people that are 'high up' with great accounts and re-tweet and interact with them often. They will eventually notice you and will help if you ask nicely or at least re-tweet some of your tweets for all their followers to see. To have a recipe for a great growing *X* handle, it is recommended that you schedule post, get other posts from other people on *X*, and get some post

from different other feeds that are highly relevant to you based on your interests. This will make your account active on the social website.

**iii. *Instagram*:** *Instagram* is an online mobile photo/video sharing and social networking services that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as *Facebook*, *X*, *Tumblr* and *Flicker*<sup>27</sup>. Its distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. *Instagram* was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile application<sup>40</sup>.

*Instagram* rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million in December 2014. The service was acquired by *Facebook* Inc. in April 2012 for approximately US\$1 billion in cash and stock. In 2013, *Instagram* grew by 23%, while *Facebook*, as the parent company, only grew by 3%<sup>41</sup>. It is a powerful social media site that can drive amazing traffic to websites. A lot of powerful brands are using it successfully and they are reporting that it works better for them than *Facebook* and *X* combined. The only downside of this platform is that, because of the way it was designed, one can only post images on it from ones' smartphone; thus, one cannot post images online from a computer or by any other means.

To become an active user of *Instagram* is very simple. The first thing to do is to create an account; thus, creating *Instagram* account can be done from a phone in order to get accustomed with the way it works. These include setting up the account like details of the user, a Uniform Resource Locator (URL) and good profile images. It is important for one to

make his account look good so that when people see it, they will be attracted to follow you without thinking twice. For an account to look good images of attractions and social/current issues (up to 15-20 pictures) are recommended and people will actually begin to take a look at it. It is advisable that after the initial posting, additional 5-10 new images should be uploaded on a daily basis. This trick is to attract many followers as possible. Thus, to get many followers, you need to: Use the search “function” and find people of like mind with their interests alien to yours. One also needs to be creative and target other users in order to entice them to follow you back. Once you start following people, they will receive a notification and in turn will follow you back if they like your account, and in some cases, some may follow back without going through your account<sup>12</sup>. People like to be appreciated and liked, and they will receive a notification when you do this. For these reasons many will be grateful and follow you in start noticing you after a while and will want to reciprocate. This can help to create connections that could help you to further grow your account. One final thing you can do on *Instagram* in order to boost your follower’s growth is to talk with other people on *Instagram* with big accounts and ask them to post one or two images from you to their followers. Posting interesting images grows one’s account and leads to steady increase in traffic.

**iv. *WhatsApp*:** *WhatsApp* was developed as an alternative to standard messaging. Currently, it meets the communication needs of more than one billion people. At present, *WhatsApp* supports voice and video calling, and the sending and receiving of many different types of media such as text, photos, videos, documents, and locations. It also provides the ability to create stories as social media applications. *WhatsApp* and other messaging applications make it easier for individuals to communicate more readily and better fulfill the fundamental need

for relatedness. In this context, it can be said that *WhatsApp* supports communication with the existing neighborhood and does not have the uses to help make new friends. Studies connect the use and gratification theory with maintaining existing relationships as well as informational and educational motives<sup>42</sup>.

**v. *Snapchat*:** *Snapchat* is an instant messaging application that allows its users to send photos or short videos (called snaps). Users can determine how long the submitted *snapshots* can be viewed, and can create unlimited stories for 24hrs (*Snapchat* is known to have more than 100 million users, and is the third most popular SMS after *Facebook* and *Instagram*<sup>43</sup>). The use of *Snapchat* is often seen as fun and it is used to communicate with the immediate community. Previous studies investigating *Snapchat* use from the Use and Gratification Theory perspective have reported different motivations such as entertainment, convenience, medium appeal, self-expression, modality, agency, interactivity, navigability, and privacy<sup>44</sup>.

**vi. *YouTube*:** *YouTube* is ranked second in the ranking of all websites visited on the Internet, and ranked first among video sites. It serves a very broad audience, both amateur and professional. Every user can rate (like/dislike), upload videos, and can comment on and share them. It allows users to interact with the site using methods such as rating, video uploading, commenting, and sharing. There are also numerous videos based on the self-promotion and self-broadcasting culture. *YouTube* offers a wide variety of opportunities for individuals in the form of active and passive participation, and has achieved previously unthought-of levels of social interaction and participation. Previous studies investigating *YouTube* use from the Use and gratification theory

perspective have reported different motivations such as content creation and viewing, social gratification, relaxing entertainment, social interaction, and information seeking<sup>45</sup>.

**vii. Google+:** *Google+*, an SMS operated by Google, offers instant messaging, video-conferencing, grouping friends to allow content sharing, and engaging people with similar interests. *Google+* is viewed as a mix of the features of *Facebook* and *X*, but it is more akin to *X* because of the unidirectional flow. Naturally, *Google+* finds it difficult to compete with many popular social networking sites, and little research concerning SMSs has focused on *Google+*. Nevertheless, studies pointed the wide usage of *Google+* for education and information<sup>46</sup>.

**viii. Viber:** *Viber* was founded by four Israeli and Belarusian partners: Talmon Marco, Igor Magazinnik, Sani Maroli and Ofer Smocha, with Marco as its CEO. It was initially launched for iPhone on December 2, 2010, in direct competition with Skype. *Viber* is a mobile application that allows phone calls and text messages to all other users, whether mobile or landline, for free. It is available over Wi-Fi or 3G with sound quality much better than a regular call with mobile carrier charges applicable when used over a 3G network. Once the application is installed, calls can also be made to numbers that do not have *Viber* at low rates using ViberOut. *Viber* works on most android, iphone, blackberry, windows, mac, nokia and bada devices. Once *Viber* has been downloaded on a mobile phone an access code is received via SMS or a callback to activate it. This ensures that only the real owner of the phone number can get it registered and prevents others from obtaining the access code and placing calls with the caller ID. *Viber* first requires installation on a phone in order to work on a desktop operating system environment. *Viber* has over 100 million monthly active users from its 280 million global registered users<sup>47</sup>.

**ix. Tango:** *Tango* was developed in September 2009 by Uri Raz and Eric Setton of TangoMe Inc. and is based in Mountain View, California. It is a third party voice over internet protocol (VoIP) social media platform which offers video calls, voice calls and text messages over 3G, 4G and Wi-Fi networks. *Tango* is free except when used over 3G and 4G networks where data plan charges by the mobile carrier apply. *Tango* can be deployed using iphones, ipads, windows, and android devices. As at March 2014, there were over 200 million user and it was rated the twelfth most downloaded android phone app by PCMag. It has a simpler interface and does not require usernames and passwords and once installed the app searches through existing phone contacts to pinpoint contacts already using *Tango* and highlight them as those reachable via the app. On the other hand, there are some key issues with *Tango* as it has poorer voice and video quality especially when video calls are being made. To use this app, both the sender and receiver must be registered on the social media platform with no possibility of calls to non-*Tango* users and landlines. Unlike the situation with some popular VoIP social media apps, *Tango* has no integration with other social media platforms, no conference calling and no instant messaging capability. These are some of the disincentives to the mass acceptance of *Tango*.

**x. LinkedIn:** This social media platform was launched in 2003 in Mountain View California and was founded by Reed Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and JeanLuc Vaillant. Available in twenty-four languages, *LinkedIn* has been described as the most popular tool for professional networking. It is a social networking tool available to job seekers and professionals where users can invite other users and even non-users to connect. Inviters who get several rejections from invitees' risk having their accounts restricted or closed. On this platform, users can get introduced to networks of contacts, new job and

business opportunities, display products and services in their company profile pages, list job vacancies and search for potential candidates<sup>48</sup>

***xi. Skype:*** First released in August 2003, *Skype* was created by Dane Janus Friis and Niklas Zennström in partnership with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, who developed the backend. It is an IP telephony service provider that can be used to make free voice and video calls over the Internet to any *Skype* subscriber or to any other non-user at low calling rates. It is relatively simple to download and install the software, which works on most computers and phones. A dedicated Skype phone can be used on desktop computers, notebooks, tablets, mobile phones and other mobile devices fitted with a headset, speakers, microphones or USB phone. *Skype* also enables file transfers, texting, video chat and videoconferencing. In September 2005, *eBay* acquired *Skype* for \$2.6 billion.

***xiii. Myspace:*** Chris DeWolfe and Tom Anderson founded Myspace, which is headquartered at Beverly Hills, California, in 2002. It is a social networking website offering an interactive, user submitted network of friends, personal profiles, blogs, groups, photos, music and videos. It was the biggest social media platform up till 2008 when it was overtaken by *Facebook*. Its influence on pop culture and music was widespread and is credited with the creation of unique URLs for companies and artistes. A major issue leading to the loss of popularity of Myspace was the inability to build an effective spam filter which led to vandalism, phishing, malware and spam. Myspace was re-launched in 2013 and has bulletin, instant messaging and access to radio stations as some of its features<sup>49</sup>

***Xiv. Blackberry Messenger:*** *Blackberry Messenger* (BBM) was launched by blackberry manufacturer Research in Motion in 2006. It is a proprietary internet-based pin instant messenger,

video and telephony application included on *blackberry* devices, that enables messaging and voice calls between one or several users on the platform. Developed initially for only *blackberry* devices, by 2013 it became available to android and ios phones. With the release of BBM 5.0, users can send a QR Code to add each other to their respective contact lists rather than using an alphanumeric pin or an email address associated with the users' *blackberry*<sup>50</sup>.

### **2.1.6 Concept of Advertising**

Advertising as a promotional or communicational tool is an aid to trade for driving sales of the company's products and services and also to build a brand identity and communicate changes or new products/services to the customers. It is a subset of promotional mix which is one of the 4p's in the marketing mix. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision.

Advertising have been defined in various ways by different scholars. The common and significant thing about all the definitions is that; advertising helps to inform people (Consumers) about the product newly introduced or products in existence. Advertising is a set of techniques and methods having the objective of informing and convincing the client to buy some products or services. In this definition, advertising has two main objectives; firstly, as information products or source that makes the consumers know that the goods and services are available for them to buy. Secondly, the effort to convince the consumers to buy the goods they have been made aware of.

Another definition of advertising is that Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media<sup>51</sup>. This definition tries to see advertising as a way of communication to people through various advertising media, using information provided by the owner of the products. Other scholars also defined advertisement “as a paid announcement published in newspapers, magazines, radio or television.” They could be general notice or information on the arrival of new goods in a store, or persuading customers to buy already existing ones. In all the definitions given above, four things can be inferred; i. Information about a product, either newly introduced arrived or already existing ii. The owners of the products been advertised, who provide the information pay for the publication of such information. iii. There is need for media, for onward transmission of the information. iv. The target audience (i.e consumers) receives and act upon such information.

#### **2.1.6.1 Reasons for Advertising**

Advertisers advertise primarily to develop consumer value in their brands. The majority of adverts are for brand, with the obvious exceptions of political, public service and charity advertising. Brands deliver choice, innovation, confidence and consumer value. The value of most businesses does not reflect their tangible assets, but their brand assets and therefore leads to business success being very largely driven by the ability of a company’s brands delivering a higher level of consumer satisfaction than competing brand. Advertising is also carried out to create and retain awareness of product in the mind of the consumers. This is very necessary especially with products that have short lift span. Consumers being who they

are, change their behaviour at anytime. So to retain the market for such products, the product has to be advertised on and on, if not, other producers might bring a new product into the market and win the mind of the consumers.

For instance, Coca-Cola is a widely known product and is still advertised in order to retain their share of the market. Through advertising, loyalty for certain brands of product can be created. Some consumers are so loyal to some brands that even if the price of the product is higher than others in the market, it doesn't affect their loyalty for this brand. Semovita is a type of food and there are other food that are better and even preferable than Semovita because most consumers have developed that loyalty for the Semovita brand, they don't take any other brand but Semovita brand. Advertising also help create interest and demand for products that would not have been bought if not advertised. Hence, the use of persuasive images is very important in creating interest in the mind of consumers, which in turn affect the consumer's buying behaviour towards that product at any time.

#### **2.1.6.2 Types of Advertising**

**Advertising can be classified under the following heading:**

**i. Direct advertising:** This is concerned with advertising of product to those who really need them. Some type of goods appeal to a certain category of people. When such goods are to be advertised, it would be more economical and convenient to identify the target audience and advertise directly to them. For example, if a new drug is brought to the market, it would be preferable to advertise it on medical journals, and the medical practitioners in turn

recommend or prescribe the drug to patient. It is advisable to advertise directly to the likely consumers.

**ii. Indirect advertising:** Goods that are advertised under indirect advertising are goods that are needed and used by everybody, no matter the group or category. Example of such is toothpaste and whichever way this type of product is advertised, it still captures the attention of consumers.

**iii. Competitive advertising:** This type of advertisement is used in advertising competitive products. As the name implies, it is used to win more consumers at the expense of their competitors. To achieve this, attractive pictures, bright colours and beautiful scenarios are used to present the commodity in desirable form that will attract the consumers. In competitive advertising, care is taken in selecting words to be used in order not to destroy the image of the other competitors' products, such as Flourmill (Semovita) and Honeywell (Semolina).

**iv. Informative advertising:** This is the type of advertising that inform consumers about their brand. This type of advertising usually creates awareness about a product in the market and its benefit.

**v. Mass Advertising:** Mass advertising is carried out to eliminate waste. It occurs when there is co-operation among producers of such products to be advertised. In this case the produce is advertised as one rather than each company advertising its own brand of the product.

### 2.1.6.3 Advertising Industry

Advertising industry is a very important aspect of marketing. It is necessary to critically view what the advertising industry is composed of, i.e the elements which are significant in the industry. Advertising industry is composed of the followings:

**i. Sponsor:** In advertising industry, the sponsor or the advertiser is the initiator of the advertisement idea. He is the owner of the product to be advertised. Bearing in mind the objectives of the advertisement, the advertiser organizes the message to the target audience (i.e customers) through a selected medium. The sponsor pays for the advertisement and provides all the information needed for the advert. Sponsor can be an individual, organisation or government. The most important thing is that the sponsor and owner of the product being advertised pays for the cost, unless otherwise as agreed by the advertisement agency. A sponsor of an advertisement has some objectives he wants to achieve; in order to achieve these objectives, the target market and market positioning must be considered. The sponsor would also want an effective advertisement with less cost, bearing in mind the budget for the advert.

**ii. Agency:** Advertising is a profession with its specialised code of conduct and etiquette. It is better handled by a professional body known as the advertising agencies, with trained personnel that deal with designs and programming. Advertising agencies are team of experts in the field of advertising techniques to perpetuate or promote conformity on the part of the consumer. Advertising agencies link the sponsor or advertiser with the consumer through the advertising media, to bring the advertisement to the target audience. The agent is responsible for the space and time booking for the advertisement, on behalf of the sponsor. He earns his

income from the commission he receives. For an agent to carry out a successful advert, all necessary information about the product must be provided by the sponsor, as well as his support and confidence. In some large commercial companies, there is usually an advertising unit or department responsible for the advertising campaign of the company. This is however, cheaper for the organisation.

**iii. Media:** This is the third element in the advertising industry. Media is the means of communicating information to a target population. It is a channel through which the message given to the agent by the sponsor is delivered to the target audience (consumers).

#### **2.1.6.4 Advertisement Media**

Scholars hold that the medias for advertisement can be classified into the following four categories: namely print; electronic or broadcast; outdoor and others media advertising. Based on their relevance to the study, few of them will be reviewed in this research.

**i. Print Media Advertising:** The print media consists of Newspapers, Magazines, Journals, Handbills and etc. No newspaper or, journal, today, can survive without advertisement revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e. eyes.

**ii. Electronic or Broadcast Media Advertising:** Electronic or Broadcast Media consists of Radio, Television, Motion Pictures, Video and Internet. The radio is audio in nature, attracting only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and

effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements; sponsored programs and etc. are used for broadcasting advertising messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken via movies, video and internet.

### **2.1.7 Effects of Advertisement on Consumer Behavior**

A business irrespective of the size needs to advertise and promote to attract customers. However that doesn't mean you can just put out your messages and start counting the new customer. Advertising affects consumers in the following ways: i. Increase Awareness: Advertising offer a new function to consumers viewers of adverts so as to learn about new products and services available to them. It provides facts about approval or disapproval of a product and consumer behaviour at this stage encompasses expression of curiosity<sup>52</sup>.

**Analysis of Features:** Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the fractional aspects of the offering. This exhibits an intellectual response, rather than an emotional one.

**Evaluation of Benefits:** Advertising make consumers to emotionally involved in weighing of benefits. When consumers identify the product or service it can make them happier. It improves their lives or gives them pleasure. This part of customers' responses is irrational and can lead to impulse buying and competition to obtain product.

**Reminders:** Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer that stems from reminders. It includes suddenly thinking a product while shopping and making decision to buy it.

**Promotion of loyalty or Alienation:** Consumer behaviour splits between loyalty and alienation depending on how well the product lives up to its advertised benefits.

### **2.1.8 Effect of Advertising Media on Consumers Buying Behaviour**

A study on the impact of consumer perception and advertisement on consumer buying behaviour. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong positive impact on consumer buying behaviour. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer buying behaviour<sup>53</sup>. Another study on the effective of advertising and its influence on consumer buying behaviour. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed and probability sampling was used in a sample for data collection. The findings of the study revealed that there is huge relationship between advertisement and consumer buying behaviour. It also established the relationship between environmental response and consumer buying behaviours. According to the study, consumers are buying products which they see in advertisement more than emotionally<sup>54</sup>.

### **2.1.9. Internet and the Era of Advertising**

Internet advertising is a form of promotion that uses the Internet and World Wide Web (www) for the expressed purpose of delivering marketing messages to attract customers. Examples

of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. Positive feedback becomes a good promotion for the marketer. A marketer can even exploit negative feedback by solving the consumer's problem and showing the commitment of the organisation to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities<sup>55</sup>. In Nigeria, online advertising has gained increased popularity with more people spending time online.

### **2.1.10 Social Media and Consumer Buying Behaviour**

Studying online consumer behaviour has become a major factor for scholars and researchers to understand what motivates retail consumers to shop, thus leading to enhance customer satisfaction and retail performance<sup>56</sup>. Web and virtual social media have revolutionized consumers buying behaviour with worldwide connection through information by superior social networking and intensified communication capacity, further all recent studies found that consumer behaviour and buying behaviour were strongly influenced by social media, personal trust, online communication and online searching attitudes of consumers. Moreover it has been noticed that *Facebook and Instagram* had a great influence on the consumer behaviour because that provide opportunity for consumers to interact and communicate with peers to share their opinion on products<sup>57</sup>. So for marketers, it is important to understand how this demographic consumes information and second, how to deliver the right marketing message that appeals to them<sup>58</sup>.

