

**Social Media Marketing Platforms and Online Buying Behaviour of University Students  
in Ibadan Metropolis, Oyo State**

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Media Technology, Faculty of Communication & Information Science, Lead City  
University, Ibadan, Oyo State**

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Mass Communication and Media Technology**

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## Certification

This is to certify that Olugbenga Itunu OGUNDERU with the Matriculation Number LCU/PG/000236 carried out this research work titled “Social Media Marketing Platforms and Online Buying Behavior of University Students in Ibadan Metropolis, Oyo State” in the Department of Mass Communication and Media Technology, Faculty of Information and Communication Sciences, Lead City University, Ibadan, Nigeria under my supervision. This has not been previously submitted.

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## **Dedication**

This thesis is dedicated to Olodumare, the profound creator of all creation.

Lead City University Ibadan DO NOT COPY

## Acknowledgment

I express my profound appreciation to Olodumare, the divine and supreme creator of a that is created, for continuous guidance and blessings throughout my academic programme and life journey.

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## Abstract

*This study examines how university students particularly Lead City University and The University of Ibadan undergraduates use social media marketing platforms like Facebook, WhatsApp, Instagram, TikTok, Twitter (X), and Telegram to make online purchases. The study explored the online buying behaviour of undergraduates from the two universities. The population of the study was 53420 while the sample size was 786 based on Slovin Equation. The University of Ibadan was stratified into 5 faculties while Lead City University was stratified into 4 faculties based on their relative sizes and prominence within the universities while simple random sampling technique was used to select the sample within each faculty. Social Media Questionnaire (SMMPOBBQ) was used for data collection while descriptive and inferential statistics were used to analyse the data. Three hypotheses were tested at 0.05 level of significance. The result showed a significant combined influence of social media marketing platforms (Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram) on online buying behavior among university students in Ibadan metropolis ( $F(17676.829) = (14168.991)$ ;  $(Adj. R^2 = 0.994, p < 0.05)$ ). There was a significant relative influence of social media marketing platforms (Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram) on online buying behaviour among university students in Ibadan metropolis. There was also a significant gender difference (Male and Female) in buying behavior among university students in Ibadan metropolis.*

**Keywords:** Social Media Platforms, Marketing Platforms, Online Buying Behavior, Ibadan Metropolis, Internet Purchasing Patterns

**Word Count:** 237

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## **Chapter One**

### **Introduction**

#### **1.1 Background to the Study**

In today's fast-paced, globally connected, and fiercely competitive market, an organization's capacity to please customers is essential to its survival and success<sup>1</sup>. Customers' satisfaction strongly depends on businesses identifying, comprehending, and utilizing information on consumer behaviour in their marketing strategies<sup>1,2</sup>. This includes information on how customers search for, process, use, and discard goods and services to satisfy their requirements and wants. However, these actions are products of environmental, cultural, psychological, and individual variables. Marketing techniques are one of the psychological factors that marketing literature has identified as influencing consumers' buying behaviour<sup>1,2</sup>.

Undergraduates in Nigerian universities represent a vital consumer segment within the retail sector, yet they have largely been overlooked in consumer behaviour studies<sup>1,2,27</sup>. However, their significance is increasingly being recognized in the context of Nigerian business and the marketplace, highlighting the need for more empirical attention to understand their purchasing behaviours<sup>27,30</sup>. Any university in Nigeria with a student body is a significant market for businesses offering goods and services in the towns and cities where universities are found. The six universities within Ibadan metropolis on which this study was centred are Lead City University, Kola Daisi University, University of Ibadan, Dominican University, Oyo State Technical University, Ibadan and Precious Cornerstone University, Ibadan. Strike actions and health emergencies disrupt the regular flow of transactions between students and retail businesses, leading to financial losses and operational challenges for the affected parties<sup>28</sup>. Despite the significant contributions and importance of university undergraduates market

segment to the survival, success, and expansion of businesses within the retail sector, there remains a paucity of research into their purchasing habits. This oversight suggests a potential underutilization of a lucrative market segment. Consequently, a deeper understanding of the buying behaviour of this demographic is crucial for maximizing business opportunities and fostering economic growth in regions heavily influenced by the presence of higher education institutions<sup>1,2,3</sup>. The purpose of this study therefore, is to ascertain the Influence of Social Media Marketing and Consumer Online Buying Behaviour among Students of Universities in Ibadan Metropolis, Oyo State, Nigeria. In terms of making purchases online, a consumer's psychological condition is referred to as their online buying behaviour. Online purchases are referred to as having an online buying behaviour process. Online buying behaviour follows a five-step procedure that is similar to traditional shopping behaviour<sup>4</sup>. For instance, a buyer might decide he or she needs to buy a product or service, connect to the internet to make the purchase easier, browse the web to find any relevant product information, and weigh all of their options before deciding on the one that best meets the unique needs of the buyers. The consumer is inundated with information before making a final decision that will affect whether or not they choose to make the purchase. Retail businesses of all types and sizes are taking advantage of online business prospects<sup>5</sup>. With this new area of buying, marketers are becoming more interested in finding out what drives people to shop online.

Online buying and offline buying are two distinct modes of purchasing products or services, each characterized by unique advantages and considerations. The rise of social media has had a profound impact on both forms of buying, exerting significant influence on consumer behaviour and shaping purchase decisions in diverse ways. Online buying, which involves purchasing goods or services through the internet via e-commerce platforms or online stores,

offers unparalleled convenience to consumers. It enables shoppers to browse and buy products from the comfort of their homes or while on the go, eliminating the need for physical store shopping. Moreover, online platforms provide access to a vast array of products from around the world, allowing consumers to compare prices, features, and customer reviews effortlessly. The transparency of online shopping facilitates price-conscious buying behaviour, as users can readily compare prices across multiple platforms to secure the best deals and discounts. User-generated reviews and ratings are integral to online purchasing, significantly influencing consumer decision-making processes. The concept of social proof, wherein shoppers rely on the experiences and opinions of others, holds significant sway in online purchasing. Additionally, social media platforms have given rise to influencer marketing, wherein individuals with substantial online followings endorse products or services. Influencers exert considerable influence over consumer opinions and purchasing behaviour, as their recommendations and sponsored content can effectively drive sales. The integration of e-commerce features into social media platforms has given rise to a concept known as social commerce. Users can now discover and purchase products without leaving the platform, thanks to features like "buy" buttons and shoppable posts. This seamless integration streamlines the buying process, enhancing convenience for consumers and facilitating impulse purchases. On the other hand, offline buying entails the traditional in-person shopping experience where consumers physically visit brick-and-mortar stores. This form of buying offers tangible experiences, allowing consumers to physically examine products, try them out, and interact with knowledgeable salespeople. The immediate gratification of offline buying is another noteworthy aspect, as consumers can take possession of their purchases immediately, circumventing the waiting time associated with shipping in online shopping. Offline buying

also supports local businesses and contributes to the local economy, making it an attractive option for consumers who prioritize supporting their local communities. Moreover, offline buying practices such as showrooming and webrooming demonstrate the interplay between social media and in-person shopping experiences. Showrooming refers to the practice of visiting a physical store to evaluate a product before purchasing it online, often to secure better prices. Conversely, webrooming involves researching products online and subsequently making the purchase in-store. Social media plays a role in both practices, as consumers leverage these platforms to seek recommendations, read reviews, or compare prices before making informed decisions. While social media primarily operates in the online realm, its influence extends to offline buying behaviour as well. Consumers may rely on social media platforms to discover new products, read reviews, or seek recommendations before visiting physical stores. Furthermore, brick-and-mortar stores can leverage social media platforms to promote sales, discounts, or limited-time offers, driving foot traffic to their locations.

The development of social media has changed the way people buy, affecting both in-store and online buying. In sharing information, customizing experiences, and fostering relationships between businesses, merchants, marketers, influencers, consumers and peers, it is clear that it has a broad impact on consumer behaviour. Social media has a significant impact on the purchasing process, which emphasizes its critical function as a change agent in the retail industry.

Online retailers are under intense pressure to maintain a competitive advantage in the world of online buying. Marketers must be aware of consumer behaviour in the area of online shopping in order to obtain a competitive edge in the industry. In order to meet customer needs, it is crucial to research and pinpoint the variables that motivate people to shop online. Since online