### **2.10. 11 Importance of the internet to Advertisers**

The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and purchase items more readily. For Advertisers, it provides the opportunity to develop new skills and to improve the competitiveness of a company<sup>59</sup>. Understanding the importance of Internet exposure would help companies to implement their web-based marketing more effectively because: Firstly, consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. Recent figures indicate that electronic commerce on the Internet approached \$45.8 billion in the year 2000<sup>60</sup>. Significantly, all the

major on-line services now offer web access to their subscribers and have announced or are expected to announce, plans to allow members to self-publish their own home pages on the web as well. Additionally, virtually all the major communication conglomerates have web sites as they shift their strategic orientation away from so-called interactive television applications to web-based publishing, communication, and multimedia marketing efforts.

Thirdly, the web provides an efficient channel for advertising, marketing, and even direct distribution of certain goods and information services. For example, it was suggested that it may be nearly one-fourth less costly to perform direct-marketing through the Internet than through - 19 - conventional channels<sup>61</sup>. A study by IBM Corporation suggests that on-line catalogues published on the Internet can save firms up to 62 percent of what it would cost to print and distribute them by conventional means<sup>62</sup>. Along with the suspected increases in efficiency, evidence continues to indicate that marketing on the net is far more effective than marketing through traditional media.

### **2.1.12 Mobile Internet Usage**

Mobile Internet growth is the growth of the Internet when accessed via a mobile device such as Smartphone. Through the use of mobile Internet as a service reached by mobile devices, the world has seen some quite changes in past decade and more rapidly than purchases of any other consumer product. Below are just few consequences as the impact of combined Smartphones and mobile Internet. Smartphones have become an integral part of our daily lives. Smartphone penetration has risen to more than 100% of the population in some parts of the world and these smartphone owners are becoming increasingly reliant on their devices. Over half of the users with Smartphones access the Internet every day and most never leave

home without it. Smartphones have played a major role in transforming consumer behaviour. Mobile search, video, app usage, and social networking are prolific.

Smartphone users are multi-tasking their media with close to 100% using their phone while doing other things such as streaming songs. Smartphones obviously help users to navigate the world. Appearing on smart-phones is critical for local businesses. More than two-thirds of smartphone users look for local information on their phone and almost all users take action as a result, such as visiting the searched place or contacting the business. Smartphones have significantly changed the way consumers shop or make purchases. Smartphones are critical shopping tools with almost all users having researched a product or service on their device at least once. Smartphone re-search influences buyer decisions and purchases across channels. Smartphones facilitate advertisers to get connected with consumers. Mobile advertisements are noticed by all Smartphone users who have access to Internet. Smartphones are also a critical component of traditional advertising as more than half have performed a search on their Smartphone after seeing a traditional advertisement.

### **2.1.13 Advertisement Characteristics and Consumers Buying Behaviour**

In this sub section the researcher will review the relationship between advertisement and consumers buying behaviour. As per the above sections of literature, one can understand the strong relationship between advertisement and consumers buying behaviour. The advertising has a foremost and vital effect on purchasing behaviour of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown; therefore it will get more exposure, because of the positive first impression.

### **2.1.13.1 Relationship between Impressive Advertisement and Consumers Buying Behaviour**

Buying begins in the mind. If you don't impress the buyer's mind, you won't capture his or her money<sup>62</sup>. The primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together. Moreover, it also persuades and informs the masses. This information can be about the product features, style, value, price and availability. In addition to this, impressive advertising bring attitudinal changes in the minds of the consumer. His or her emotions are torched and played with the feelings of likes and dislikes towards the object and this leads to action (i.e. purchase).

Scholars associated the satisfaction levels of those newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken by them<sup>63</sup>. A discriminate analysis executed with the data collected allows for the conclusion that people who were inspired to purchase after reading local newspapers and paying attention to print ads were motivated mainly by the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the ad is run, and the level of the quality of information provided by the news outlet. Therefore, this study will provide robust evidence of the strong relationship between impressive and attractive advertisement and its commercial role towards influencing consumers purchase intent.

### **2.1.13.2. Relationship between Understandable Advertisement and Consumers Buying Behaviour**

Advertisement should not be complex. The more complex the advertisement is, the more difficult will be the advertisement to understand and remind & vice versa. It was recommended that firms should develop more effective advertising campaign that attracts consumer's attention and capture their interest<sup>64</sup>. At this stage the company's advertising messages should be simple to understand and interpret. The simplicity of the advertisement leads to impart the information to the consumers so that they are well informed and can make a good choice. The advertisement should be conveyed in such a way that, knowledge about product specification, features, quality and function should comprise briefly.

In terms of theoretical implication, the research re-affirms the notion that the determinants of consumers' attitude towards advertising can be applied in a highly regulated media environment. In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the favorable consumers' attitude towards advertising. As part of the efforts to create favorable consumers' attitude, some strategies proposed which includes: First of all checking the sources of advertisement are credible, trustworthy and believable; Second keeping the advertising message informative, customer oriented, simple to understand and up to date; Third integrating the elements of fun, excitement, surprises, creativity and pleasure in the advertisement messages and lastly emphasizing the concept of „made in Malaysia“ to evoke the feeling of partnership in 21, helping the nation grow economically building

positive image. In my opinion the last strategy should be scale up in our country especially to those import and export business firms.

### **2.1.13.3 Relationship between a Grabbing Advertisement and Consumers Buying Behaviour**

Humans are visual animals. He also further stated that our vision is the sense we rely on most. This kind of biological scenario is not accident, rather it has developed over tens of thousands of generations. Our eyes are attracted to pictures far more than to words. Scholars sated that people like advertisement of the products and believe that the quality of the product is as good as expected from the advertisement<sup>65</sup>. This study suggests that the promotional strategy through television advertisement is made a significant and positive impact on consumers buying behaviour. TV advertisement has enhanced their involvement in purchase and experiment with different or new products.

Many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers. Moreover, the authors recommend the following important points. First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and memorable. The messages must be strong and creative enough to attract and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product.

#### **2.1.13.4. Relationship between Memorable Advertisement and Consumers Buying Behaviour**

Scholars suggested that, in order to be effective, an advertisement has to be memorable for the viewer<sup>66</sup>. If the viewer does not remember the ad after viewing it, the company sponsoring the ad is simply wasting time and money. With an effective advertisement, the viewer should be able to clearly recall what happened during the course of the ad, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers. Strive to create extraordinary pieces for your marketing so you stand out from other, similar companies". Memory phenomena have long occupied a central place in thinking about the process and effects of advertising. The various hierarchies of effects models that have been proposed to represent the mental stages consumers pass through in response to advertising all acknowledge the role of memory.

When the sales volume of any product increases, it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product. It is also indicated when a company participates in generic advertising programs; it has a significant impact on firm's market performance.

#### **2.1.13.5 Relationship between Creative Advertisement and Consumers Buying Behaviour**

There should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact,

advertising itself is a creative process. Creative advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. More employment is generated and the people become more prosperous and their standards of living improve. An effective ad will inform the consumer about the product or service you have to offer, but that advertisement also needs to be creative so that it can capture attention. Capturing the attention of the consumer is essential for an effective advertisement and the more creative you can make that advertisement the more effective it can be.

### **2.1.13 6 Relationship Between Honest Advertisement and Consumers Buying Behaviour**

Trust is a state of certainty, “a middle state between knowing and not-knowing”. M. Bansal and S. Gupta (2014) in their *Global Journal of Finance and Management* focused on the impact of informational content within the newspaper on consumer behaviour. The impact of newspaper advertisement was assessed from the fact that advertisements with more trusted (honest) content were found to influence more customers than advertisements with biased informational content. The impact of logical informational content and its probability of being liked by a consumer were greatest especially for electronics and durable goods. The amount of information present was found to be independent of the size of the advertisement. Thus, it can be understood that commercials of different products employ different advertisement strategies to motivate their customers and such data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

Facets of product involvement Product involvement should be viewed as a multidimensional construct. The concept of product involvement is rich in nature and it would seem insufficient to examine it from only a singular variable. The way to describe the relationship between low product involvement and brand loyalty is through different facets. A facet is used often together with others to describe a concept, such as product involvement..

## **2.2 Theoretical Framework**

### **2.2.1 Elaboration Likelihood Model (ELM)**

The Elaboration Likelihood Model (ELM) was developed by Richard E. Petty and John T. Cacioppo in the late 1970s and early 1980s. The model emerged from their research in social psychology, particularly in the field of persuasion and attitude change. Before the ELM, traditional models of persuasion primarily focused on the direct effects of persuasive messages on attitudes and behaviours, often assuming a straightforward and linear process. However, Petty and Cacioppo observed that persuasion is a more complex phenomenon influenced by various factors, including the cognitive processing strategies individuals employ when exposed to persuasive messages.

According to the ELM, it proposes two routes to persuasion: the central route and the peripheral route. These routes represent different cognitive processing strategies individuals use when evaluating persuasive messages:

**i. Central Route:** - When individuals engage in the central route, they carefully scrutinize and evaluate the content of the message. They focus on the substantive arguments and evidence presented and engages in systematic processing of the information. This route leads

to attitude change based on the strength and quality of the arguments presented in the message.

**ii. Peripheral Route:** - In contrast, when individuals take the peripheral route, they rely on superficial cues or peripheral aspects of the message rather than engaging in deep cognitive processing. Peripheral cues can include factors such as the attractiveness of the speaker, the presence of catchy slogans, or the use of celebrity endorsements. Attitude change through the peripheral route is driven by factors other than the substantive content of the message<sup>68</sup>. The ELM emphasises that the route to persuasion individuals take, depends on their motivation and ability to process information. When individuals are motivated and able to engage in careful thinking, they are more likely to use the central route. However, when motivation or ability is low, they are more likely to rely on peripheral cues. The ELM has been widely influential in the field of persuasion and has been applied to various domains, including advertising, marketing, political communication, and health communication. It has provided valuable insights into how different persuasive strategies can influence attitudes and behaviours based on the underlying cognitive processes involved.

The concept called Elaboration Likelihood Model (ELM) as above mentioned proposes two routes to persuasion: the central route and the peripheral route. When exposed to Aquafina's social media advertisements, undergraduates may engage in either systematic processing (central route), where they critically evaluate the content of the advertisements and make informed decisions based on the merits of the product, or heuristic processing (peripheral route), where they are swayed by superficial aspects of the ads, such as celebrity endorsements or catchy slogans.

### **2.2.1.1 Relevance of the Theory to the Study**

The Elaboration Likelihood Model (ELM) provides a framework for understanding how social media advertisements influence consumer behavior through two distinct routes: the central route and the peripheral route. When consumers are highly motivated or involved with a product or message, they are more likely to engage in deep processing, evaluating the content of advertisements carefully. In such cases, marketers can leverage the central route by providing detailed information and strong arguments. Conversely, when consumers are less motivated or involved, they may rely on peripheral cues such as celebrity endorsements or visual appeal. Marketers can tailor their advertising strategies based on which route consumers are likely to take, ultimately influencing consumer behavior on social media platforms.

### **2.2.2 Theory of Reasoned Action**

This theory was postulated by Martin Fishbein and Icek Ajzen in 1960. The Theory of Reasoned Action centers its analysis on the importance of pre-existing attitudes in the decision-making process. The core of the theory posits that consumers act on behaviour, based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests<sup>85</sup>. According to the theory, specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and decide on a different course of action.

Advertisers can learn several lessons from the Theory of Reasoned Action. First, when marketing a product to consumers, marketers must associate a purchase with a positive result, and that result must be specific. Axe Body Spray used this concept very effectively by linking its product to desirability with women. Second, the theory highlights the importance of moving consumers through the sales pipeline. Marketers must understand that long lags between initial intention and the completion of the action allows consumers plenty of time to talk themselves out of a purchase or question the outcome of the purchase.

According to psychoanalytic theory, consumers respond to symbolic concerns as much as they respond to those of economics and function. Freud's work implies that external factors such as age and income cannot fully account for consumer behaviour because motivations lay deep in the psyche. Instead, marketing messages that contain an emotional appeal to consumers' feelings, hopes, aspirations and fears are often more effective.

#### **2.2.2.1 Relevance of the Theory to the Study**

The Theory of Reasoned Action (TRA) provides insights into how social media advertisements influence consumer buying behaviour. In the context of social media advertising, attitudes toward the behaviour involve consumers forming opinions about the advertised product or service. Positive attitudes are likely to emerge when individuals believe that making a purchase will lead to favourable outcomes, such as satisfaction, status, or convenience. Social media platforms serve as a crucial space for the formation of these attitudes, as consumers are exposed to various promotional messages and content.

Subjective norms, on the other hand, encompass the perceived social pressure to either engage or refrain from a particular behaviour, in this case, making a purchase. Social media plays a significant role in shaping subjective norms by providing a platform for individuals to be influenced by the opinions and recommendations of their social network. Positive endorsements from friends, family, or influencers in social media advertisements contribute to the development of a subjective norm favoring the purchase decision.

The interaction of these factors leads to behavioural intentions, where consumers develop a mindset inclined towards making a purchase based on their attitudes and the influence of subjective norms. Social media advertisements, by shaping attitudes and providing a channel for social influence, contribute to the process of converting these intentions into actual consumer behaviour. As consumers navigate the dynamic landscape of social media, the TRA offers a framework to understand how their attitudes and perceived social norms come together to influence their responses to advertising and ultimately impact buying decisions.

### **2.3 Review of Empirical Studies**

A study on the impact of advertising on consumers' buying behaviour on purchasing cosmetics products in Nairobi showed that 41% of respondents were influenced by product quality, 39% were influenced by the persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement<sup>69</sup>. Another study conducted on the factors which influence purchasing decision by Nigerian women with regard to cosmetics found that 54% were influenced by celebrity endorsements, 14% were influenced by the price of the product, 12% were influenced by the packaging of the product while 10% were influenced by the testimonials seen in Television advertisements<sup>70</sup>.

Another study conducted on factors that influence the purchase decision by Kenyan women when buying cosmetics and beauty products, about 44% of the total respondents said that their desire to buy product very much which they see in advertising, 36 % said they were influenced by the packaging of the product, 17% of respondents were influenced by product price while 3% were influenced by quantity<sup>70</sup> A research on how advertising affects the buying behaviour of consumers in Pakistan analyzed impact of advertisement on consumer buying behaviour, and the results of correlation indicated that advertising is positively correlated with buying behaviour at highest correlation of 0.414 or in other words consumer buying behaviour is impacted by advertisement<sup>71</sup>. It is found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends or families whereby these information tend to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

A study on the impact of television advertising on buying behaviour of women consumers with special reference to Fast Moving Consumer Goods (FMCGs) showed that majority of consumers depend on Television advertisements in making their final decision what to buy with regard to FMCGs<sup>72</sup>. The study concluded that advertisements have great impact on buying behaviour of women customers. Before purchasing any product customers/consumers collect information for their comparing alternative product options before making proper purchasing decision making activities hence advertising is mostly adopted to get information about FMCG products.

Also, a study on the impact of advertising on consumer buying behaviour by focusing on mobile phone purchases in Pakistan. The study found that advertising is the main factor which influences mobile phone purchases. The study further established that advertisements which appealed to the emotions of consumers were more likely to result in purchases<sup>73</sup>. The study also found that advertising is the main factor which influences consumer buying behaviour especially if the advertisements are created in such a way that they make the consumer excited, stimulated and frenzied. This is because such advertisements are more likely to attract the attention, arouse interest and create desire to purchase the advertised product. The study concluded that responses in advertisements have great influence on consumer buying behaviour because majority of people buy mobile phone sets after watching television ads. Accordingly, consumers consider that ads regarding Nokia and Samsung are more attractive, and as a result people prefer to buy them as compared to other cell phone.

A study on the impact of advertising on demand generation and wants, to establish the relationship between advertising and purchase intention<sup>74</sup>. The study found that advertising has a positive impact on demand creation and also established that there is a positive relationship between advertising and consumption. Another study examines the relationship between advertising expenditure on the aggregate consumption among consumers using. The study found out that there is a simultaneous relationship between advertising and consumption but not a unidirectional. Therefore, advertising and consumption seem to work on each other.

Another study that determines factors which influence consumer buying behaviour among consumers of electronic products impact of advertising on consumer buying behaviour<sup>75</sup>. The

study found that consumer behaviour is determined by the effectiveness of marketing and advertising efforts of the company which influence the perception of customers on product quality. The study also found that consumers make the decision to purchase a particular product after being exposed to advertisements which raise their level of awareness on the product, product price, product benefits and product quality. The study also found that some consumers use advertisements to compare various advertised products before making the decision to purchase.

In another study noted that the principal aim of consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances. The study tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects which can indicate the most favored marketing mix that management should select<sup>76</sup>. Consumer behaviour analysis helps to determine the direction that a consumer's behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc. Consumer behaviour analysis views the consumer as another factor of production, a factor that producers cannot control.

Finding the relationship between advertising and buying behaviour empirically, a study which aimed at studying "A Reconsideration of Advertising Expenditures, Aggregate Demand and Stabilization". Based on the findings of the study, the author concluded that, there is no positive relationship between advertising and aggregate consumption<sup>77</sup>.

Another study conducted to examine the studying the relationship between advertising expenditure and aggregate consumption using Houtakker-Taylor model revealed that, there is a simultaneous relationship between advertising and consumption but not a unidirectional.

Thus, advertising and consumption seem to work on each other. These findings are similar to the findings of a study conducted with aim to establish “The Relationship between Advertising and Consumption in India: An Analysis of Causality” made use of unit root test, cointegration and error correction model and found out that, fluctuations in advertising expenditure positively impacts consumption expenditure<sup>78</sup>.

Another study to examine the effects of advertising on consumer buying behaviour. The researcher used the Fixed Effect Model of Panel Data Analysis for 134 companies; found in their study that, besides advertising, factors like company’s brand, quality of the product and company’s reputation affect the sales of a company. Another study on advertising and consumer buying behaviour with special reference to Nestle Limited, India found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer’s purchase of a good.

Another study conducted found on female buying behaviour of cosmetic products in New Delhi that, as income of females increase, their purchase of cosmetic products also increase. They also, added that, this increase in expenses on cosmetic product is made possible by the advertisement made on them<sup>79</sup>.

A study on the impact of culture on purchasing by comparing between Thai and British Consumers showed that cultural difference impacts consumers’ decision on purchasing mobile phone. The study further found that consumer purchase decisions in the two countries were totally different due to different cultural background and social influences<sup>80</sup>.