shopping is still generally and relatively new in the Nigerian business ecosystem, consumer behaviour in this market segment is also somewhat varied compared to traditional consumer behaviour<sup>29</sup>. It is therefore crucial to understand the variables that motivate people to shop online. There are a number of reasons that drive consumers to shop online in order to reach a choice. These variables are crucial for business owners and marketers to compete in the market and increase the compatibility of their product. It is now possible for one person to speak with hundreds, thousands or even millions of people worldwide due to the emergence of internet-based social networking sites. The proliferation of social media users engaging in content creation, sharing, bookmarking, and networking has surged dramatically. Social media serves as a robust ecosystem of digital platforms, facilitating peer interactions, content dissemination, and information acquisition. Its diverse forms encompass social networking, online forums, and social bookmarking, among others. Platforms such as twitter (X), tiktok, instagram, facebook, whatsapp, and telegram respectively, exemplifies this trend, becoming integral parts of humans' daily lives. Online retailers leverage social media to attract new customers, enhance brand visibility, educate consumers about their products and services, and retain existing clientele. Consequently, social media marketing capitalizes on the power of social networking to enhance brand recognition, value, and consumer outreach. All forms of social media offer the chance to introduce oneself and one's goods to a vibrant and diversified online community and potential customers<sup>6</sup>. A wide range of social media programs allow users to publish product reviews based on factors including quality, experience, accessibility, pricing, satisfaction, and more. Consumers who want to enlighten one another about goods, services, brands, and other related issues pertaining to the goods or services, creates, shares, and use the social media to push such content, which is a type of newly generated resource for

online information<sup>7</sup>. Examples include, but are not limited to, twitter (x), tiktok, instagram, facebook, whatsapp and telegram. Social media has set trends in a wide range of fields, from politics, technology, and the environment to the entertainment sectors, thanks to its speed, reach, and ease of use. Since users propagate, social media is inherently self-promotional. Social media's ability to go viral makes it a desirable tool for businesses to sell their goods and services<sup>7</sup>. The use of social media in marketing is currently growing. Marketers are starting to comprehend how to adopt and integrate social media as part of their customer-reaching strategy and campaigns.

Promotions, sentiment analysis, public relations, marketing communications, marketing intelligence, and product and customer management are some of the marketing subdisciplines that might benefit from social media use<sup>8</sup>. Because it is crucial to comprehend their relative significance and interdependence, each social media platform such as blogs, online discussion forums, and online communities, has an impact on marketing performance and directly affects sales volume<sup>9</sup>. With 70% of users claimed to be involved in online buying, social media users who are active are thought to be highly driven online shoppers<sup>10</sup>. Simply by using online websites while seated in front of a computer, consumers can quickly get what they desire. While social media marketing has many advantages for both consumers and marketers, it also has drawbacks. It undoubtedly encourages various hazards and cybercrimes because of the ease with which information is accessible and the presence of the lack of adequate oversight and control mechanisms. The internet environment for social media marketing presents opportunities as well as complexities and difficulties. The accessibility of online information to all audiences on the web emphasizes the requirement for consistency in the conception, development, execution, and management of online marketing communication<sup>11</sup>. Social

media, inherently interactive, demands concerted effort for effective two-way communication. In the realm of social networks, marketing pivots towards cultivating enduring relationships capable of yielding enhanced sales. Essential to this endeavor is the diligent oversight of each platform, ensuring prompt responses to inquiries and comments, while disseminating pertinent product information to customers<sup>12</sup>. Businesses lacking dedicated social media management services may encounter obstacles in maintaining competitiveness. It is pertinent to acknowledge that a fundamental aspect of social media marketing is its substantial time commitment<sup>12</sup>. In general, it is fantastical to simply dabble in a few social media resources and expect to get tremendous benefits. A business must acknowledge the required time commitment and decide whether or not it is feasible for its operations<sup>12</sup>. Nearly always, a company's brands and other intellectual property are worth as much as the goods or services they provide. Social media's ability to promote impromptu and informal communication can help businesses promote their brands and distribute intellectual content, but it can also make it easier for third parties to violate a business' trademarks and copyrights<sup>13</sup>. Marketers should frequently check the usage of their trademarks and copyrights while using social media, whether through a third-party source or a company's own social media channels. To safeguard against the misuse of intellectual property by content creators through media outlets, businesses should implement a rigorous monitoring system for their own social media platforms as well as those of third parties. The surveillance of the company's trademarks and copyrights on external websites can be facilitated through specialized online tools. This process involves scrutinizing social networking sites for profiles or usernames that are identical to, or bear a striking resemblance to, the company's names or logos<sup>14</sup>. If left unchecked, this type of corporate impersonation can harm a firm's reputation and brand.

However, proactive monitoring can also signify a successful corporation. It is advisable to reserve usernames on various social media platforms that correspond to, or closely resemble, the company's trade names and logos<sup>14</sup>. Additionally, businesses must establish terms and conditions that outline how their own social media platforms may use their intellectual property or that of third parties.

Marketers should have policies in place that specifically forbid trademark and copyright infringement as well as impersonation when executing certain types of social media marketing campaigns, including promotions and user-generated content campaigns<sup>14</sup>. When using social media for marketing purposes, data security, privacy, and trust become important factors to take into account. Companies need to be aware of these possible hazards and take the necessary steps to reduce the liabilities related to the collection, use, and security of personal data. Trust is a key component of customer loyalty to social media marketers, especially when it comes to privacy and transactional security<sup>15</sup>. A study discovered that customers' fear of credit card fraud online has been one of the biggest obstacles to them making more extensive transactions online<sup>16</sup>. Furthermore, privacy concerns have led to a public relations crisis for several major social media campaigns, severely harming the brand of the business concern<sup>17</sup>.

Social media platforms like twitter, twitter (x), tiktok, instagram, facebook, whatsapp and telegram, to name a few, typically have their own privacy policies that regulate how they handle user data and what third parties can do with it. Marketers who use third-party social media platforms should make sure that their advertising does not incite customers or other individuals to engage in behaviours that are against the privacy policies of the social media companies, and they should also make sure that they are abiding by the policies. Companies

that manage their own blogs or other social media platforms must to keep detailed policies that outline their data collecting, usage, and storage procedures as well as any obligations that third parties may have with regard to privacy and data security<sup>18</sup>.

Trust, which is closely tied to security, is a crucial element in the decision-making process for online purchases. Typically, can't touch, feel, or smell the goods. The salesperson cannot have physical contact with the customer<sup>18</sup>. As a result, these methods of building trust are not permitted online. Trust in a brand typically helps to reduce uncertainty. Additionally, trust is a part of the attitude that makes up loyalty. It follows that loyalty in general and brand trust in particular can aid in overcoming some of the drawbacks of the internet, such as dispelling the myth that it is a dangerous, dishonest, and unreliable marketplace. In actuality, some prospective clients are still discouraged from conducting business online due to these preconceptions. Getting "third party approval" is a way to build credibility<sup>19</sup>.

Users have increased their time on the Internet in recent years and have communicated more information, ideas, and opinions with one another there. Additionally, new platforms for cooperation, communication, and content creation have emerged online. User-Generated Content (UGC) is frequently used in marketing campaigns on social networking sites and other online communities<sup>20</sup>. User-Generated Content (UGC), for instance, enables Internet users to leave comments on a variety of content types, including blogs, videos, podcasts, ratings, and reviews<sup>20</sup>. UGC holds a lot of promise as a marketing strategy, whether it's a video or photo posted on a website or messages that site visitors distribute to network members. Additionally, user-generated material has a high level of credibility in the eyes of consumers, especially if it was created by a single person or was a tweet between friends. There is a risk associated with requesting user-generated content in connection with a

marketing strategy of being held liable for any content produced by a participant in the campaign. However, marketers can take specific actions to reduce the legal risks related to marketing initiatives that involve the sharing of user-generated material via social media<sup>20</sup>. Consumers can produce good or negative pressure for the company, its products, and its services depending on how the company is presented online and the quality of the items and services given to the client.

In a sense, social media transforms consumers into marketers and advertising<sup>21</sup>. Following the advent of Web 2.0 and 3.0 technologies, consumer-generated product reviews, images, and tags which are a valuable source of information for customers making product decisions online<sup>22</sup>, have grown quickly online and had a significant impact on electronic commerce<sup>23</sup>. Negative post reactions are one social media and networking feature that is particularly harmful to marketing campaigns. There isn't much a marketer can do to stop disgruntled clients or rival businesses from publishing rude or derogatory images, posts, or videos<sup>24</sup>. Negative or other unhelpful criticism must nevertheless be taken into consideration. Social media platforms need to be efficiently managed in order to quickly respond to and remove offensive posts, which requires more time<sup>25</sup>.