Another study on, consumer purchase decisions on mobile phones in emerging marketing by focusing on Russian consumers as a case study. The study found that consumer purchase decision on mobile phones is affected by price, brand association and brand awareness. The study found that customer is most likely to purchase a mobile phone brand which they have used in the past. The study also found that mobile phone buyers in Russia are highly influenced by the country of origin from which the mobile phones were made. The findings of the study showed a high inclination to mobile phones manufactured in European countries (Sweden, Finland and Hungary) compared to mobile phones manufactured in America or Asia<sup>81</sup>.

A study conducted by on consumer's decision making on mobile phones in Finland found that an individual desire and need are determined by culture which could act as the most fundamental factor in consumer decision making. Other factors include; price of the product, promotion and marketing strategies used for the product and the influence of peers<sup>82</sup>.

A study conducted on purchase decision of cosmetics found that the decision is strongly influenced by the consumer's reference groups, advertising and marketing. The study further found that consumers were most likely to purchase a particular brand of cosmetics after having been referred to by their peers who had already bought the cosmetics<sup>83</sup>.

Also, a study on factors that influence purchase of cosmetics in the USA and found five important factors for cosmetics purchasing decision: the quality of the product, product shape and colour choice, the size and weight, price along with associated accessories, ease of use, new technology, product design, appearance and price<sup>84</sup>.

In a study on the impact of psychological factors on consumers' purchase decision by citing examples from Tanzania. The study found that majority of the purchase decision of consumers in Tanzania is highly influenced by social reference groups and price. The study also found that sensitivity to price of the product is especially high among people of lower income brackets. The study also established another factor influencing consumer purchase decision among Tanzanians to be the country-of-origin whereby products from highly developed countries (e.g. Italy, Germany) were perceived to be of better quality while products from developing countries (e.g. China, India) were perceived to be of lesser quality<sup>85</sup>.

The existing research landscape lacks comprehensive studies that delve into the nuanced influence of culturally tailored social media advertising strategies on consumer buying behaviour across diverse regions and industries. While studies have explored the impact of advertising on consumer behaviour, there is a specific gap in understanding how advertisements delivered through social media platforms, which are inherently global yet culturally embedded, shape consumer perceptions and purchasing decisions. Cultural nuances, social reference groups, and platform-specific features play significant roles in shaping consumers' responses to social media advertisements, yet there is limited research addressing these complexities in a holistic manner.

A study on the effects of social media advertising on consumer buying behavior found that social media ads significantly influence consumers' purchasing decisions. The study analyzed the impact of visual appeal, message clarity, and emotional engagement in advertisements on platforms like Facebook and Instagram. The results indicated that visually appealing ads with clear, concise messages and strong emotional components are more likely to lead to positive

consumer attitudes and increased purchase intentions. Furthermore, the study revealed that interactive and personalized ads enhance consumer engagement, making them more likely to consider and eventually buy the advertised products<sup>86</sup>.

Another study focused on the role of influencer marketing on social media and its effect on consumer behavior. It was observed that endorsements from social media influencers lead to higher trust and credibility compared to traditional advertisements. Consumers perceive products recommended by influencers as more authentic and are more likely to purchase them. The study also highlighted that the relatability and perceived expertise of the influencer are critical factors in shaping consumer attitudes and driving purchase behavior. Additionally, the frequency and consistency of influencer posts about a product also positively correlate with consumer buying decisions.

A study on the influence of user-generated content (UGC) on social media examined how reviews, testimonials, and shared experiences impact consumer purchase behavior. The findings showed that UGC significantly affects consumer trust and decision-making processes. Consumers tend to rely on the opinions and experiences of their peers more than on branded content. Positive UGC increases brand credibility and encourages purchases, while negative UGC can deter potential buyers. The study also noted that the presence of a high volume of UGC can enhance the perceived popularity and reliability of a product, thereby boosting consumer confidence and purchase likelihood<sup>87</sup>.

Another study investigated the effectiveness of targeted social media advertisements in shaping consumer buying behavior. It was found that ads tailored to the specific preferences and behaviors of users are more effective in capturing their attention and prompting action. The study

demonstrated that targeted ads lead to higher engagement rates, better recall, and increased conversion rates compared to non-targeted ads. Consumers appreciate the relevance and personalization of these ads, which makes them feel valued and understood by the brand, ultimately influencing their buying decisions positively<sup>88</sup>.

A study on the impact of social media ad frequency on consumer behavior discovered that there is a threshold to the effectiveness of repeated exposure to ads. While initial exposure to social media ads increases brand awareness and interest, excessive repetition can lead to ad fatigue, resulting in diminished effectiveness and even negative reactions from consumers. The findings suggest that an optimal frequency of ad exposure exists, where consumers remain engaged and receptive without feeling overwhelmed or annoyed. This balance helps maintain consumer interest and encourages positive buying behavior.

A study on the role of social media platforms in the consumer decision-making process explored how different platforms influence various stages of buying behavior. The research found that platforms like Instagram and Pinterest are particularly effective in the discovery and inspiration stages, where consumers seek visual content and ideas. Facebook and Twitter, on the other hand, play a crucial role in the evaluation and decision-making stages, where consumers engage in discussions, read reviews, and compare products. The study concluded that the strategic use of multiple social media platforms can guide consumers through the entire buying journey, from awareness to purchase, by leveraging the unique strengths of each platform<sup>89</sup>.

Another study analyzed the impact of social media advertising on impulse buying behavior. The findings revealed that the immediate, engaging nature of social media ads, especially those incorporating limited-time offers and visually striking content, can trigger impulsive purchases.

The study showed that factors such as urgency, scarcity, and emotional appeal in ads significantly contribute to impulsive buying. Additionally, interactive features like clickable links, shoppable posts, and in-app purchase options streamline the buying process, making it easier for consumers to act on impulse and complete transactions swiftly<sup>90</sup>.

A study on the effectiveness of social media ad formats compared various types of ads, including video ads, carousel ads, and sponsored posts, in influencing consumer buying behavior. The results indicated that video ads tend to have the highest impact due to their ability to convey detailed information and engage viewers emotionally. Carousel ads, which allow multiple images or videos in a single ad, were also found to be highly effective in showcasing product features and benefits, leading to higher engagement and conversion rates. Sponsored posts, while less dynamic, still play a significant role in maintaining brand presence and driving traffic to product pages<sup>91</sup>.

Another study focused on the demographic factors that moderate the influence of social media advertising on consumer behavior. The research highlighted that age, gender, and socioeconomic status significantly affect how consumers respond to social media ads. Younger consumers, particularly those in the 18-34 age range, are more likely to be influenced by social media ads due to their higher engagement levels with these platforms. Gender differences were observed, with women generally showing a higher propensity to be influenced by social media ads in categories like fashion, beauty, and lifestyle. Additionally, consumers with higher disposable incomes demonstrated a greater likelihood of making purchases influenced by social media ads<sup>93</sup>.

A study on the impact of social media ad credibility on consumer buying behavior found that the perceived trustworthiness of ads plays a crucial role in consumer decision-making. Ads that are

transparent, well-reviewed, and feature real customer testimonials tend to be more effective in driving purchases. The study emphasized the importance of authenticity and honesty in social media advertising, as consumers are increasingly wary of deceptive or overly polished ads. Brands that maintain transparency and foster trust through genuine, relatable content are more likely to influence consumer buying behavior positively<sup>94</sup>.

A study on the long-term impact of social media advertising on brand loyalty examined how sustained social media engagement influences consumer loyalty and repeat purchases. The findings suggested that consistent, high-quality social media advertising can build a strong emotional connection between consumers and brands. This connection, fostered through engaging content, interactive campaigns, and personalized communication, enhances brand loyalty. The study found that brands that actively engage with their audience and provide valuable content beyond mere promotional messages tend to retain customers longer and encourage repeat purchases, ultimately leading to increased lifetime customer value<sup>95</sup>.

Another study investigated the influence of social media advertisements on consumer trust in new and emerging brands. The research showed that well-crafted social media ads can significantly boost the credibility of new brands. By leveraging visually appealing content, authentic storytelling, and endorsements from trusted influencers, new brands can overcome initial consumer skepticism. The study highlighted that transparency about brand values and customer feedback in social media ads is critical in establishing trust and encouraging consumers to try new products<sup>96</sup>.

A study focused on the role of emotional appeal in social media advertising found that ads that evoke strong emotional responses are more effective in driving consumer action. Emotional

appeals, whether through humor, nostalgia, excitement, or empathy, create memorable experiences for consumers, making them more likely to engage with the brand and make a purchase. The study demonstrated that emotional resonance in ads leads to higher levels of consumer satisfaction and brand attachment, which are crucial for converting viewers into buyers<sup>97</sup>.

Another study examined the impact of social media advertising on the perception of brand quality. The findings indicated that well-executed social media ads can enhance consumers' perceptions of a brand's quality and value. High-quality visuals, professional production, and clear messaging in ads contribute to a premium brand image. The study found that when consumers perceive a brand as high-quality, they are more likely to pay a premium price for its products, leading to increased profitability for the brand<sup>98</sup>.

A study on the effectiveness of social media retargeting ads explored how these ads influence consumer buying behavior. Retargeting ads, which target users who have previously interacted with a brand but did not complete a purchase, were found to be highly effective in converting potential customers. The study showed that retargeting ads serve as reminders and reinforce brand recall, prompting consumers to revisit the brand's website and complete their purchase. The personalization and relevance of retargeting ads make them particularly effective in reducing cart abandonment rates and increasing conversion rates<sup>99</sup>.

Another study explored the impact of user interaction with social media ads on consumer buying behavior. The research found that interactive features such as polls, quizzes, and augmented reality (AR) experiences in ads significantly boost consumer engagement and interest. These interactive elements provide a sense of involvement and entertainment, making the advertising

experience more enjoyable and memorable. The study highlighted that increased engagement through interactive ads correlates with higher purchase intentions and actual sales<sup>100</sup>.

A study on cross-platform social media advertising examined how integrated advertising campaigns across multiple social media platforms influence consumer behavior. The findings indicated that cohesive campaigns that maintain consistent messaging and branding across platforms like Facebook, Instagram, Twitter, and YouTube are more effective in reinforcing brand awareness and driving consumer action. The study emphasized that a multi-platform approach allows brands to reach a wider audience, cater to different user preferences, and create a more robust presence, ultimately enhancing the overall impact of the advertising campaign on consumer buying behavior<sup>101</sup>.

A study on the impact of social media advertising on consumer information search behavior examined how social media ads affect the way consumers seek product information before making a purchase. The research found that social media ads often serve as a starting point for consumer information searches, leading them to explore more about the product or service advertised. The study indicated that ads providing detailed product information, comparisons, and links to customer reviews tend to facilitate informed decision-making. Consequently, consumers exposed to these informative ads were more confident in their purchase decisions and showed a higher likelihood of converting<sup>102</sup>.

Another study investigated the influence of social media advertisements on consumer perceptions of brand innovativeness. The findings suggested that ads highlighting a brand's innovative features, new product launches, and cutting-edge technologies significantly enhance consumers' perceptions of the brand as forward-thinking and modern. The study showed that

consumers are more attracted to brands they perceive as innovative, which not only drives initial purchases but also fosters ongoing interest and brand loyalty<sup>103</sup>.

A study on the influence of social media ads on consumer social identity examined how advertisements resonate with consumers' self-concept and social groups. The research found that ads aligning with consumers' social identity and values—such as ads promoting sustainability, social justice, or specific lifestyle choices—tend to be more persuasive. Consumers are more likely to support brands that reflect their personal and social identities, leading to increased brand affinity and purchase behavior. The study emphasized the importance of understanding and targeting the social and cultural contexts of the consumer base in social media advertising<sup>104</sup>.

Another study focused on the impact of real-time social media advertising during live events, such as sports games, concerts, and TV show broadcasts. The findings indicated that real-time ads, which capitalize on the heightened emotional and social engagement during live events, are particularly effective in driving consumer action. These ads, often incorporating live polls, real-time offers, and event-related content, significantly increase viewer interaction and immediate purchasing decisions. The study highlighted that the temporal relevance and contextual alignment of ads with live events enhance their impact on consumer buying behavior<sup>105</sup>.

A study on the role of augmented reality (AR) in social media advertising explored how AR-enhanced ads influence consumer engagement and purchase behavior. The research found that AR ads, which allow users to virtually try on products, view products in 3D, or interact with digital overlays, provide an immersive and interactive experience that significantly boosts consumer interest and confidence in the product. The study showed that AR ads lead to higher

engagement rates, better product understanding, and increased likelihood of purchase due to the enhanced user experience and perceived novelty<sup>106</sup>.

Another study examined the impact of social media advertising on consumer attitudes towards brand authenticity. The findings suggested that ads showcasing behind-the-scenes content, real customer stories, and genuine brand narratives foster a sense of authenticity and trust among consumers. The study highlighted that consumers are more likely to respond positively to brands that are transparent and authentic in their advertising approach. This authenticity not only drives purchase behavior but also enhances long-term brand loyalty<sup>107</sup>.

A study on the influence of social media video ads on consumer buying behavior analyzed the effectiveness of different video formats, including short-form videos, long-form videos, and live streaming. The research found that short-form videos are particularly effective in capturing attention quickly and delivering concise, impactful messages, leading to immediate consumer interest. Long-form videos, while less engaging initially, provide more in-depth information and storytelling, which can drive deeper consumer engagement and consideration. Live streaming, offering real-time interaction and a sense of immediacy, was found to be highly effective in driving both engagement and purchases during the live session<sup>108</sup>.

A study on the influence of social media advertisements on consumer trust in product quality examined how ads affect perceptions of product reliability and excellence. The findings indicated that ads featuring detailed product demonstrations, expert reviews, and certifications significantly enhance consumer trust in the advertised products. Consumers tend to view these ads as more credible and are more likely to perceive the products as high-quality and worth

purchasing. The study highlighted the importance of incorporating third-party endorsements and transparent product information in social media ads to build consumer confidence<sup>109</sup>.

Another study explored the impact of interactive social media ads on consumer purchase behavior. The research focused on ads that include features such as clickable links, embedded surveys, and gamified elements. The findings showed that interactive ads not only increase consumer engagement but also lead to higher conversion rates. Consumers who interact with these ads are more likely to spend time exploring the brand and its offerings, ultimately leading to a greater likelihood of making a purchase. The study emphasized that interactivity in ads enhances consumer involvement and satisfaction, driving more effective advertising outcomes<sup>110</sup>.

A study on the effect of social media advertising on consumer word-of-mouth behavior examined how ads influence consumers' willingness to share information about products with their social networks. The research found that ads with strong emotional appeal, compelling storytelling, and shareable content are more likely to be shared by consumers. This sharing behavior amplifies the reach of the ads and increases brand visibility. The study highlighted that social media ads that encourage sharing and discussion can significantly extend their impact through organic word-of-mouth, leading to increased brand awareness and potential sales<sup>111</sup>.

Another study investigated the role of social media ad targeting based on consumer behavior and preferences. The research demonstrated that personalized ads, tailored to individual user interests and past behaviors, are more effective in capturing attention and prompting purchases. The study found that consumers appreciate the relevance of personalized ads, which makes them feel understood and valued by the brand. This personalized approach not only increases the likelihood of immediate purchases but also enhances overall consumer satisfaction and loyalty<sup>112</sup>.

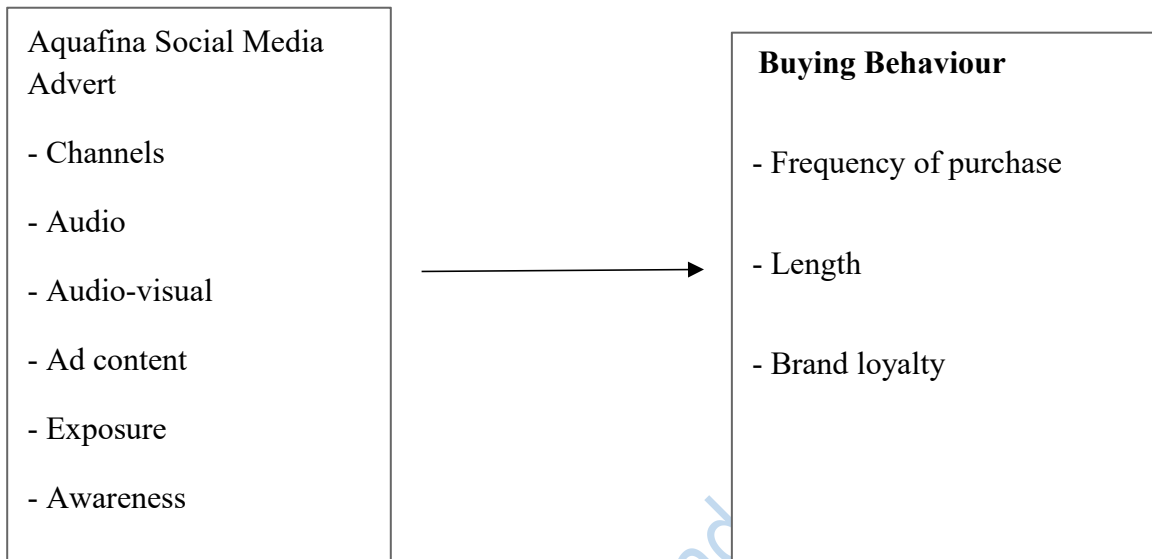
A study on the impact of social media ads on brand recall and recognition examined how effectively different types of ads help consumers remember and recognize brands. The findings indicated that visually striking ads with consistent branding elements, such as logos, colors, and taglines, are more successful in achieving high brand recall and recognition. The study showed that repeated exposure to such well-branded ads reinforces brand memory and makes it easier for consumers to recall the brand when making purchasing decisions. The importance of maintaining visual and thematic consistency across ads was emphasized as a key factor in enhancing brand recognition<sup>113</sup>.

Another study focused on the influence of social media advertisements on consumer attitudes towards sustainability. The research found that ads promoting eco-friendly products and sustainable practices resonate strongly with environmentally conscious consumers. These ads not only drive purchase behavior among this demographic but also enhance the overall brand image as responsible and forward-thinking. The study highlighted that incorporating messages about sustainability and ethical practices in social media ads can attract a loyal customer base that values environmental responsibility<sup>114</sup>.

A study on the impact of social media advertising frequency on consumer purchase behavior explored how the number of ad exposures affects consumer response. The research found that there is an optimal frequency range within which ads are most effective. Too few exposures may fail to capture consumer attention, while too many can lead to ad fatigue and negative reactions. The study suggested that maintaining a balanced frequency that ensures sufficient visibility

without overwhelming the audience is crucial for maximizing ad effectiveness and driving purchases<sup>115</sup>.