When it comes to making purchasing decisions, male and female students use different approaches. When making a purchase, men usually look at features, cost, and technology specs first. They also often compare products and services before deciding on one. On the other hand, female students place emphasis on the aesthetic appeal, brand reputation, and social validation associated with a product<sup>26</sup>. They may rely on recommendations from friends, online reviews, and influencers when making buying decisions. Understanding the motivations behind online purchases is crucial in comprehending gender differences. Male

students seek convenience, efficiency, and the latest technological advancements to enhance their gaming experiences, stay updated with gadgets, or pursue hobbies and interests<sup>26</sup>. In contrast, female students are driven by self-expression, fashion trends, self-care, and personal style. They view online shopping as a platform for exploration, creativity, and building their desired image<sup>26</sup>. The choice of digital platforms also reflects gender disparities in online buying behaviour. Males gravitate towards e-commerce platforms specializing in electronics and technology, where they can find a wide range of products and detailed specifications<sup>26</sup>. They may participate in online forums and communities centred around gaming and technology to gather information. Conversely, females are more inclined to explore fashion-focused platforms, social media marketplaces, and beauty-oriented websites to discover trendy items, seek inspiration, and engage in online communities centred around fashion and beauty<sup>26</sup>. As the digital landscape evolves, understanding gender differences in online buying behaviour among university students becomes increasingly important. Recognizing these disparities can assist e-commerce platforms, marketers, and advertisers in tailoring their strategies to better meet the specific needs and preferences of male and female students. By acknowledging variations in product selection, decision-making strategies, shopping motivations, and platform preferences, stakeholders can enhance the online buying experience and foster inclusivity in the ever-expanding world of e-commerce.

## **1.2 Statement of the Problem**

Undergraduates in Nigerian universities constitute a significant consumer segment with considerable purchasing power, crucial to the retail sector. However, the continuous patronage between students and retail businesses is vulnerable to disruption during periods of

strike actions, environmental crises, and health emergencies, leading to significant decrease in business activities and operational challenges.

The advent of social media platforms has revolutionized online buying, presenting new avenues for marketing and sales. Despite these advancements, persistent challenges impede effective platform utilization. Issues such as insecure payment systems, privacy concerns over personal data, distrust arising from discrepancies in advertised versus actual product quality, and the inability to physically inspect products pose significant barriers.

This study aims to investigate the influence of social media marketing on the online buying behaviour of university undergraduates in Ibadan. By addressing these gaps, the study seeks to provide insights into how social media impacts consumer behaviour within this demographic. The findings aim to provide valuable guidance for businesses aiming to enhance the online buying experience and adapt marketing strategies to better align with the preferences and needs of university students in Ibadan.

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

The main objective of this study is to examine the connection between social media marketing and online buying behaviour among university students in Ibadan metropolis, Oyo State, Nigeria. Other objectives of the study include:

- i. ascertain the extent of online buying behaviour of university students in Ibadan metropolis towards online buying.
- ii. identify the factors influencing online buying among university students in Ibadan metropolis.

- iii. determine the most used social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) for online buying among university students in Ibadan metropolis.
- iv. determine the combined influence of social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behaviour among university students in Ibadan metropolis.
- v. determine the relative influence of social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behaviour among university students in Ibadan metropolis.
- vi. determine gender difference (Male and Female) in online buying behaviour among university students in Ibadan metropolis.

#### **1.4 Research Questions**

- i. What is the extent of online buying behavior of university students in Ibadan metropolis towards online buying?
- ii. What are the factors influencing Online Buying Behaviour of University Students in Ibadan Metropolis?
- iii. Which are the most frequently used Social Media Marketing Platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) for online buying among university students in Ibadan metropolis?

#### **1.5 Hypotheses**

**H<sub>01</sub>:** There will be no significant combined influence of social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behavior among university students in Ibadan metropolis.

**H<sub>02</sub>:** There will be no significant relative influence of social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behavior among university students in Ibadan metropolis.

**H<sub>03</sub>:** There will be no significant gender difference (male and female) in online buying behavior among university students in Ibadan metropolis.

## **1.6 Significance of the Study**

The study on the influence of social media marketing platforms, including *Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*, on online buying behaviour among university students in Ibadan metropolis holds significance for various stakeholders. It will offer valuable insights into the behaviour of university students regarding online purchases through social media platforms, contributing to the existing body of knowledge on consumer behaviour and the impact of social media on purchasing decisions. Consequently, it aids in the development of relevant marketing and business courses by incorporating real-world examples and emerging trends in digital marketing.