## 2.4 Conceptual Model



**Fig 2.4.1 Conceptual Model on the influence of Aquafina Social Media Advertisement on Lead City University Ibadan Undergraduates Buying Behaviour developed by Researcher, 2024**

Aquafina social media advertisement is the independent variable, while Lead City University Ibadan undergraduates buying behaviour is the dependent variable.

In social media advertising, the independent variables such as channels, audio, audio-visual elements, ad content, exposure, and awareness play a critical role in shaping consumer behavior and outcomes. The choice of channels determines where and how advertisements reach the audience. For instance, ads on Instagram may attract a younger demographic compared to LinkedIn, which may appeal more to professionals. The effectiveness of these

channels can significantly influence the consumer's attitude towards purchase, as a well-targeted ad on a preferred platform is likely to resonate more and create a positive perception of the product or service.

The use of audio and audio-visual elements in ads can also have a profound impact. Audio elements, such as background music or voiceovers, can enhance the emotional appeal of an advertisement, making it more memorable and engaging. This heightened engagement can lead to a more favorable attitude towards purchase. Similarly, audio-visual content, such as videos, can convey complex messages more effectively and create a more immersive experience, which can increase the frequency of purchase by keeping the product top-of-mind for consumers.

Ad content itself is a crucial independent variable, as the quality, relevance, and creativity of the content can significantly influence consumer responses. Ads that are well-crafted and resonate with the audience's values and interests are more likely to foster positive attitudes towards purchase and encourage repeat purchases. Furthermore, the frequency and duration of exposure to advertisements (exposure) are key factors. Repeated exposure to an ad can reinforce the message and increase brand recall, leading to higher purchase frequency and stronger brand loyalty over time.

Awareness, another vital independent variable, refers to how well the audience knows and recognizes the advertisement and its message. Higher awareness can lead to greater trust and confidence in the brand, which in turn can enhance the consumer's attitude towards purchasing the product and build long-term brand loyalty. Overall, these independent

variables interact in complex ways to shape the dependent variables, ultimately driving consumer behavior and business outcomes in the realm of social media advertising.

## **2.5 Summary of Literature Reviewed**

The era of globalisation has long demanded a paradigm shift in all areas, one of which is advertising. In this study, it was stressed by different scholars that the high competition in the business world requires a company to be more creative and have a competitive advantage compared to other companies in order to compete in the global business.

Literature reviewed in this study stresses the fact that the rapid technology development and the rise of new media and communication channels tremendously changed the advertisement business landscape. However, the growing dependency on internet as the ultimate source of information and communication, make it a leading advertisement platform

Literature reviewed in this study indicate the growth of internet forces the advertiser to it to attract the consumers, online advertisement is more attractive to the consumers as it uses various ways to advertise ideas such as through different websites, social media, pop up advertising among others. Some of the digital advertisement ranges from display advertising, banner advertising, mobile advertising and email marketing. Customers feeling of enjoyment are associated with advertisement because the online advertisements are mostly visual and feature oriented. So internet is vastly used these days and it plays an important role in transferring message through internet

Literature reviewed further shows that social media has revolutionised the online advertising industry. It's interesting to note its development. It won't be wrong to say that, online

advertising has gotten powerful in a very short period of time thanks to social media. It is further revealed covered future idea to concentrating on elements like pleasure, feeling, aesthetics, emotion, and satisfaction to obtain high profitability and customer motivation. Literature reviewed shows that customer motivation has been shifted from the utilitarian online advertising lookout to improve concept of marketing business to convince the customer, increase cost saving and customise the product or services globally.

The reviewed works indicated that online advertisement decision must be made to benefit customer purchase, satisfaction and high loyalty. In addition, Literature reviewed recognized the customer behaviour as goal-oriented and consideration sloping behaviours in business. In the goal oriented, consumers must have a significant shopping plan in their minds as determination of customer behaviour provide information to easier purchase products in business for consumers. On the other hand, exploration-oriented consumers do not have a substantial plan in their minds because of using easy way to access the browse or window shop by implement of advertising purchase. Concentrating customer behaviour on the advertising is similar to that in physical storefronts, which means that consumers could be performing either search activity, with or without a specific purpose. Significantly, it is indicated behaviour theory because its actual behaviour that convinces the consumer to purchase.

However, in consuming online advertising preparations like transform and dressing up, convenient browsing medium and increase capability, consumer behaviour affects purchasing base, indicating goal-oriented and exploration-oriented in business organisation. Finally, the literature reviewed shows online advertising value to categorize the consumer

purchase behaviour, such as amount of money to spend and satisfaction procured, influences consumer behaviour.

From the foregoing, one would observe that, not much attention has been given in a comprehensive manner to the digitization of advertisement. Also, not much attention is given to the effectiveness of social media advertisements and how they affect buying behaviour. There is therefore, the need for research on effect of social media advertisement on buying behaviour. This work therefore, greatly contributes to the understanding of the relationship between social media advertisement and buying behaviour in this digital era.

Lead City University Ibadan DO NOT COPY

## Endnotes

1. P. Kaur & N. Sarang, *Relationship of Customer Relationship Management Practices Adopted by Airlines With Loyalty of Passengers*, **International Journal of Management (IJM)**, 11(6), 2020, 2139-2148.
2. M. D. Silva, Z. Khan, T. Vorley, & J. Zeng, *Transcending the Pyramid: Opportunity Co-Creation for Social Innovation*, **Industrial Marketing Management**, 89, 2020, 471–480
3. F. Namisango & K. Kang, *Organisation-Public Relationships on Social Media: The Role of Relationship Strength, Cohesion and Symmetry*, **Computers in Human Behaviour**, 101, 2019, 22–29
4. N.D. Ozioma, & A.O. Marcus, *Marketing Public Relations and Consumer Patronage of Bank*, **Africa-British Journal**, 3(1), 2020, 1-19
5. U.E. Franklin, *The Impact of Service Quality on Satisfaction of Bank Customers: The Saudi Arabian Case*, **International Journal of Academic Research in Business and Social Sciences**, 1(8), 2020, 763-771.
6. M. L. Cheung., G. D. Pires, P. J. Rosenberger, & M. J. Oliveira, *Driving Consumer–Brand Engagement and Co-creation by Brand Interactivity*, **Marketing Intelligence & Planning**, 38(4), 2020, 523–541.
7. M. H. Ho, & H. F. Chung, *Customer Engagement, Customer Equity and Repurchase Intention in Mobile Apps*, **Journal of Business Research**, 2020.07.046, 121, 2020: 13–21
8. J. J. Heinena & H. Kai, *Assessing the Potential of Additive Manufacturing for the Provision of Spare Parts*, **Journals of Operation Management**, 65(8), 2019: 10-27.

9. A. M. Saleh, A. S. Hassan, & A. A. Awadh. *Investigating the Role of HRM Practices on Service Innovation: Empirical Evidence from UAE Government Agencies*, **Management Research Review**, 44(1), 2020:1-24.
10. M. A. Rouf; M. A. B. Afroza, K. Most & R. M. K. Ajoy, *Measuring Customer's Satisfaction Level and Service Gap Between Kash and Rocket in Bangladesh*, **American Journal of Marketing Research**, 5(2), 2019, 29-35.
11. M. A. Rouf; M. A. B. Afroza, K. Most & R. M. K. Ajoy, *Measuring Customer's Satisfaction Level and Service Gap Between Kash and Rocket in Bangladesh*, **American Journal of Marketing Research**, 5(2), 2019, 29-35.
12. M. Gesualdi "Revisiting the Relationship between Public Relations and Marketing: Encroachment and Social Media". **Public Relations Review**, 45 (5) 2019: 372–382.
13. Zia, & A.A. Khan, *Exploring Factors for Patronage Intentions in Saudi Banks: An Empirical Study of AlBaha Province, Saudi Arabia*, **International Journal of Research and Review**, 6(1), 2019: 346-358
14. A.R. Hashmi & A. Zia, *Customer Relationship towards Boundary Spanner in-store (bakhala): A Saudi Perspective*, **Academy of Marketing Studies Journal**, 2020,24(2):1-8
15. L. Alexander, *The Evolution of Models of Public Relations: An Outsider's Perspective*, **Journal of Communication Management**, 13(1), 2019, 37-41.
16. B.B, Wiyono, "Outsourcing Achievement." **Proceedings of 4th International Conference on Education and Management (COEMA)**. Pennag Malaysia:International Foundation for Research and Development (IFRD), Indonesia, 2019, 1-12

17. A. M. Alhamad; M. J. Zukime, A.T. Tunku; E. Bilal, "Green Marketing Strategies: Theoretical Approach." **American Journal of Economics and Business Management**, 2(2), 2019, 5-7.
18. B. Lidia & M. Valencia, *Satisfaction and Consumption Emotions of Library Users at a Public University in Mexico: A Case Study*, **Journal of (Libra)**, 71(2), 2021, 1437-1445.
19. D. J. Oyadongha & C. I. Emeti, *Public Relations and functions in Nigerian Manufacturing Organisations; How Relevant to Output*, **Global Journal of Education, Humanities and Management Sciences (GOJEHMS)**, 1(1), 2019, 233-235.
20. G. Ajimon & J. Sahadevin, *A Conceptual Framework of Antecedents of Service Loyalty in Health Care: Patients' Perspective*, **IIM Kozhikode Society and Management Review**, 8(1), 2019.
21. A. M. Saleh; A. S. Hassan & A. A. Awadh, *Investigating the Role of HRM Practices on Service Innovation: Empirical Evidence from UAE Government Agencies*, **Management Research Review**, 44(1), 2020, 1-24.
22. W. Habiba & A. K. Rashed, *How CRM Components Impact Customer Loyalty: A Case from Bangladesh Banking Industry*. **Journal of Management Information**, 7(2), July 2020, 43-61.
23. J. J. Heinena & H. Kai, *Assessing the Potential of Additive Manufacturing for the Provision of Spare Parts*. **Journals of Operation Management**, 65(8), August 2019, 10-27.
24. P. Kaur & N. Sarang, *Relationship of Customer Relationship Management Practices Adopted by Airlines With Loyalty of Passengers*, **International Journal of Management (IJM)**, 11(6), 2020, 2139-2148.

25. S. Bahazad; L. H. Sirwan & R. Huseein, *Factors Affecting Customer Satisfaction in the Internet Service Industry (Exploratory Study of Internet Service Providers in Erbil - Kurdistan Region)*, **Polytechnic Journal**, 9(1), 2019, 50-63.
26. M Wonuola & G. O Akashoro, *News Personalisation in Promoting Public Resonance in Nigeria Political Discourse in Essential Readings in Communication and Media Studies*. By Bayo Oloyede and Babatunde Olagoke Oni (Ibadan: Stirling-Horden Publishers Limited, 2020).
27. A. A. Amedu & A. L Adegboyega, *Nigerian Tribune Newspaper Reportage of Ethno-Religious Crime in Nigeria 2015-2019*, **Social Sciences** Vol. 10 No 3, 2021, 84-92
28. F.O Talabi, P.N. Nwokolo, D. Oloyede, B. Aiyesimoju, V.O Adefemi & G.V Celestine, *Modelling Safety Challenges Journalists faced in Reporting Anti-Police brutality Protests*, **Information Development Sage.com/journals** 2021, 1-13.
29. M. J. Esiri, *Significance of Cartoons in the Print Media in Essential Readings in Communication and Media Studies*. By Bayo Oloyede and Babatunde Olagoke Oni(Ibadan: Stirling-Horden Publishers Limited, 2020).
30. S. Lamble, *News as it Happens: An Introduction to Journalism 5<sup>th</sup> Edition* London:Oxford University Press 2019).
31. A. A. Amedu & R. O. Agha, *Evaluation of the Significant of Online Newspapers Reportage of the 2020 Southern Kaduna Killings*, **Journal of Communication and Media Technology** Vol.3 Nos1&3, December 2020, 117-133.
32. L. A. Abioye, *News Commercialisation: Issues and Prospects***Journal of Communication and Media Technology** Vol 2, Nos 1 & 2, July/August 2019, 117-

33. R. A. Mizipah, *Newspaper as a Weapon in the Fight against Corruption in Nigeria* **Journal of Communication and Media Technology** Vol.3 Nos.1&3 December, 2020.153-170.
34. A. O. Irele, *On the #EndSARS Movement: The role of the Social Media in the Dissemination of Information about the Protest*, **Journal of Communication and Media Technology** Vol.3 Nos1&3, December, 2020. 90-98.
35. L. A. Ihebuzor & A. O. Banjo, *Definition, Scope and Dimensions of Communication in the Society in Scholarship in Communication Studies*ed. Lambert Ihebuzor and Noellhebuzor (Ibadan: College Press Limited, 2020).
36. N. K. Arya, *The Meaning & Scope of Political Science &Political Theory*\Ph.D Coursework Political Science Mahatma Gandhi Central University, Motihari 07 April 2020.
37. O. R. Dada & W. B. Busari, *Analysis of Newspaper Reportage on Proliferation of Arms during Electioneering in Nigeria* **Journal of Communication and Media Technology** Vol.3 Nos.1&3, December, 2020. 63-89.
38. M. N. Eze, *Influence of Political Class on Newspaper Coverage of National Security Issues on Nigeria*, **Journal of Communication and Media Technology** Vol. 2, Nos.1&2, July/August 2019, 72-101.
39. M. A. Sandhu, S. M. Syeda, R. U. Asad, & M. Saira. *Service Quality Dimensions Impact on Customer Satisfaction in Telecom Sector of Pakistan*,**Journal of Basic and Applied Scientific Research (Text Road)**, 3(2), 2020, 27-34.
40. Harrigan., U. Evers, M. Miles & T. Daly, *Customer engagement and the Relationship between Involvements, Engagement, Self-brand Connection and Brand Usage Intent*.**Journal of Business Research**,88, 2019,388–396

41. Y. R. Chen, *Perceived Values of Branded Mobile Media, Consumer Engagement, and Business- Consumer Relationship Quality and Purchase Intention: A Study of WeChat in China*, **Public Relations Review**, 43(5),2021, 945–954.
42. J. Dearing, & J. Cox, *Diffusion of Innovation Theory, Principles and Practice*, **Health Affairs**, 37(2), 2019, 183–190
43. J. C. Suh & Y. Youjae, *When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement*, **Journal of Consumer Psychology**, , 16(2), 2021, 145-155
44. Zia, A. & Khan, A.A. *Measuring Service Quality of Apparel Stores using RSQS an Empirical Study of Albaha Region Saudi Arabia*, **Research Review International Journal of Multidisciplinary**, 3(12), (2021): 58-65.
45. T. Satendra & A. P. Singh, *Brand Image, Customer Satisfaction and Loyalty Intention: A Study in the Context of Cosmetic Product among the People of Central India*,**EXCEL International Journal of Multidisciplinary Management Studies**, ISSN 2249 8834, 2(5), 2022, 1-14.
46. A. H. Alharbi & H. A. Ibrahim, *The Impact of Customer Satisfaction and Loyalty on E-Marketing: Moderating Effect of Perceived Value*,**Journal of Marketing and Consumer Research**, ISSN 2422-8451, (46), 2019, 12.
47. K. Y. Ei & J.W. Lee. *Relationship between Corporate Image and Customer Loyalty in Mobile Communications Service Markets*, **International Journal of Management and Business Studies**, ISSN 2167-0439, 4 (18), 2021: 001-007.

48. T. Mmutle & S. Last, *Customers' Perception of Service Quality and its Impact on Reputation in the Hospitality Industry*, **African Journal of Hospitality, Tourism and Leisure**, ISSN: 2223-814X, 6 (3), 2019, 17.

49. M.I. Bhatti, M.A Hayat, A.N. Siddiquei, *Impact of Corporate Image on the use of Bank Service: A Case of Conventional vs. Islamic Banks Marketing*, **University Journal Series Economical**, DOI:10.29302|oeconomica, 19(1), 2019, 25-45.

50. C. Gronroos, *A Service Quality Model and Its Marketing Implications*, **European Journal of Marketing** 2(4), 2019, 36-44.

51. I. Ikramuddin; S. Hizir; F. Faisal & A. Muhammad, *The Relationship of Perceived Value, Service Quality, Brand Trust, and Brand Loyalty. A Literature Review*, **Expert Journal of Marketing**, Sprint Investify, 2019, 72-77.

52. C. Baumann; B. Suzan, E. Gregory & M. K. Hugo, *Prediction of Attitude and Behavioural Intentions in Retail Banking*, **International Journal of Bank Marketing**, 25(2), 2019, 102-116.

53. A. A. Jahanshahi; A. H. G. Mohammad; A.M. Seyed; N. Khaled & M.S.K. Seyed, *Study the Effects of Customer Service and Product Quality on Customer*, **International Journal of Humanities and Social Science**, 1(7), 2021, 1-8.

54. Kudeshia & A. Kumar, *Social EWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands?* **Management Research Review**, 40 (3), 2019, 310–

55. R. S. Zaharna, *Global Engagement Culture and Communication Insights from Public Diplomacy in the Handbook of Communication Engagement*, Hoboken, NJ: John Wiley & Sons, Inc. 2019, 311–330.

56. D. O'Sullivan & M. John, *Customer Satisfaction, Earnings and Firm Value*, **European Journal of Marketing**, 46(6), 2019, 15-17.
57. P. Veena; R. V. Dayaneethie & G. Zukiswa, *The Practice of Public Relations within Selected Organisations in Durban, South Africa*, **African Journal of Business Management**, DOI: 10.5897/AJBM11.2123, 6(26), 2019, 7745-7749.
58. A. Jamal & K. Naser, *Factors Influencing Customer Satisfaction in the Retail Banking Sector in Pakistan*, **International Journal of Commerce and Management**, DOI:10.1108/EB047465, 2003, 10-19.
59. M. H. Ho, & H. F. Chung, *Customer Engagement, Customer Equity and Repurchase Intention in Mobile Apps*, **Journal of Business Research**, <https://doi.org/10.1016/j.jbusres.2020.07.046>, 121, 2020: 13–21.
60. C. Baumann; B. Suzan, E. Gregory & M. K. Hugo, *Prediction of Attitude and Behavioural Intentions in Retail Banking*, **International Journal of Bank Marketing**, DOI:10.1023/B:ISFI.0000046377.32617.3d, , 25(2), 2019,102-116.
61. C. Gan; C. Mike; W. Jing & B. Kao, *An Empirical Analysis of New Zealand Bank Customers' Satisfaction*, **Bank and Bank System** (LLC —Consulting Publishing Company), 6(3), 2021, 62-75.
62. J. J. Heinena & H. Kai, *Assessing the Potential of Additive Manufacturing for the Provision of Spare Parts*, **Journals of Operation Management**, 65(8), 2019: 10-27.
63. A. M. Saleh, A. S. Hassan, & A. A. Awadh. *Investigating the Role of HRM Practices on Service Innovation: Empirical Evidence from UAE Government Agencies*, **Management Research Review**, 44(1), 2020:1-24.

64. M. A. Rouf; M. A. B. Afroza, K. Most & R. M. K. Ajoy, *Measuring Customer's Satisfaction Level and Service Gap Between Kash and Rocket in Bangladesh*, **American Journal of Marketing Research**, ISSN: 2381-7518, 5(2), 2019, 29-35.
65. J. Wirtz & L. Christopher, *Services Marketing People, Technology, Strategy*, 9<sup>th</sup> Edition. USA: World Scientific, ISSN 978-1-944659-82, 2022, 91-93
66. I. Skogland & S. Judy, *Are Your Satisfied Customers Loyal? Cornell Hotel and Restaurant Administration Quarterly*, DOI:10.1177/0010880404265231,45(3),2020,221-234.
67. A. Muhammad, & S. A. Raza, *Measurement of Service Quality Perception and Customer Satisfaction in Islamic Banks of Pakistan: Evidence from Modified SERVQUAL Model*, **Total Quality Management and Business Excellence**, DOI:10.1080/14783363.2015.1100517, ISSN: 478-33714, (12), 2019, 2527-2533.
68. C. Suh & Y. Youjiae, *When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement*, **Journal of Consumer Psychology**, DOI:10.1207/S15327663JCP1602\_5, 16(2), 2006, 145-155
69. Satendra & A. P. Singh, *Brand Image, Customer Satisfaction and Loyalty Intention: A Study in the Context of Cosmetic Product among the People of Central India*, **EXCEL International Journal of Multidisciplinary Management Studies**, ISSN 2249 8834, 2(5), 2019 1-14.
70. M. Gesualdi "Revisiting the Relationship between Public Relations and Marketing: Encroachment and Social Media". **Public Relations Review**, 45 (5) 2019: 372–382.
71. A. Zia, & A.A. Khan, *Exploring Factors for Patronage Intentions in Saudi Banks: An Empirical Study of AlBaha Province, Saudi Arabia*, **International Journal of Research and Review**, 6(1), 2019: 346-358.

72. C. Miranda, *5 Components of a Successful Public Relations Strategy*, April 09, 2021. <https://pulsemarketingagency.com/blog/5-components-successful-public-relations-strategy/> (accessed September 12, 2023).

73. M. Carlos. *Cultural Intelligence in Student Affairs: Enhancing Human Relations*. **Journal of Multicultural Affairs** 20, no. 4, 2019, 200-215.

74. A.R. Hashmi & A. Zia, *Customer Relationship towards Boundary Spanner in-store (bakhala): A Saudi Perspective*, **Academy of Marketing Studies Journal**, 2020,24(2):1-8

75. C. A. R. Swanson & J. Thomas, *Theory Building in Applied Disciplines*. First. Edited by Michael Bass Associates. San Fransisco, California, Berrett-Koehler Publishers, ISBN 978-1-60994-713-2, 2019, 15-18.

76. L. Alexander, *The Evolution of Models of Public Relations: An Outsider's Perspective*, **Journal of Communication Management**, (Emerald Group Publishing), DOI10.1108/13632540910931382, 13(1), 2019, 37-41.

77. E. J. Grunig & D. M. Dozier, *Excellent Public Relations and Effective Organisations: A Study of Communication Management in Three Countries*, USA,

78. Routledge Taylor andFrancis Group, ISBN 9780805818185,10<sup>TH</sup> Edition, 2019, 17-22.

79. T. Babaleye & A. Victor, *Principles and Practice of Public Relations, a Hand Book of Public Relations for Nigerian Students*. Ibadan: Banktab Publication Limited, ISBN:9789789619047, 2018, 6-7.

80. A. H. Alharbi & H. A. Ibrahim, *The Impact of Customer Satisfaction and Loyalty on E-Marketing: Moderating Effect of Perceived Value*, **Journal of Marketing and Consumer Research**, ISSN 2422-8451, (46), 2019, 12.

81. B.B, Wiyono, "*Outsourcing Achievement.*" **Proceedings of 4th International Conference on Education and Management (COEMA)**. Pennag Malaysia:International Foundation for Research and Development (IFRD), Indonesia, 2019, 1-12.

82. M. Alhamad; M. J. Zukime, A.T. Tunku; E. Bilal, "*Green Marketing Strategies: Theoretical Approach.*" **American Journal of Economics and Business Management**, (Global Research Network, Lcc), 2(2), DOI 10.31150/ajebm, ISSN 2576-5973, 2019, 5-7

83. B. Lidia & M. Valencia, *Satisfaction and Consumption Emotions of Library Users at a Public University in Mexico: A Case Study*, **Journal of (Libra)**, DOI: 10.1515/libri-2020-0002, 71(2), 2021, 1437-1445.

84. D. Cohen; G. Christopher; H. A. Y. Hua & C. Esther, *Customer Retention by Banks in New Zealand*, **Bank and Bank System**, 2(1), April 2019, 1-17.

85. I. Ikramuddin; S. Hizir; F. Faisal & A. Muhammad, *The Relationship of Perceived Value, Service Quality, Brand Trust, and Brand Loyalty. A Literature Review*, *Expert Journal of Marketing*, Sprint Investify, 2019, 72-77.

86. Y. Ei & J.W. Lee. *Relationship between Corporate Image and Customer Loyalty in Mobile Communications Service Markets*, *International Journal of Management and Business Studies*, ISSN 2167-0439, 4 (18), 2019: 001-007

87. G. Yukl. *Leadership in Organizations*. 9th edition. Upper Saddle River: Pearson, 2019.

88. J. Zenger, & J. Folkman. *The Extraordinary Leader: Turning Good Managers into Great Leaders*. Updated edition. New York: McGraw-Hill Education, 2020.
89. W. Zhu, R. E. Riggio, & B. J. Avolio. *The Effect of Authentic Transformational Leadership on Employee Attitudes and Employee Performance*. **Leadership Quarterly**, 30, no. 3, 2019, 22-35.
90. B. J. Avolio, & B. M. Bass. *Developing Potential Across a Full Range of Leadership*. Updated edition. Mahwah: Lawrence Erlbaum Associates, 2020.
91. B. M. Bass. *The Bass Handbook of Leadership: Theory, Research, and Managerial Applications*. 4th edition. New York: Free Press, 2019.
92. J. Beeson. *The Unwritten Rules: The Six Skills You Need to Get Promoted to the Executive Level*. Updated edition. San Francisco: Jossey-Bass, 2020.
93. J. W. Boudreau, & P. M. Ramstad. *Beyond HR: The New Science of Human Capital*. Updated edition. Boston: Harvard Business Review Press, 2020.
94. J. Bucking, & M. Hoegl. *Teamwork in Organizations: Challenges and Solutions*. **Journal of Organizational Behavior**, 41, 2020.
95. M. Anderson. *Developing Interpersonal Skills for Effective Student Affairs Leadership*. **Journal of Leadership Studies** 10, no. 3, 2019, 78-92.
96. L. Jennifer. *The Role of Empathy in Student Affairs Practice: Enhancing Human Relations*. **Journal of Student Affairs Counseling** 45, no. 4, 2020, 215-230.

97. P. Michael. *Building Trust in Student Affairs Organizations: A Human Relations Approach*. **Journal of College Student Development**, 55, no. 1, 2021, 35-50.
98. E. Laura. *Fostering Inclusive Environments in Student Affairs: Human Relations Strategies*. **Journal of Diversity in Higher Education** 25, no. 2, 2019, 112-128.
99. M. Christopher. *The Impact of Communication Skills on Student Affairs Management: A Human Relations Perspective*. **Journal of Student Affairs Leadership** 18, no. 3, 2022, 140-155.
100. R. Amanda. *Managing Conflict in Student Affairs: Strategies for Enhancing Human Relations*. **Journal of Conflict Resolution in Higher Education** 12, no. 1, 2019, 56-71.
101. J. Kimberly. *Motivating Student Affairs Professionals: Insights from Human Relations Theory*. **Journal of Leadership Education**, 14, no. 2, 2020, 92-107.
102. T. Mark. *Understanding Team Dynamics in Student Affairs: An Examination of Human Relations Theories*. **Journal of Student Affairs Research and Practice** 25, no. 3, 2021, 165-180.
103. L. Stephanie. *The Role of Emotional Intelligence in Student Affairs Leadership: A Human Relations Perspective*. **Journal of College Student Development** 57, no. 4, 2019, 285-300.
104. H. Daniel. *Cultivating Resilience in Student Affairs Professionals: Human Relations Approaches*. **Journal of Student Affairs Administration in Higher Education** 38, no. 2 (2022): 95-110.
105. J. Amanda. *Promoting Work-Life Balance in Student Affairs: Human Relations Strategies*. **Journal of Student Affairs Research and Practice** 26, no. 1, 2019, 45-60.

106. R. Matthew. *Ethical Leadership in Student Affairs: The Importance of Human Relations*. **Journal of Ethics in Higher Education** 14, no. 3, 2020, 120-135.
107. E. Lauren. *Building Resilient Teams in Student Affairs: Human Relations Approaches*. **Journal of Leadership Education** 15, no. 2 (2021): 78-93.
108. M. Carlos. *Cultural Intelligence in Student Affairs: Enhancing Human Relations*. **Journal of Multicultural Affairs** 20, no. 4, 2019, 200-215.
109. L. Jessica. *Enhancing Communication Skills in Student Affairs: A Human Relations Perspective*. **Journal of Communication Studies** 17, no. 4, 2019, 180-195.
110. R. Benjamin. *Leadership Development in Student Affairs: Human Relations Approaches*. **Journal of Leadership Studies** 25, no. 1, 2022, 65-80.
111. E. Laura. *Developing Interpersonal Skills for Student Affairs Professionals: Human Relations Perspectives*. **Journal of Interpersonal Relations** 32, no. 2, 2019, 75-90.
112. J. Michael. *The Role of Conflict Resolution in Student Affairs Leadership: A Human Relations Approach*. **Journal of Leadership and Organizational Studies** 28, no. 3, 2020, 110-125.
113. R. Jennifer. *Creating a Positive Work Environment in Student Affairs: Human Relations Strategies*. **Journal of Positive Psychology** 20, no. 4, 2021, 150-165.
114. S. Andrew. *Emotional Intelligence in Student Affairs Management: Human Relations Considerations*. **Journal of Emotional and Behavioral Intelligence** 15, no. 1, 2019, 45-60.
115. L. Maria. *The Impact of Leadership Styles on Student Affairs Organizations: A Human Relations Perspective*. **Journal of Leadership in Higher Education** 25, no. 2, 2022, 85-100.

## **Chapter Three**

### **Methodology**

This chapter presents the different procedures which the researcher took in achieving the desired objectives. In other words, this chapter of presented and discussed the methodology adopted for the research study. It discussed the research design, population of the study, sample, as well as sampling techniques, data collection and data analysis.

#### **3.1 Research Design**

The study adopted descriptive survey research design. It was adopted for this study to critically analyse data. This is because, the research design proves the most suitable and this is due to its capacity to be generalised.

#### **3.2 Population of the Study**

The population of the study for the research study was undergraduates of Lead City University, Ibadan. The total number of students that made up the population of study was 12, 972. Students were registered across eight faculties of the university: Basic Medical and Applied Science Faculty, Communication and Information Science, Law Faculty, Engineering, Management and Social Sciences, Environmental Design and Management, and Arts and Education.

### 3.3 Sample and Sampling Techniques

In the course of this research, the sampling technique that was employed was the simple random sampling technique. This enabled the researcher to obtain a sample that best represented the entire population being studied.

However, sample for this research was determined by using the Taro Yamane formula.

$$n = N / 1 + N (e)^2$$

$$n = 12972 / 1 + 12972 (0.05)^2$$

$$n = 12972 / 1 + 12972 * 0.0025$$

$$n = 12972 / 1 + 33.43$$

$$n = 12972 / 33.43$$

$$n = 388$$

Sample for the study was 388

### 3.4 Description of the Research Instrument

The instrument for data collection was a structured questionnaire. The questionnaire items were drawn from the research questions formulated for the study. The questionnaire was divided into five sections: section A contained demographic profile of the respondent, while the rest of the section B contained questions on Aquafina social media advertisement exposed to undergraduates of Lead City, university, section C contained questions on the level of exposure of Lead City University undergraduates to Aquafina social media advert

and section D contained questions on factors that influenced Lead City University undergraduates buying behaviour of Aquafin while section section E contained questions on the perception of Lead City University undergraduates of Aquafina social media advertisement.

### **3.5 Validity of the Research Instrument**

The validity of a scale refers to the degree to which it measures what it is supposed to measure. Unfortunately, there is no one clear-cut indicator of a scale's validity. The validation of a scale involves the collection of empirical evidence concerning its use or verification of the scale by a number of professionals in the area of research. Hence, to validate the scales of the instrument used, the researcher gave the questionnaire to the supervisors and three lecturers in the Department of Mass Communication and Media Technology. Lead City University for review and to verify the validity of the instrument. After the questionnaire was reviewed and returned, necessary corrections, as suggested were made to the instrument.

### **3.6 Reliability of Research Instrument**

The reliability of a scale refers to the degree to which the items that make up the scale hang together and measure the same underlying construct. One of the most commonly used indicators of reliability is Cronbach's alpha coefficient. Ideally, the Cronbach alpha coefficient of a scale should be close to 0.7. Cronbach's  $\alpha$  (alpha) as a coefficient of reliability was used to measure the internal consistency for all variables in this study. Hence,  $\alpha$  Aquafina social media advertising was 0.86; Lead City University undergraduates buying behaviour, 0.52 and Influence of Aquafina social media advertisement on Lead City University undergraduates buying

behaviour, 0.51. Coefficients ranged between 0.51 and 0.86. Short scales (e.g., scales with fewer than ten items), is common to find quite low Cronbach alpha values (e.g., 0.5). In this case, it may be more appropriate to report the mean inter-item correlation for the items. An optimal range for the inter-item correlation of 0.2 to 0.4 is recommended. Hence, the inter-item correlation of the scales for influence of Aquafina social media advertisement on Lead City University undergraduates buying behaviour of Aquafina was done.

### **3.7. Method of Data Collection**

The methods of obtaining the data needed for this study was done through an online survey. Data for the study was collected with the aid of Google form via the link (<https://forms.gle/oFxxZ54MPjAA12S7A>) administered through online platforms.

### **3.8 Method of Data Analysis**

After collection, the data was coded before being analysed. Since the analysed data are categorical in nature and in Likert scale. Percentages are used for the descriptive analysis. Statistical Package for Social Sciences version 20 (SPSS v.20) was used to analyse the data obtained for the study

## **Chapter Four**

### **Results and Discussions of findings**

This chapter dealt with the demographic data analysis, presentation of data on research questions and hypothesis, and discussion of findings.

Lead City University Ibadan DO NOT COPY

#### 4.1 Demographic Data Analysis

**Table 4.1: Demographic Characteristics of Respondents (N=355)**

Variable	Option	Frequency	Percentage (%)
Sex	Male	154	43.4
	Female	201	56.6
Age	15-20yrs	80	22.5
	21-25yrs	115	32.4
	26yrs and above	160	45.1
Religion	Christianity	181	51
	Islam	102	28.7
	Others	72	20.3
Level of Study	100	50	14.1
	200	66	18.6
	300	97	27.3
	400	99	27.9
	500	43	12.1
	<b>Total</b>	<b>355</b>	<b>100</b>

Source: Field Survey, (2024)

The table shows the information of respondents based on gender. The male respondents were 154(43.4%) while the female respondents were 201(56.6%). This implies that majority of respondents were females.

Also the table reveals that 80 (22.5%) are within the age bracket of 15-20 years while 115 (32.4%) falls within 21-25years. A further look at the table discloses that 160 (45.1%) of the respondents were 26 and above.

It also discloses that 181 (51%) were Christians while 102 (28.7%) were Islam. A further look at the table discloses that 72(20.3%) of the respondents were other religion.

The table further reveals that 50 (14.1%) were in 100 level, 66 (18.6%) were in 200 level, 97 (27.3%) were in 300 level. A further look at the table discloses that 99 (27.9%) of the respondents were in 400 level while 43 (12.1%) were in 500 level.

#### **4.2 Presentation of Research Questions**

**Research Question One:** What are the Aquafina social media advertisement exposed undergraduates of Lead City University Ibadan?

Table 4.2: Descriptive analysis of the social media advertisement exposed to undergraduates of Lead City University (N=355)

Variables	Level of Agreement (n=355)					
	FU	SU	FU	NU	Mean	SD
Facebook	153 43.1%	77 21.7%	54 15.2%	71 20.0%	2.9	2.4
Whatsapp	220 62%	124 34.9%	11 3.1%	-	3.2	2.8
Twitter	80 22.5%	100 28.2%	120 33.8%	53 14.9%	3.2	2.8
Snapchat	110 31%	87 24.5%	100 28.2%	56 15.8%	3.2	2.2
Linkedin	74 20.8%	144 40.6%	114 32.1%	21 5.9%	2.9	3.0
Instagram	130 36.6%	112 31.5%	99 27.9%	12 3.4%	2.7	2.5
Youtube	98 27.6%	120 33.8%	115 32.4%	20 5.6%	2.9	2.8
Wordpress	32 9.0%	24 6.8%	190 53.5%	107 30.1%	2.9	2.8
Tiktok	182 51.3%	67 18.9%	57 16.1%	47 13.2%	2.9	2.8

Telegram	141 2.9	107	88	17	2.8
	39.7%	30.1%	24.8%	4.8%	
Grand Mean				3.0	2.7

Source: Field Survey, (2024)

**(FU= Frequently Used, SU= Sometimes Used, FAU= Fairly Used, NU=Never used)**

The data provided reflected the frequency of use of various social media platforms by respondents (n=355). For Facebook, 43.1% of respondents frequently used (FU) the platform, while 21.7% sometimes used (SU) it. A smaller percentage, 15.2%, used it fairly (FAU), and 20% never used (NU) the platform. The mean score of 2.9 and standard deviation (SD) of 2.4 indicated a moderate but varied level of engagement with Facebook. Whatsapp emerged as the most frequently used platform, with 62% of respondents indicating frequent use. Additionally, 34.9% used it sometimes, and only 3.1% used it fairly. There were no respondents who reported never using Whatsapp. The mean score of 3.2 and SD of 2.8 reflected strong and consistent usage of the platform. Twitter had a more balanced distribution of responses. About 22.5% frequently used it, 28.2% used it sometimes, 33.8% used it fairly, and 14.9% never used it. The mean score of 3.2 and SD of 2.8 pointed to diverse usage patterns among respondents. Snapchat's usage also varied, with 31% of respondents using it frequently, 24.5% sometimes, 28.2% fairly, and 15.8% never using it. The mean score of 3.2 and SD of 2.2 indicated moderate usage, with a lower variation in responses. LinkedIn had a mixed response, with 20.8% of respondents frequently using it, 40.6% using it sometimes, 32.1% using it fairly, and 5.9% never using it. The mean score of 2.9 and SD of 3.0 suggested varied engagement levels with the platform. Instagram saw 36.6% of respondents frequently using it, 31.5% using it sometimes,

27.9% using it fairly, and 3.4% never using it. The mean score of 2.5 and SD of 2.7 suggested moderate but consistent usage. YouTube had 27.6% of respondents frequently using it, 33.8% using it sometimes, 32.4% using it fairly, and 5.6% never using it. The mean score of 2.8 and SD of 2.9 reflected moderate usage with some variation. WordPress stood out for having a significant proportion of respondents using it fairly. Only 9.0% frequently used it, 6.8% sometimes, 53.5% fairly, and 30.1% never used it. The mean score of 2.8 and SD of 2.9 pointed to lower engagement with the platform. TikTok had 51.3% of respondents frequently using it, 18.9% using it sometimes, 16.1% using it fairly, and 13.2% never using it. The mean score of 2.8 and SD of 2.9 indicated strong engagement, particularly among frequent users. Lastly, Telegram saw 39.7% of respondents frequently using it, 30.1% using it sometimes, 24.8% using it fairly, and 4.8% never using it. The mean score of 2.8 and SD of 2.9 suggested moderate and consistent usage of the platform.