For businesses and marketers, this study will provide a comprehensive understanding of how social media marketing platforms exerts influence on the Online Buying Behavior of University Undergraduates, a substantial consumer group. It offers insights into the effectiveness of different social media platforms, enabling marketers to strategically allocate their resources. This knowledge will facilitate the development of targeted marketing

campaigns to effectively engage and attract university students based on their preferred social media platforms. Additionally, it will guide businesses in adapting their marketing strategies to align with the evolving trends and preferences of university students in Ibadan metropolis. Similarly, this study holds importance for social media platforms themselves. It offers an opportunity for platforms like *Twitter (X)*, *TikTok*, *Instagram*, *Facebook*, *WhatsApp* and *Telegram* to assess their impact on online buying behaviour. By understanding their strengths and weaknesses in influencing purchasing decisions among university students, platforms can refine their advertising algorithms and features to enhance user engagement and conversion rates.

University students will also benefit from this study as well. It will provide them with insights into the influence of social media marketing on their online buying behavior, empowering them to make more informed decisions. It will raise awareness among students about the potential effects of social media marketing strategies and their susceptibility to persuasive techniques. By understanding the tactics employed by businesses on different social media platforms, students can become discerning consumers. This study also will facilitate the development of digital literacy and critical thinking skills necessary for navigating the online marketplace effectively. Furthermore, government and regulatory bodies can utilize the findings of this study for policymaking related to consumer protection and digital marketing regulations. It will provide evidence-based insights that support decision-making processes and help in understanding the impact of social media marketing on the economy, particularly with regard to online buying behaviour among university students. It will contribute to the development of guidelines and ethical standards for businesses and marketers, ensuring fair practices in digital advertising targeted at the youths. In conclusion, the study on the influence

of social media marketing platforms on online buying behaviour among university students in Ibadan metropolis holds significant implications for the academia, businesses, social media platforms, university students, and regulatory bodies. It fosters a better understanding of the relationship between social media marketing platforms and online buying behavior among university students, ultimately contributing to the advancement of knowledge and informed decision-making in the field of digital marketing.

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

The study will examine the influence of social media marketing on consumer online buying behaviour among undergraduate students in universities located in Ibadan metropolis. The scope of this research will focus specifically on two iconic universities within Ibadan metropolis, namely; University of Ibadan and Lead City University, Ibadan respectively. The choice to limit the study to undergraduate students in Ibadan metropolis is justified by several factors. Firstly, Ibadan metropolis represents a diverse and significant student population, offering a wide range of universities and thus providing a suitable sample for this research. Secondly, by focusing on undergraduate students, the study can investigate the impact of social media marketing on specific target audiences known to be highly engaged with online platforms. The rationale behind selecting the University of Ibadan (UI) and Lead City University, Ibadan (LCU) for this study is rooted in their distinct positions as the first public and private universities, respectively, in the city of Ibadan.

By carefully selecting the sample from these universities, the study aims to ensure a diverse representation of students from various backgrounds and academic disciplines, enhancing the generalizability of the findings. The contextual scope of the study is delimited to social media

marketing and consumer online buying behavior among universities in Ibadan metropolis, located in Oyo State. This choice of scope is justified by the need to explore the specific dynamics and patterns of consumer behaviour in the context of social media marketing within this geographical area. To comprehensively examine social media marketing platforms, this study will consider popular platforms such as *Twitter (X)*, *TikTok*, *Instagram*, *Facebook*, *WhatsApp*, and *Telegram*. These platforms were selected due to their wide usage and influence among undergraduate students, ensuring that the study captures a comprehensive view of their online behaviour and interactions. By delineating the scope of this study to undergraduate students in universities within Ibadan metropolis, the research aims to provide valuable insights into the relationship between social media marketing and consumer online buying behavior within this specific context, enabling a deeper understanding of the factors influencing purchasing decisions among this target audience.

### **1.8 Limitation of the Study**

The unwillingness of some undergraduate students from the two universities to partake in the research and complete the questionnaires was a major limitation in the study as it slowed down the research process.

### **1.9 Operational Definition of Terms**

The following terms are defined according to their use in this study

1. **Behaviour:** A predisposition or a tendency to respond positively or negatively towards buying a product online.
2. **Consumer:** In this study, a consumer is a person who purchases goods and services for personal use.