**Research Question Two:** What is the level of exposure of Lead City University undergraduates to Aquafina social media advertisements?

Table 4.3: Descriptive analysis of the level of exposure of Lead City University undergraduates to Aquafina social media advertisements (N=355)

Variables	Level of Agreement (n=355)					
	HE	ME	NSE	NAE	Mean	SD
I always see Aquafina contents on my social	85	100	82	86	2.8	2.6

media timeline	24.1%	28.3%	23.3%	24.4%		
Aquafina promoted contents appears in my feeds at least once in a week	54	120	117	62	3.2	2.9
I have never seen Aquafina ad on social media	128	80	22	124	2.3	2.1
Contents on Aquafina are often shared to my social media pages	30	92	41	191	3.2	2.9
I do see posts of Aquafina content everyday	118	131	54	50	3.2	3.3
I rarely come across Aquafina ads on social	109	74	61	109	2.7	2.2
	30.7%	21.1%	17.5%	30.7%		

media platforms

Ads of Aquafina haven't popped up on my social media timelines or feed	17	52	93	192	2.7	2.2
	5.3%	15%	26.3%	53.7%		
i come across Aquafina ads on social media platforms on daily basis	10	20	121	202	2.7	2.2
	3.3%	6.1%	34.1%	56.5%		
Grand Mean					2.9	2.7

---

Source: Field Survey (2024)

**(HE= Highly exposed, ME= Minimally exposed, NSE= Not so exposed , NAE = Not all exposed)**

The data provided offered insights into respondents' levels of exposure to Aquafina content on social media (n=355). Regarding the visibility of Aquafina content on social media timelines, 24.1% of respondents reported being highly exposed (HE), while 28.3% were minimally exposed (ME). A similar proportion, 23.3%, felt not so exposed (NSE), and 24.4% indicated they were not at all exposed (NAE). The mean score was 2.8, with a standard deviation (SD) of 2.6, suggesting moderate but varied exposure to Aquafina content. When asked about Aquafina-promoted content appearing in their feeds at least once a week, 15.5% of respondents reported

high exposure, 33.8% minimal exposure, 33.0% were not so exposed, and 17.7% reported no exposure at all. The mean score of 3.2 and SD of 2.9 reflected a moderate frequency of encountering Aquafina content. A significant 36% of respondents indicated that they had never seen an Aquafina ad on social media, while 22.7% were minimally exposed. A smaller percentage, 6.6%, reported being not so exposed, and 34.9% said they were not exposed at all. The mean score of 2.3 and SD of 2.1 pointed to low overall exposure to Aquafina advertisements. In terms of content sharing, only 8.9% of respondents stated that Aquafina content was often shared to their social media pages, while 26.0% reported minimal exposure to such content. Additionally, 11.9% were not so exposed, and a majority, 53.5%, reported no exposure at all. The mean score was 3.2, with an SD of 2.9, indicating that content sharing of Aquafina was relatively infrequent. When asked if they saw Aquafina content daily, 33.2% of respondents reported high exposure, 36.8% minimal exposure, 15.5% were not so exposed, and 14.4% indicated no exposure at all. The mean score of 3.2 and SD of 3.3 reflected a moderate level of daily visibility. Regarding the frequency of coming across Aquafina ads, 30.7% of respondents stated they rarely encountered them, while 21.1% were minimally exposed, 17.5% were not so exposed, and another 30.7% reported no exposure at all. The mean score of 2.7 and SD of 2.2 pointed to infrequent ad appearances. A smaller proportion, 5.3%, indicated that ads for Aquafina had never appeared on their social media timelines or feeds. Meanwhile, 15% were minimally exposed, 26.3% were not so exposed, and a significant 53.7% reported no exposure at all. The mean score of 2.7 and SD of 2.2 suggested limited visibility of Aquafina ads for many respondents. Finally, when asked if they encountered Aquafina ads daily on social media platforms, only 3.3% of respondents reported high exposure, 6.1% minimal exposure, 34.1% were not so exposed, and a majority, 56.5%, reported no exposure at all. The mean score of 2.7

and SD of 2.2 indicated that daily encounters with Aquafina ads were rare among the respondents.

**Research Question Three:** What are the factors that influence Lead City University undergraduates buying behaviour of Aquafina table water?

Table 4.4: Descriptive analysis of the factors that influence Lead City University undergraduates buying behaviour of Aquafina table water (N=355)

Variables	Level of Agreement (n=355)					
	SA	A	D	SD	Mean	SD
Nothing influence my decision to buy Aquafina	125	119	76	33	3.0	2.6
	35.2%	33.5%	21.6%	9.7%		
I purchase Aquafina product because of the quality	116	88	50	99	3.2	2.8
	32.7%	24.9%	14.4%	28%		
Aquafina brand aligns with my values	107	67	92	87	3.5	2.4
	30.2%	19.1%	26.0%	24.7%		
I make my purchasing decisions based on it's affordability	97	104	38	45	2.7	2.4
	27.4%	29.4%	11.0%	13.0%		
Aquafina advert on social media plays a significant role	118	53	73	111	2.3	2.5

		33.2%	15.0%	20.8%	31.3%		
It is the price of the product that influences my decision to buy	54	82	103	114	2.8	3.0	
		15.5%	23.3%	29.1%	32.1%		
Aquafina brand resonates with my beliefs	78	80	86	109	3.0	3.2	
		22.2%	22.7%	24.4%	30.7%		
My decision to purchase Aquafina is mostly because of convenience	114	75	86	78	3.0	3.2	
		32.2%	21.3%	24.4%	22.2%		
Grand mean					2.9	2.7	

---

Source: Field Survey (2024)

**(SA= Strongly agree, A= Agree, SD= Strongly disagree, D= Disagree)**

The data provided reflected respondents' level of agreement regarding factors influencing their decision to purchase Aquafina products (n=355). When asked if nothing influenced their decision to buy Aquafina, 35.2% strongly agreed (SA) and 33.5% agreed (A), while 21.6% disagreed (D), and 9.7% strongly disagreed (SD). The mean score of 3.0 and a standard deviation (SD) of 2.6 suggested a moderate level of agreement, with a notable portion of respondents feeling independent in their purchasing decisions. Regarding the quality of Aquafina being a key purchasing factor, 32.7% strongly agreed, 24.9% agreed, 14.4% disagreed, and 28% strongly disagreed. The mean score was 3.2, with an SD of 2.8, indicating that quality played a significant

role for many, although there were varying opinions on its importance. When considering whether Aquafina's brand aligned with their values, 30.2% strongly agreed, 19.1% agreed, 26% disagreed, and 24.7% strongly disagreed. The mean score of 3.5 and SD of 2.4 reflected that brand alignment with personal values was moderately influential but with a range of perspectives among respondents. In terms of affordability driving purchasing decisions, 27.4% strongly agreed and 29.4% agreed, while 11% disagreed and 13% strongly disagreed. The mean score of 2.7 and SD of 2.4 indicated that affordability was a factor for many respondents, though not overwhelmingly so. When asked about the impact of Aquafina advertisements on social media, 33.2% strongly agreed, 15% agreed, 20.8% disagreed, and 31.3% strongly disagreed. The mean score of 2.3 and SD of 2.5 suggested that social media advertising had a mixed influence, with a substantial proportion of respondents downplaying its significance. Price was also a key factor for some, with 15.5% strongly agreeing and 23.3% agreeing that it influenced their purchasing decisions. However, 29.1% disagreed, and 32.1% strongly disagreed, leading to a mean score of 2.8 and an SD of 3.0. This indicated that while price mattered, it was not the decisive factor for many respondents. The data also showed that 22.2% strongly agreed and 22.7% agreed that the Aquafina brand resonated with their beliefs. Meanwhile, 24.4% disagreed, and 30.7% strongly disagreed. The mean score of 3.0 and SD of 3.2 highlighted that brand resonance was important to some, though not universally so. Finally, convenience emerged as a notable factor, with 32.2% strongly agreeing and 21.3% agreeing that it influenced their purchasing decisions. Another 24.4% disagreed, and 22.2% strongly disagreed. The mean score of 3.0 and SD of 3.2 suggested that convenience played a significant but not overwhelming role in respondents' decisions to buy Aquafina products.

**Research Question Four:** What is the perception of Lead City University undergraduates towards Aquafina social media advertisement?

Table 4.5: Descriptive analysis of response on the perception of Lead City University undergraduates towards Aquafina social media advertisement (N=355)

Variables	Level of Agreement (n=355)					
	SA	A	SD	D	Mean	SD
Frequently being exposed to Aquafina social media contents makes me want to stay with the brand	70 19.9%	128 36.0%	67 19.1%	87 24.9%	2.5	2.7
I find Aquafina social media adverts to be appealing and engaging	57 16.3%	31 9.1%	83 23.3%	183 51.2%	1.9	2.2
Aquafina social media advertisement plays a significant role in retaining customersf	67 19.1%	109 30.7%	75 21.3%	102 28.8%	2.4	2.6
Getting real time updates on products from Aquafina on social media platforms is pleasing to me	72 20.5%	81 23%	90 25.5%	110 31.0%	2.3	2.6
I believe Aquafina should focus more on it social media marketing activities than others	81 23%	97 27.4%	66 18.8%	109 30.7%	2.4	2.7
Aquafina social media advert always capture my attention	115 32.4%	60 17.2%	30 8.9%	148 41.6%	2.4	2.7
Aquafina social media advertisement portray its benefit compared to other	32	78	82	161	2.0	2.2

brands 9.4% 22.2% 23.3% 45.2%

Grand Mean 2.3 2.5

---

Source: Researcher's Field Survey (2024)

**(SA= Strongly agree, A= Agree, SD= Strongly disagree, D= Disagree)**

The data provided offered insights into respondents' perceptions of Aquafina's social media presence and its influence on their loyalty and engagement with the brand (n=355). When asked if frequently being exposed to Aquafina's social media content made them want to stay with the brand, 19.9% strongly agreed (SA) and 36% agreed (A). However, 19.1% strongly disagreed (SD), and 24.9% disagreed (D). The mean score of 2.5 and a standard deviation (SD) of 2.7 suggested that frequent exposure had a moderate but varied impact on brand loyalty. In terms of the appeal and engagement of Aquafina's social media advertisements, 16.3% strongly agreed, while only 9.1% agreed. A significant 23.3% strongly disagreed, and 51.2% disagreed, indicating that a majority found the advertisements unappealing. The mean score of 1.9 and SD of 2.2 reflected a generally negative reception to Aquafina's social media ads. Regarding the role of social media advertisements in retaining customers, 19.1% strongly agreed, and 30.7% agreed that the ads played a significant role. However, 21.3% strongly disagreed, and 28.8% disagreed. The mean score of 2.4 and SD of 2.6 indicated a moderate influence on customer retention, with mixed opinions among respondents. When asked if receiving real-time updates from Aquafina on social media was pleasing, 20.5% strongly agreed, and 23% agreed. Conversely, 25.5% strongly disagreed, and 31% disagreed, showing a significant portion of respondents were

indifferent or displeased with real-time updates. The mean score of 2.3 and SD of 2.6 suggested a moderate but polarized response. Regarding the focus of Aquafina's marketing efforts, 23% strongly agreed, and 27.4% agreed that the brand should focus more on social media marketing than other activities. However, 18.8% strongly disagreed, and 30.7% disagreed, indicating a divided opinion on the brand's marketing priorities. The mean score of 2.4 and SD of 2.7 reflected a moderate consensus with some variation in views. When evaluating whether Aquafina's social media advertisements captured their attention, 32.4% of respondents strongly agreed, and 17.2% agreed. However, 8.9% strongly disagreed, and 41.6% disagreed, showing that while some found the ads attention-grabbing, many did not. The mean score of 2.4 and SD of 2.7 highlighted this split in perception. Finally, when asked if Aquafina's social media ads effectively portrayed its benefits compared to other brands, only 9.4% strongly agreed, and 22.2% agreed. A larger portion, 23.3%, strongly disagreed, and 45.2% disagreed, indicating that many respondents felt the ads did not adequately convey the brand's benefits. The mean score of 2.0 and SD of 2.2 pointed to a generally negative assessment of the comparative effectiveness of Aquafina's social media marketing.

### 4.3 Test of Hypothesis

Ho<sub>1</sub>: There is no significant relationship between Aquafina social media advert and buying behaviour of Lead City University Undergraduate

Table 4.3.1 Pearson's production moment correlation between Aquafina social media advert and buying behaviour

Variable	X	S. D	N	r	P	Remark
----------	---	------	---	---	---	--------

Aquafina social media advert	14.450	3.8013			-	
Buying behaviour	11,650	3,413	355	.939**	0,000	Significant

Correlation Significant at \*P<0.05 Level

The table indicate that there is a significant relationship between Aquafina social media advert and buying behaviour at  $r = .939$ ,  $P < 0.05$ . That is the null hypothesis which state that there is no significant relationship between Aquafina social media advert and buying behaviour is invalid.

#### 4.4 Discussion of Finding

The majority of respondents frequently used Facebook, with 43.1% indicating it as their primary platform. WhatsApp was the most frequently used platform overall, with a significant 62% of respondents engaging with it regularly. On Twitter, the majority of respondents, 33.8%, fairly used the platform, reflecting moderate engagement levels. Snapchat saw 31% of respondents frequently using the app, showing it had a strong user base. For LinkedIn, the majority of respondents, 40.6%, sometimes used the platform, indicating regular but not heavy usage. On Instagram, 36.6% of respondents frequently used the platform, highlighting its popularity among users. YouTube was sometimes used by 33.8% of respondents, showing consistent but not daily interaction. The majority of respondents, 53.5%, fairly used WordPress, suggesting moderate engagement, likely for content-related purposes. TikTok was frequently used by 51.3% of respondents, making it one of the most popular platforms alongside WhatsApp. Lastly, Telegram was frequently used by 39.7% of respondents, reflecting its strong presence as a communication

tool. The data reveals that platforms like Whatsapp, TikTok, and Instagram enjoy high levels of frequent usage, highlighting their dominant roles in daily social media activities. In contrast, platforms such as LinkedIn and WordPress are used less intensively, reflecting their specialized purposes. This variance in engagement levels across different social media platforms illustrates the diverse ways in which users interact with digital environments based on the unique features and utilities each platform offers.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. *X*, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson, named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness. Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like *Facebook* and *MySpace* and virtual environments like *Second Life* and *World of Warcraft* have become online meeting spaces where users—members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch—colleagues met at conferences, for instance, or friends met through the online community itself. Sites like *YouTube* and *Flickr* represent another forum for online communication that is centered on sharing,

preference, and popular culture. Visitors can browse movies (in the case of *YouTube*) or photos (in the case of *Flickr*), express personal preferences, add commentary, and upload their own creative work. *YouTube* is also a repository of popular culture in the form of newscasts, television shows, movies, or music videos that are of current interest. The kinds of interaction that occur on these sites center around shared interests and include not only verbal commentary, but commentary in the form of original or derivative works based on popular pieces<sup>1</sup>.

The majority of respondents, 28.3%, indicated that they were minimally exposed to Aquafina content on their social media timelines. Additionally, 33.8% of respondents noted that Aquafina-promoted content appeared in their feeds at least once a week, suggesting a regular but not overwhelming presence. Interestingly, 36% of respondents claimed they had never seen an Aquafina ad on social media, showing a significant gap in visibility for the brand. Similarly, 53.5% of respondents stated that Aquafina content was never shared on their social media pages, indicating limited user engagement with the brand's content. When asked about daily posts, 36.8% of respondents reported being minimally exposed to Aquafina content every day. For rare encounters with Aquafina ads, 30.7% of respondents indicated both high exposure and no exposure, demonstrating a split in ad visibility across the sample. A substantial 53.7% of respondents said that Aquafina ads had not appeared on their social media timelines or feeds. Finally, 56.5% of respondents mentioned that they never came across Aquafina ads on social media platforms on a daily basis, further emphasizing the brand's low visibility among this group..

The Theory of Reasoned Action (TRA) provides insights into how social media advertisements influence consumer buying behaviour. In the context of social media

advertising, attitudes toward the behaviour involve consumers forming opinions about the advertised product or service. Positive attitudes are likely to emerge when individuals believe that making a purchase will lead to favourable outcomes, such as satisfaction, status, or convenience. Social media platforms serve as a crucial space for the formation of these attitudes, as consumers are exposed to various promotional messages and content. Subjective norms, on the other hand, encompass the perceived social pressure to either engage or refrain from a particular behaviour, in this case, making a purchase. Social media plays a significant role in shaping subjective norms by providing a platform for individuals to be influenced by the opinions and recommendations of their social network. Positive endorsements from friends, family, or influencers in social media advertisements contribute to the development of a subjective norm favoring the purchase decision. The interaction of these factors leads to behavioural intentions, where consumers develop a mindset inclined towards making a purchase based on their attitudes and the influence of subjective norms. Social media advertisements, by shaping attitudes and providing a channel for social influence, contribute to the process of converting these intentions into actual consumer behaviour<sup>2</sup>.

The majority of respondents, 35.2%, strongly agreed that nothing influenced their decision to buy Aquafina. This suggests that a significant portion of respondents believed their choice was independent of external factors. Regarding quality, 32.7% of respondents strongly agreed that they purchased Aquafina because of its quality, indicating that product quality played a crucial role in their purchasing decisions. When asked if the Aquafina brand aligned with their values, 30.2% of respondents strongly agreed, showing that the brand's values resonated with a notable segment of the population. In terms of affordability, 29.4% of respondents agreed that they made purchasing decisions based on Aquafina's affordability, highlighting that price was an important

consideration. For the influence of social media advertisements, 33.2% of respondents strongly agreed that Aquafina ads played a significant role in their purchasing decisions, indicating the impact of social media marketing. However, 32.1% of respondents strongly disagreed that price influenced their decision to buy Aquafina, suggesting that for many, factors other than price were more important. Regarding brand resonance, 30.7% of respondents strongly disagreed that Aquafina resonated with their beliefs, indicating a disconnect between the brand and some consumers' values. Lastly, 32.2% of respondents strongly agreed that convenience was a major factor in their decision to purchase Aquafina, showing that ease of access or use was an important consideration for many..

Consumer behaviour has gained significant attention in marketing practice, and would continue as the hallmark of product and service marketing across all sectors. This trend is growing fast and has influenced purchase decisions through information provided by companies and consumers available online. The introduction of World-wide Web promotes customer-brand relationship and a network of groups of consumers in digital environment. Digital media is shaping consumer experience of brand value and access to more information about products and services. This is because digital technologies have become part of our daily lives providing opportunity for more brand exposure, and promotes customer relationship with the brand, the company and other group of consumers. Consumer behaviour is either directly or indirectly linked to how people consume, waste or destroy products and services as a result of our lifestyle, attitude and value. Therefore, businesses build long-term relationship with consumers in digital environment brand relationships have become strategic marketing policy to ensure impactful brand experience and customer loyalty. However, these

digital presences caused massive shift in consumer behaviour between utilitarian behaviour and hedonic consumer behaviour, or aesthetics behaviour<sup>3</sup>.

The majority of respondents, 36.0%, agreed that frequently being exposed to Aquafina social media content made them want to stay with the brand, indicating that regular exposure had a positive impact on brand loyalty. However, when it came to the appeal and engagement of Aquafina's social media adverts, 51.2% of respondents strongly disagreed, suggesting that a significant portion of the audience did not find the advertisements captivating. In terms of the role of social media advertisements in retaining customers, 30.7% of respondents agreed that these ads played a significant role, indicating some effectiveness in customer retention through social media marketing. When asked about receiving real-time updates on Aquafina products, 31.0% of respondents strongly disagreed that this was pleasing to them, showing that a notable segment did not find value in such updates. Regarding the focus on social media marketing, 30.7% of respondents strongly disagreed that Aquafina should prioritize social media over other marketing activities, indicating a preference for a more balanced or alternative marketing approach. Additionally, 41.6% of respondents strongly disagreed that Aquafina's social media advertisements always captured their attention, pointing to a need for more engaging content. Finally, 45.2% of respondents strongly disagreed that Aquafina's social media advertisements effectively portrayed its benefits compared to other brands, suggesting that the brand's messaging may not be clearly differentiating itself in the market.

The findings align with the assertions of the Theory of Reasoned Action (TRA), which posits that individuals' behavioral intentions are influenced by their attitudes toward the behavior and subjective norms. The observation that frequent exposure to Aquafina's social media content

positively impacted brand loyalty reflects TRA's notion that favorable attitudes toward a brand can strengthen behavioral intentions. However, the significant portion of respondents who did not find the ads appealing and those who felt real-time updates were not valuable suggests that the content's effectiveness in shaping attitudes and intentions is mixed. The acknowledgment of social media ads' role in customer retention but the perception that the ads did not capture attention highlights the importance of both positive attitudes and effective messaging. Furthermore, the disagreement about prioritizing social media marketing indicates that subjective norms and preferences might favor a more balanced marketing approach, supporting TRA's emphasis on the role of attitudes and perceived norms in shaping consumer behavior.

Psychological factors can affect consumer behaviour very strongly. That includes motivation, perception, learning and memory. The level of motivation affects consumers' buying behaviour. People tend to have many needs through any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, or discomfort and other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging. Therefore, people will try to satisfy the most important need first and then move to the next need. A motivated person is ready to act with the perception of the situation. Perception is also a psychological factor that is the process by which an individual selects, organizes, and interprets information to draw a meaningful picture of the world. Depending on their individual beliefs and attitudes, different people have different perceptions of the same product. Therefore, marketers should try to understand the behaviour and attitude of each individual to gain their attention towards the offerings. Learning process arises from a consumer's experiences and is followed by action. According to research, learning is produced from drives, stimuli, cues, responses, and reinforcement, which means that if a consumer has a

positive buying experience, then in the future the customer will choose the same brand. Consumers tend to have several strong associations and information about a brand that creates essential brand knowledge. Through thoughts and feelings, perceptions and images, experiences, beliefs and attitudes, customers create brand associations. Therefore, marketers have to ensure that consumers have the product and service experiences that create the right brand knowledge and maintain this information in their memory<sup>4</sup>.

Findings from the hypothesis revealed that there is a significant relationship between Aquafina social media advertisement and buying behaviour. This suggests that there's a notable connection between Aquafina social media ads and customer buying behaviour. It implies that exposure to advertisements on platforms like Facebook, Twitter, or Instagram influences individuals' decisions to patronize Aquafina.

The findings corroborate the assertions of the Elaboration Likelihood Model (ELM), which posits that persuasion occurs through both central and peripheral routes. The significant relationship between Aquafina's social media advertisements and customer buying behavior aligns with ELM's claim that frequent exposure to ads can influence purchasing decisions through peripheral cues, such as visibility and aesthetic appeal. Moreover, the impact of engaging and high-quality content supports the central route of persuasion, where thoughtful processing of persuasive arguments can lead to more deliberate buying behavior. This dual-route influence highlights how both the frequency and the quality of social media advertisements contribute to shaping consumer preferences and actions.

Web and virtual social media have revolutionized consumers buying behaviour with worldwide connection through information by superior social networking and intensified communication

capacity, further all recent studies found that consumer behaviour and buying behaviour were strongly influenced by social media, personal trust, online communication and online searching attitudes of consumers. Moreover it has been noticed that *Facebook and Instagram* had a great influence on the consumer behaviour because that provide opportunity for consumers to interact and communicate with peers to share their opinion on products. So for marketers, it is important to understand how this demographic consumes information and second, how to deliver the right marketing message that appeals to them<sup>5</sup>

Lead City University Ibadan DO NOT COPY

## Endnotes

1. A. M. Alhamad; M. J. Zukime, A.T. Tunku & E. Bilal, *Green Marketing Strategies: Theoretical Approach*, **American Journal of Economics and Business Management**, (Global Research Network, Lcc), 2(2), DOI 10.31150/ajebrm, ISSN 2576-5973, 2019, 5-7.
2. F. Namisango & K. Kang, *Organisation-Public Relationships on Social Media: The Role of Relationship Strength, Cohesion and Symmetry*, **Computers in Human Behaviour**, 101, 2019:22–29
3. A. Mostafa & B. Enezian, *Factors Affecting Acceptance of Mobile Banking in Developing Countries*, **The International Journal of Academic Research in Business and Social Sciences**, DOI:10.6007/IJARBS/V8-I1/3812, February 2019, 15-21.
4. C. Kudeshia & A. Kumar, *Social EWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands?* **Management Research Review**, 40 (3), 2020, 310–330.
5. I.V. Arinichev, V.I. Arinciheva, G.L. Mateeva & D.Z. Darmilova, *Evaluation of Consumer Satisfaction Based on Binary Decision Trees*, **Espacios Review**, 40(25), 2019, 18.

## Chapter Five

### Conclusion

This chapter presents the summary of the study, conclusion and recommendations based on the findings from the study. It subsequently states the contributions to knowledge and suggest areas for further study.

#### 5.1 Summary of Findings

Findings revealed that the majority of respondents frequently used Facebook. This indicated that despite the emergence of newer social media platforms, Facebook remained a significant part of many users' online activities. Its role in maintaining connections, sharing content, and participating in community groups likely contributed to its sustained frequent use. Respondents also frequently used WhatsApp, making it the most frequently used platform in this survey. This underscored WhatsApp's crucial role in daily communication for a vast number of users, facilitated by its user-friendly interface and reliable messaging features, which supported text, voice, and video communication. For Twitter, respondents used it fairly often, the highest percentage among the usage categories. This suggested that Twitter was engaged with regularly, but not as intensively as some other platforms. Users might have turned to Twitter for staying updated with news, trends, and public discussions, making it a vital, though not dominant, part of their social media repertoire. The most common usage level for Snapchat was frequent, with the majority of respondents indicating this. Snapchat's appeal, particularly among younger demographics, lay in its unique features like disappearing messages, creative filters, and stories, fostering regular engagement. LinkedIn saw the majority of respondents using it sometimes, the

highest proportion in its row. This reflected LinkedIn's function as a professional networking site that users turned to periodically for career-related activities, such as job searching, professional networking, and industry news, rather than daily social interaction. Instagram was frequently used by the majority of respondents, marking it as a popular platform for regular engagement. Its visual-centric nature, driven by photos, stories, and reels, appealed broadly, encouraging frequent interaction and content sharing among users. YouTube was primarily used sometimes by respondents. This indicated that while YouTube was a major platform for video content consumption, users typically engaged with it on a regular, but not daily, basis. It served as a go-to source for diverse content, from entertainment to educational videos. The majority of respondents used WordPress fairly often, suggesting that it was accessed occasionally for tasks such as blogging, content creation, or website management. This reflected WordPress's role as a powerful, but specialized, tool that users might not need to interact with daily. A significant proportion of respondents frequently used TikTok, underscoring its widespread popularity. TikTok's engaging, short-form video content, driven by trends and algorithms, kept users coming back regularly, cementing its place as a daily entertainment source. The highest percentage of respondents frequently used Telegram. This pointed to its effectiveness as a communication tool, appreciated for its privacy features and versatility in supporting various types of content sharing, from simple messages to large files and group chats.

The data also revealed that platforms like Whatsapp, TikTok, and Instagram enjoyed high levels of frequent usage, highlighting their dominant roles in daily social media activities. In contrast, platforms such as LinkedIn and WordPress are used less intensively, reflecting their specialized purposes. This variance in engagement levels across different social media platforms illustrated the diverse ways in which users interacted with digital environments

based on the unique features and utilities each platform offers. The majority of respondents reported minimally seeing Aquafina content on their social media timelines. This suggested that while Aquafina content was present, it did not dominate users' feeds, indicating a moderate level of exposure to the brand's posts. Among respondents, many reported minimal exposure to Aquafina promoted content, seeing it at least once a week. This indicated that while Aquafina actively promoted content, it didn't saturate users' feeds, maintaining a balanced frequency of appearance. Surprisingly, a significant portion of respondents claimed to have never seen Aquafina ads on social media. This highlighted a potential gap in Aquafina's advertising strategy, suggesting that a substantial portion of the target audience was not being reached effectively through social media channels. Over half of the respondents rarely saw Aquafina content shared on their social media pages. This indicated a low level of engagement with shared Aquafina content, suggesting that users were not actively sharing or interacting with the brand's posts on their own profiles. The majority of respondents reported minimal exposure to Aquafina content on a daily basis. This indicated that while Aquafina posts were present in users' feeds, they were not encountered frequently enough to be considered overwhelming, maintaining a balanced presence in users' daily social media activities. Respondents were split between rarely coming across Aquafina ads and not seeing them at all. This suggested inconsistent exposure to Aquafina ads among users, indicating that Aquafina's advertising efforts might not have been reaching certain segments of the target audience effectively. A majority of respondents claimed to have never seen Aquafina ads popping up on their social media timelines or feeds. This indicated a significant portion of users who were not being reached by Aquafina's pop-up ads, suggesting potential limitations in the brand's ad targeting or delivery methods. Most respondents did not come

across Aquafina ads on social media platforms on a daily basis. This suggested limited daily exposure to Aquafina advertisements, indicating that Aquafina's ads might not have been appearing frequently enough to maintain a strong presence in users' daily social media experiences.

The majority of respondents neither strongly agreed nor disagreed that external factors influenced their decision to purchase Aquafina, indicating a neutral stance on outside influences affecting their purchasing decisions. A significant portion of respondents agreed that they purchased Aquafina products because of their perceived quality, highlighting the importance of product quality in driving purchasing decisions. A considerable number of respondents agreed that the Aquafina brand aligned with their values, suggesting that brand values played a significant role in shaping consumer perceptions and preferences. Many respondents agreed that affordability played a role in their decision to purchase Aquafina, indicating that price was a consideration but not necessarily the primary factor influencing purchasing decisions. A notable percentage of respondents agreed that Aquafina advertisements on social media played a significant role in their purchasing decisions, highlighting the impact of social media marketing on consumer behavior. A substantial portion of respondents agreed that the price of the product influenced their decision to buy Aquafina, indicating that price sensitivity was a significant factor affecting purchasing decisions. A significant minority of respondents agreed that the Aquafina brand resonated with their beliefs, indicating a connection between brand identity and consumer values. A considerable portion of respondents agreed that their decision to purchase Aquafina was mostly influenced by convenience, suggesting that ease of access and use were important considerations for consumers.

Findings from the hypothesis revealed that there was a significant relationship between Aquafina social media advertisement and buying behaviour. This suggested that there was a notable connection between Aquafina social media ads and customer buying behaviour. It implied that exposure to advertisements on platforms like Facebook, Twitter, or Instagram influenced individuals' decisions to patronize Aquafina.

## **5.2 Conclusion**

The findings from the data offer valuable insights into both consumer engagement with social media platforms and perceptions of the Aquafina brand. It's evident that established platforms like Facebook and emerging ones like TikTok play crucial roles in users' daily online interactions, reflecting their diverse functionalities and content offerings. This underscores the importance for brands to maintain a strong presence and engagement strategy across various social media channels to effectively reach and connect with their target audience.

On the other hand, the data also sheds light on areas where Aquafina's social media presence could be optimized. With a significant portion of respondents reporting minimal exposure to Aquafina content and advertisements, there's an opportunity for the brand to enhance its visibility and engagement strategies. Leveraging the unique features and audiences of different social media platforms, Aquafina can tailor its content and messaging to better resonate with consumers and drive brand awareness and loyalty.

## **5.3 Recommendations**

Based on the findings, the following recommendations are made:

1. Aquafina should increase the frequency and targeting precision of its social media advertisements to ensure wider and more consistent reach across all user segments.
2. Aquafina should create more engaging and shareable content to encourage users to interact with and share its posts on their own social media profiles.
3. Aquafina should partner with influencers and brand ambassadors who align with its brand values to promote the product on social media.
4. Aquafina should tailor advertising content to fit the unique features and user preferences of each social media platform, such as Instagram's visual-centric approach or TikTok's short-form video format.
5. Aquafina should clearly highlight the key benefits of its products, such as quality, affordability, and alignment with consumer values, in its advertisements.

#### **5.4 Contributions to Knowledge**

The findings presented contribute to the understanding of consumer behavior and engagement with social media platforms, shedding light on the varying levels of usage and preferences among users. By identifying the platforms most frequently used by respondents, such as Facebook and WhatsApp, this data provides valuable insights into the evolving landscape of digital communication and interaction. Additionally, the analysis of Aquafina's presence on social media platforms offers practical implications for brands seeking to enhance their visibility and engagement strategies. Understanding the factors that influence users' decisions to engage with brands on social media can inform targeted marketing efforts and foster stronger connections with consumers.

Furthermore, the data on Aquafina's social media exposure provides valuable insights into brand visibility and consumer engagement, highlighting areas for improvement and optimization in digital marketing strategies. This contributes to the broader body of knowledge on brand management and social media marketing, offering practical recommendations for brands to enhance their online presence and engagement with consumers. Overall, these findings advance our understanding of the complex dynamics between consumers, brands, and social media platforms, providing valuable guidance for businesses navigating the digital landscape.

Aquafina should increase its presence on popular social media platforms like Facebook and TikTok to reach a wider audience.

### **5.5 Suggestions for Further Studies**

Further studies can be done on:

1. Effectiveness of influencer marketing for Aquafina on social media platforms.
2. Influence of user-generated content on consumer engagement with Aquafina.
3. Comparative analysis of consumer engagement with Aquafina's social media content to competitors in the beverage industry.
4. Impact of targeted advertising on consumer response to Aquafina's social media campaigns.

## Bibliography

### Books

Chermack R.A.S. & Thomas J., —*Theory Building in Applied Disciplines*”, First. Edited by Michael Bass Associates. San Fransisco, California: Berrett-Koehler Publishers, ISBN 978-1-60994-713-2, 2019, 15-18.

David G.W. & Charles M., *Public Relations: A Value Driven Approach*”. 6<sup>TH</sup> Edition, Kanas:Pearson, 2019, 67-79.

H. Mintzberg. *Simply Managing: What Managers Do—and Can Do Better*. Updated edition. San Francisco: Berrett-Koehler Publishers, 201

Grunig J. E. & David M. D., —*Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries*”, USA: Routledge Taylor and Francis Group, ISBN: 9781138853829, Second Edition, 2019, 70-80.

Jochen W. & Lovelock C., —*Services Marketing People, Technology, Strategy*”, 9<sup>th</sup> Edition. USA: World Scientific, ISSN 978-1-944659-82, 2022, 91-93

Keytone J., *Communication Research: Asking Questions, Finding Answers*, 5th. USA: McGraw Hall, 2021, 80

Larissa, A, E; Grunig J. & Dozier M.D., —*Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries*”, America: Routledge, ISBN: 9781138853829, Second Edition, 2015, 70-80.

Schrage, M *Who Do You Want Your Customers to Become?* Updated edition. Boston: Harvard Business Review Press, 2019.

K. Robinson, & L. Aronica. *Creative Schools: The Grassroots Revolution That's Transforming Education*. New York: Viking, 2019.

M. Lencioni. *The Five Dysfunctions of a Team: A Leadership Fable*. Updated edition. San Francisco: Jossey-Bass, 2020.

G. Northouse. *Leadership: Theory and Practice*. 8th edition. Los Angeles: Sage Publications, 2020.

T. Rath, & D. O. Clifton. *How Full Is Your Bucket? Positive Strategies for Work and Life*. Updated edition. New York: Gallup Press, 2019.

Taye B. & Victor A., —*Principles and Practice of Public Relations, A Hand Book of Public Relations for Nigerian Students*”, Ibadan: Banktab Publication Limited, Second Edition, ISBN: 9789789619047, 2019, 6-7.