3. **Online Buying:** A form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser on any of the modern digital devices.
4. **Consumer Online Buying Behaviour:** In this study, consumer online buying behaviour implies the consumer's decisions to purchase or not to purchase products online. In this study, online buying behaviour is categorized into two which are online shoppers and offline shoppers.
5. **Ibadan Metropolis:** For the purpose of this study, Ibadan metropolis includes the administrative, commercial, educational, and residential areas within the geographical boundaries of Ibadan, as well as surrounding urbanized regions that are considered part of the greater metropolitan area.
6. **Online Shoppers:** These are individuals who actively use online platforms for purchasing products. They prefer the convenience, wide variety of options, and ease of comparison offered by online shopping. Online shoppers may fall into any of the categories mentioned earlier: convenience shoppers, value shoppers, or personalization seekers. They embrace the digital medium and leverage online platforms to meet their shopping needs.
7. **Offline Shoppers:** These are individuals who do not use online platforms for shopping or prefer traditional brick-and-mortar stores. They may have various reasons for not using online shopping, such as a preference for physical shopping experiences, concerns about the security of online transactions, lack of access to the internet, or simply a lack of familiarity with online shopping processes. Offline shoppers rely on in-person interactions and physical stores to make their purchases.

8. **Social Media Marketing:** Social media marketing specifically encompasses the planning, execution, and management of marketing initiatives on platforms such as Twitter, TikTok, Instagram, Facebook, WhatsApp, and Telegram, targeting university students in the Ibadan metropolis. This includes activities such as sponsored posts, influencer collaborations, targeted advertisements, and other promotional efforts aimed at engaging and influencing the online buying behavior of university students within the specified geographical area.
9. **Social Media Marketing Platforms:** For the purpose of this study, social media marketing platforms encompass popular social networking websites and mobile applications such as Twitter, TikTok, Instagram, Facebook, WhatsApp, and Telegram, where businesses and marketers engage in promotional activities, advertising campaigns, influencer collaborations, and other marketing strategies to attract and engage online consumers, including university students, within the Ibadan metropolis.
10. **University:** An institution of tertiary education and research which grants academic degrees in various subjects in Ibadan Metropolis.
11. **University Students: (Undergraduates):** University students, specifically undergraduates, are individuals enrolled in a university or higher education institution in pursuit of their first degree, such as a Bachelor's degree. These students typically range in age from late teens to mid-twenties and are engaged in full-time or part-time academic programs across various fields of study.

## Endnotes

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## **Chapter Two**

### **Literature Review**

This chapter presents review of related literature. It is presented in the following sub-sections: Conceptual Review, Theoretical Review, Empirical Review, Conceptual Framework and Summary of Reviewed Literature. It was presented in the following sub-topics:

#### **2.1 Conceptual Review**

##### **2.1.1 Consumer Behaviour**

Consumer behaviour puts a spot light on how individuals, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It is the actions of the consumers in the marketplace and the underlying motives for those actions. In order to understand people's wants and consumption habits, studies on consumer behaviour typically look into personal characteristics like demographics, personality traits, lifestyles, and behavioural variables (such as usage rates, usage occasions, loyalty, brand advocacy, and willingness to provide referrals). Consumer behavior also looks into the influences that social groupings including family, friends, sports, and reference groups as well as society at large have on the consumer (brand-influencers, opinion leaders)<sup>1</sup>. Even for industry specialists, research has shown that predicting consumer behaviour can be challenging; nevertheless, new research techniques like ethnography, consumer neuroscience, and machine learning are

providing fresh light on how consumers make decisions. Additionally, databases for customer relationship management (CRM) have developed into a resource for the study of consumer behaviour<sup>2</sup>. These databases generate a large amount of data that allows for a thorough analysis of the behavioural aspects that affect customer retention, loyalty, and other behavioral intentions like the willingness to make good recommendations, support a brand, or take part in customer citizenship activities.

Databases can also help with market segmentation, particularly behavioral segmentation like creating loyalty segments that can be used to individually construct highly focused, personalized marketing tactics.

Consumer behaviour includes any actions that may be connected to the acquisition, use, and disposal of goods and services, as well as the consumer's subsequent emotional, mental, and behavioural reactions. An end user rather than just someone who makes purchases in the supply chain of an item or service can be a consumer as well as an individual or an organizational one. Since Consumer behaviour first emerged as a subset of marketing in the 1950s, however, it has developed into an interdisciplinary social science. In an effort to comprehend quantifiable patterns in people's wants and consumption, studies into consumer behaviour explore personal characteristics like demographics, personality traits, and lifestyles as well as behavioural variables like usage rates, usage occasions, loyalty, brand advocacy, and willingness to provide referrals.