Zaharna, R.S., “*Global Engagement Culture and Communication Insights from Public Diplomacy in the Handbook of Communication Engagement*”. Hoboken, NJ: John Wiley & Sons, Inc, 2019, 311–330.

### **Journals**

Abdur M.D; Rouf A.M.D; Babu A; Khatun M; Rasel M.D. & Kumar A., "*Measuring Customer's Satisfaction Level and Service Gap between Bkash and Rocket in Bangladesh*", **American Journal of Marketing Research**, ISSN: 2381-7518, 5(2), 2019, 29-35.

Amanda J. Promoting Work-Life Balance in Student Affairs: Human Relations Strategies. **Journal of Student Affairs Research and Practice** 26, no. 1, 2019, 45-60.

Ahmad J. & Naser K., "*Factors Influencing Customer Satisfaction in the Retail Banking Sector in Pakistan*", **International Journal of Commerce and Management**, DOI: 10.1080/14783363.2015.1100517, ISSN: 478-33714, (12), 2023, 2527-2533.

Alan W; Zeithaml V.A; Gremler D.D. & Bitner M.J., "*Services Marketing: Integrating Customer Focus across the Firm*", **Open Access Library Journal** (McGraw-Hill), 3rd European Edition, ISBN: 9780077169312, 2(4), 2021, 5-6.

- Ali H.A. & Hassan A.I., *"The Impact of Customer Satisfaction and Loyalty on E-Marketing: Moderating Effect of Perceived Value"*, **Journal of Marketing and Consumer Research**, DOI:10.1108/08858620210419754, ISSN 2422-8451, 46, 2021, 70-77.
- Alosani M.S; Al-Dhaafri S.H. & Abdul A.A., *"Investigating The Role of HRM Practices on Service Innovation: Empirical Evidence From UAE Government Agencies"*, **Management Research Review**, 44(1), 2020, 1-24.
- Arinciheva V.I; Arinciheva I.V; Ludmila G.M. & Zhenny D., *"Evaluation of Consumer Satisfaction based on Binary Decision Trees"*, **Espacios Review**, 40(25), 2019, 18.
- Andrew, S. *Emotional Intelligence in Student Affairs Management: Human Relations Considerations*. **Journal of Emotional and Behavioral Intelligence** 15, no. 1, 2019, 45-60.
- Asghar A. J; Ali H. G. M; Abbas M.S; Nawaser K. & Mohammad S.K.S., *"Study the Effects of Customer Service and Product Quality on Customer"*, **International Journal of Humanities and Social Science** 1(7), 2019, 1-8.
- Amanda, R. *Managing Conflict in Student Affairs: Strategies for Enhancing Human Relations*. **Journal of Conflict Resolution in Higher Education** 12, no. 1, 2019, 56-71.
- Ashour A.N.M. & Enezian B., *"Factors Affecting Acceptance of Mobile Banking in Developing Countries"*, **The International Journal of Academic Research in Business and Social Sciences**, DOI: 10.6007/IJARBSS/V8-I1/3812, 2019, 15-21.
- Bilal E. & Alhamad A., *"Green Marketing Strategies: Theoretical Approach."* **American Journal of Economics and Business Management** (Global Research Network, Lcc), DOI 10.31150/ajebm, ISSN 2576-5973, 2019, 5-7.

Benjamin, R. *Leadership Development in Student Affairs: Human Relations Approaches*. **Journal of Leadership Studies** 25, no. 1, 2022, 65-80.

Blanca L. & Miranda V., "*Satisfaction and Consumption Emotions of Library Users at a Public University in Mexico: A Case Study*", **Journal of (Libra)**, DOI: 10.1515/libri-2020-0002, 71(2), 2021, 1437-1445.

Bruce M; Justice B; Beenzu S; Shem S; Hillary C. & Moffat C., "*Higher Education Quality and Student Satisfaction Nexus: Evidence from Zambia*", **Creative Education**, (American Marketing Association), 8(7), 2019, 68-123.

Brunner B.R., Zarkin K. & Yates B.L., "*What Do Employers Want? What Should Faculty Teach? A Content Analysis of Entry-Level Employment Ads in Public Relations*". **Journal of Public Relations Education**, 2019; 4(2), 21–50

Carlos, M. *Cultural Intelligence in Student Affairs: Enhancing Human Relations*. **Journal of Multicultural Affairs** 20, no. 4, 2019, 200-215.

Carlson J; Rahman M.M; Taylor, A. & Voola, R., "*Feel the VIBE : Examining Value-in-the-Brand-Page-Experience and Its Impact on Satisfaction and Customer Engagement Behaviours in Mobile Social Media*", **Journal of Retailing and Consumer Services**, .46, 2019, 149–162.

Cheung, M.L; Pires G.D; Rosenberger P.J. & De O.M.J., "*Driving Consumer– Brand Engagement and Co-creation by Brand Interactivity*", **Marketing Intelligence & Planning**, <https://doi.org/10.1108/MIP-12-2018-0587>, 38(4), 2020, 523–541.

Chen, Y.R., "*Perceived Values of Branded Mobile Media, Consumer Engagement, and Business-Consumer Relationship Quality and Purchase Intention: A Study of WeChat in China*", **Public Relations Review**, <https://doi.org/10.1016/j.pubrev.2017.07.005>, 43(5), 2019, 945–954.

Chao-Chan W., *"The Impact of Hospital Brand Image on Service Quality, Patient Satisfaction and Loyalty"*, **African Journal of Business Management**, DOI: 10.5897/AJBM10.1347, ISSN 1993-8233, 2019, 4873-4882.

Chris B; Burton S; Elliott G; & Kehr H.M., *"Prediction of Attitude and Behavioral Intentions in Retail Banking"*, **International Journal of Bank Marketing** 32.DOI: 10.1023/B:ISFI.0000046377.32617.3d, 25(2), 2019: 102-116.

Christopher, M. *The Impact of Communication Skills on Student Affairs Management: A Human Relations Perspective*. **Journal of Student Affairs Leadership** 18, no. 3, 2022, 140-155.

De S; Khan M; Vorley, T. & Zeng, J., *"Transcending the Pyramid: Opportunity Co-Creation for Social Innovation"*, **Industrial Marketing Management**, 89, 2020, 471–486.

Daniel, H. *Cultivating Resilience in Student Affairs Professionals: Human Relations Approaches*. **Journal of Student Affairs Administration in Higher Education** 38, no. 2 (2022): 95-110.

Dearing, J. & Cox, J., *"Diffusion of Innovation Theory, Principles and Practice"*. **Health Affairs**, DOI:10.1377/hlthaff.20171104, 37(2), 2019, 183–190

Don O. & McCallig J., *"Customer Satisfaction, Earnings and Firm value"*, *European Journal of Marketing*, DOI: 10.1108/03090561211214627, 46(6), 2017, 15-17.

Erwin W. & Takahashi K., *"Managing Sales Return in Dual Sales Channel: An Analysis of Primary Versus Secondary Market Resale Strategies"*, **International Journal of industrial and System Engineering** Vol II, 15(2), 2019, 119-152.

Ferguson M.A., *"Building Theory in Public Relations: Interorganizational Relationships as a Public Relations Paradigm"*, **Journal of Public Relations Research**, DOI: 10.1080/1062726X.2018.1514810, 30 (4), 2019, 164–178.

Franklin, U.E., *"The Impact of Service Quality on Satisfaction of Bank Customers: The Saudi Arabian Case the Impact of Service Quality on Satisfaction of Bank Customers: The Saudi Arabian Case"*, **International Journal of Academic Research in Business and Social Sciences**, DOI: 10.6007/IJARBS/v10-i8/7624, 1(8), 2020, 763-771.

George A. & Jobin S., *"A Conceptual Framework of Antecedents of Service Loyalty in Health Care: Patients' Perspective"*, **IIM Kozhikode Society and Management Review**, <https://doi.org/10.1177/2277975218812952>, 8(1), 2019.

Gesualdi M., *"Revisiting the Relationship Between Public Relations and Marketing: Encroachment and Social Media"*, **Public Relations Review**, 45 (5), 2019, 372–382.

Hayat M.A; Hayat S. & Faiz R., *"Impact of Corporate Image on the use of Bank Service: A Case of Conventional vs. Islamic Banks Marketing"*, **University Journal Series Economical**, DOI:10.29302|oeconomica, 19(1), 2017, 25-45.

Hashmi, A.R. & Zia, A., *"Customer Relationship towards Boundary Spanner in-store (bakhala): A Saudi Perspective"*, **Academy of Marketing Studies Journal**, 24(2), 2020, 1-8

Harrigan, P; Evers, U; Miles, M. & Daly, T., *"Customer Engagement and the Relationship between Involvement, Engagement, Self-brand Connection and Brand Usage Intent"*, **Journal of Business Research**, <https://doi.org/10.1016/j.jbusres.2019.11.046>, 88, 2018, 388–396.

Hapsari, R; Clemes, M.D., & Dean, D., *"The Impact of Service Quality, Customer Engagement and Selected Marketing Constructs on Airline Passenger Loyalty"*, **International**

**Journal of Quality and Service Sciences**, <https://doi.org/10.1108/IJQSS-07-2016-0048>, 9(1), 2019, 21–40.

Ho, M.H & Chung, H. F. L., "*Customer Engagement, Customer Equity and Repurchase Intention in Mobile Apps*", **Journal of Business Research**, <https://doi.org/10.1016/j.jbusres.2020.07.046>, 121, 2020, 13–21.

Ikramuddin I; Sofyan H. F. & Adam M., "*The Relationship of Perceived Value, Service Quality, Brand Trust, and Brand Loyalty. A Literature Review*", **Expert Journal of Marketing**, Sprint Investify, 2019, 72-77.

Iselin S. & Siguaw J., "*Are Your Satisfied Customers Loyal?*" **Cornell Hotel and Restaurant Administration Quarterly**, DOI: 10.1177/0010880404265231, 45(3), 2021, 221-234.

Joan L.G. & Cotie A.J., "*Defining Consumer Satisfaction*", **Academy of Marketing Science Review**, 4, 2019, 1-24.

Johannes J.H. & Hoberg K., "*Assessing the Potential of Additive Manufacturing for the Provision of Spare Parts*", **Journals of Operation Management**, 65(8), 2019, 10-27.

Jennifer, R. *Creating a Positive Work Environment in Student Affairs: Human Relations Strategies*. **Journal of Positive Psychology** 20, no. 4, 2021, 150-165.

John T. B. & Chen S., "*The Relationship between Customer Loyalty and Customer Satisfaction*", **International Journal of Contemporary Hospitality Management** (MCB University Press), DOI: 10.1108/09596110110395893, Vol. 13(7), 2019, 213-217.

Jung Y.N. & Seok Y., "Effect of Service Recovery on Customers' Perceived Justice, Satisfaction, and Word-Of-Mouth Intentions on Online Shopping Websites", **Journal of Retailing and Consumer Services**, 37(1), 2019, 23-30.

J. Bucking, & M. Hoegl. *Teamwork in Organizations: Challenges and Solutions*. **Journal of Organizational Behavior**, 41, 2020.

Jennifer, L. *The Role of Empathy in Student Affairs Practice: Enhancing Human Relations*. **Journal of Student Affairs Counseling** 45, no. 4, 2020, 215-230.

Jung C.S. & Youjae Y., "*When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement*", **Journal of Consumer Psychology**, 42, DOI:10.1207/S15327663JCP1602\_5, 2019, 145-155.

Jessica, L. *Enhancing Communication Skills in Student Affairs: A Human Relations Perspective*. **Journal of Communication Studies** 17, no. 4, 2019, 180-195.

Kim Y. & Jung W.L., "*Relationship between Corporate Image and Customer Loyalty in Mobile Communications Service Markets*", **International Journal of Management and Business Studies**, ISSN 2167-0439, 4 (18), 2019, 001-007.

Kudeshia C. & Kumar A., "*Social EWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands?*" **Management Research Review**. 40 (3), 2019, 310–330.

Kimberly, J. *Motivating Student Affairs Professionals: Insights from Human Relations Theory*. **Journal of Leadership Education**, 14, no. 2, 2020, 92-107.

Lashkin A., "*The Evolution of Models of Public Relations: An Outsider's Perspective*", **Journal of Communication Management** (Emerald Group Publishing), DOI 10.1108/13632540910931382, 13(1), 2019, 37-41.

Lauren, E. *Building Resilient Teams in Student Affairs: Human Relations Approaches*. **Journal of Leadership Education** 15, no. 2 (2021): 78-93.

Laura, E. *Developing Interpersonal Skills for Student Affairs Professionals: Human Relations Perspectives*. **Journal of Interpersonal Relations** 32, no. 2, 2019, 75-90.

Maddern H.P.B; Smart R.S. & Maull P.A., "*Customer Satisfaction and Service Quality in UK*", **International Journal of Production and Operations Management**, 2019, 7-10.

Moeed A. S; Shawana M.S; Rehman U.A. & Muzaffa S., "*Service Quality Dimensions Impact on Customer Satisfaction in Telecom Sector of Pakistan*", **Journal of Basic and Applied Scientific Research** (Text Road), 3(2), 2019, 27-34.

Mark, T. *Understanding Team Dynamics in Student Affairs: An Examination of Human Relations Theories*. **Journal of Student Affairs Research and Practice** 25, no. 3, 2021, 165-180.

Maria, . L.. *The Impact of Leadership Styles on Student Affairs Organizations: A Human Relations Perspective*. **Journal of Leadership in Higher Education** 25, no. 2, 2022, 85-100.

Mohammad F; Shyue C.C, & Bik K. S., "*Brand Loyalty and Determinates of Perceived Quality and Willingness to Order*", **Academy of Strategic Management Journal**, ISSN: 1939-6104, 17(4), 2019, 14-18.

Matthew, R. *Ethical Leadership in Student Affairs: The Importance of Human Relations*. **Journal of Ethics in Higher Education** 14, no. 3, 2020, 120-135.

Michael, J. *The Role of Conflict Resolution in Student Affairs Leadership: A Human Relations Approach*. **Journal of Leadership and Organizational Studies** 28, no. 3, 2020, 110-125.

- M. Anderson. Developing Interpersonal Skills for Effective Student Affairs Leadership. **Journal of Leadership Studies** 10, no. 3, 2019, 78-92.
- Michael, P. Building Trust in Student Affairs Organizations: A Human Relations Approach. **Journal of College Student Development**, 55, no. 1, 2021, 35-50.
- Muhamad, A. & Othman, A.M., "*Service Quality Evaluation of Islamic Banks in UAE: An Importance-Performance Analysis Approach*", **Journal of Islamic Economics Banking and Finance**, 10(2), 2014, 103-113.
- Namisango F. & Kang K., "*Organization-Public Relationships on Social Media: The Role of Relationship Strength, Cohesion and Symmetry*". **Computers in Human Behavior**, 101, 2019, 22–29
- Oyadongha D.J & Emeti C.I., "*Public Relations and functions in Nigerian Manufacturing Organizations; How Relevant to Output*", **Global Journal of Education, Humanities and Management Sciences (GOJEHMS)**, ISSN: 2705-2486, 1(1), 2019, 233-245
- Nwafor D.O. & Anyasor O.M., "*Marketing Public Relations and Consumer Patronage of Bankl, Africa-British Journal*, 3(1), 2020, 1-19
- Pawanjot K. & Narula S., "*Relationship of Customer Relationship Management Practices Adopted by Airlines With Loyalty of Passengers*", **International Journal of Management (IJM)**, DOI: 10.34218/IJM.11.6.2020.200, 11(6), 2020, 2139-2148.
- Salim B; Latif H. S. & Rizgar H., "*Factors Affecting Customer Satisfaction in the Internet Service Industry (Exploratory Study of Internet Service Providers in Erbil - Kurdistan Region)*", **Polytechnic Journal**, <https://doi.org/10.25156/ptj.v9n1y2019.pp50-63>, 9(1), 2019, 50-63.

- Solomon A. K; Tenkoran M. J. & Johnson J., "*Principal Component Analysis of Customer Satisfaction and Repeat Purchase Behaviour in the Mobile Telephony Market in Ghana*", **British Journal of Marketing Studies (European Centre for Research Training and Development UK)**, ISSN 2055-012X, 4(3), 2019, 55-70.
- Suleiman J., "*The Media, Implementation of the Nigerian National Communication Policy, and Citizens' Participation in Development*", **European Scientific Journal**, 14(26), 2019, 6-7.
- Stephanie, L. The Role of Emotional Intelligence in Student Affairs Leadership: A Human Relations Perspective. **Journal of College Student Development** 57, no. 4, 2019, 285-300.
- Thakur S. & Singh A.P., "*Brand Image, Customer Satisfaction and Loyalty Intention: A Study in the Context of Cosmetic Product among the People of Central India*", **EXCEL International Journal of Multidisciplinary Management Studies**, ISSN 2249 8834, 2(5), 2022, 1-14.
- Tsietsi M. & Shonhe L., "*Customers' Perception of Service Quality and Its Impact on Reputation in the Hospitality Industry*", **African Journal of Hospitality, Tourism and Leisure**, ISSN: 2223-814X, 6(3), 2017, 17.
- Veena P; Dayaneethie R. V. & Zukiswa G., "*The Practice of Public Relations within Selected Organisations in Durban, South Africa*", **African Journal of Business Management**, DOI: 10.5897/AJBM11.2123, 6(26), 2022, 7745-7749.
- Wardha H. & Karim A.I.R., "*How CRM Components Impact Customer Loyalty: A Case from Bangladesh Banking Industry*", **Journal of Management Information**, DOI: <https://doi.org/10.31580/jmi.v7i2.1165>, 7(2), 2020, 43-61.

Walden J; Jung E.H. & Westerman C.Y., "*Employee Communication, Job Engagement, and Organizational Commitment: A Study of Members of the Millennial Generation*", **Journal of Public Relations Research**. 29(2-3), 2022, 73–89.

Zia, A. & Hashmi, A.R., —*Exploring the Factors Affecting Service Quality of Zain Mobile Subscribers in Albaha, Saudi Arabia*", **International Journal of Innovative Technology and Exploring Engineering**, DOI: 10.35940/ijitee.J9934.0981119, 8(11), 2019, 2400-2405.

Zia, A. & Khan, A.A., "*Measuring Service Quality of Apparel Stores using RSQS an Empirical Study of Albaha Region Saudi Arabia*", **Research Review International Journal of Multidisciplinary**, ISSN: 2399-1747, 3(12), 2019, 58-65.

Zia, A. & Khan, A.A., "*Exploring Factors for Patronage Intentions in Saudi Banks: An Empirical Study of AlBaha Province*", Saudi Arabia, **International Journal of Research and Review**, 6(1), 2019, 346-358.

Lead City University Ibadan DO NOT COPY