Consumer behaviour research (CB) also examines the influences that society as a whole and social groups like family, friends, sports, and reference groups have on consumers (online social media communities, brand-influencers, opinion leaders, celebrity endorsements). In

particular, consumer behaviour is interested in how consumers acquire items and services, as well as all the actions that lead up to a purchase decision, such as information search, evaluating products and services, and payment methods, as well as the purchasing experience: the who, where, when, and how of consumption as well as the usage experience, including the method by which items are allocated within families or consumption units: Concerns about consumer product and package disposal are addressed by disposal operations, which may also include reselling through channels like e-commerce and flea markets. In addition to emotional or affective responses, which pertain to the consumer's feelings or moods, there is also a mental or cognitive response, which refers to the consumer's intellectual processes. The consumer's observable behaviours in regard to the acquisition and disposal of products or services are referred to as behavioural or conative responses. Consumer behaviour highlights how people conduct the exchange-related parts of their life through a dynamic combination of affect, cognition, behavior, and environmental events<sup>3</sup>.

Consumer behaviour analysis makes use of behavioral principles, typically learned through experimentation, to interpret human economic consumption. These principles are based on the notion that all behaviors are acquired through conditioning, and conditioning occurs through interaction with the environment. Marketers want to be able to identify which products are needed in the marketplace, which are underperforming, and how to effectively display the commodities to consumers by knowing what drives people to purchase specific goods and services.

### **2.1.2 Consumer Behaviour Determinants**

Four significant aspects, namely: cultural factors, social factors, personal factors, and psychological factors, affect consumer behaviour. Terms like culture, subculture, and social class are included in the first set of elements, which are cultural factors<sup>4,5</sup>. A person's culture, which encompasses a wide range of information, beliefs, arts, laws, ethics, customs, and other characteristics and behaviours, often characterizes them as being a member of a certain civilization<sup>6</sup>. Each culture has its own subset of cultures or subcultures, each of which has its own identification qualities. Sub-cultures can be divided into four categories: ethnicities, religious sects, tribes, and geographic regions<sup>7</sup>. Social classes are relatively homogenous and continuous subdivisions of a society, which are arranged hierarchically and whose members have common values, interests and behavior<sup>8</sup>. The second group of elements is social, which includes social circles, families, social roles, and social standing. Reference groups are any groups that can directly or indirectly affect a person's attitude or behaviour<sup>9</sup>. Family is regarded as the most important social component and has received extensive study. There are two kinds of families: the parents' orientation family and the family that an individual builds for themselves<sup>6</sup>. A person's place within a group can be described in terms of their social role and social status<sup>9</sup>. The term "role" refers to the duties that an individual has in relation to those who are in his or her immediate vicinity. Each role has a status that reflects the relevant level of societal esteem<sup>6</sup>. Thirdly, the personal elements comprise demographic information including age and life stage, employment, financial condition, way of life, personality, and self-concept. People change their preferences and tastes for products or services according to their age. Additionally, their purchases are influenced by the various life cycle stages, or the stages that families go through as they grow and mature over time. An important element that affects a person's purchasing behavior is their line of work. People with different vocations

have diverse needs, which lead them to buy various goods and services<sup>6,8,9</sup>. Numerous purchasing decisions are influenced by a person's financial position<sup>10</sup>. An individual's income, savings, available cash, borrowing capacity, and attitude toward consumption with relation to savings are all included in their economic statistics<sup>8</sup>. Lifestyle is defined as all of an individual's habits that are shown via their activities, hobbies, beliefs, and little indulgences in pleasures<sup>11</sup>. Personality refers to a person's psychological traits that motivate him to have stable and rational responses to his surroundings. Finally, a person's presumptive perception of themselves is nuanced. It consists of one's self-perception, how they aspire to be, and how other people see them. Psychological elements including motivation, perception, learning, beliefs, and attitudes make up the fourth category<sup>12,13,14</sup>. People's behavior is influenced by motivation, an internal and complex process that is brought on by specific motives like hunger, thirst, recognition, and devotion. Consumer behaviour is influenced by perceptions. A motivated person's view of a certain situation affects how they behave. Human conduct, for the most part, is learned. A person's learning is considered to be produced through the interaction of intentions, inputs, and reactions<sup>15</sup>. People develop beliefs and attitudes through their actions and learning, which have an impact on their purchase decisions. While attitudes refer to a person's ongoing assessment, feelings, and dispositions toward an object or idea, beliefs are the descriptive ways a person thinks about something and are based on information, opinion, or faith and may entail sentimental charges<sup>16</sup>.

### **2.1.3 Consumer Online Buying Behaviour**

The development of the internet has had a profound impact on how customers shop to a great extent. As a result of internet technology, many people switch from traditional buying to

online purchasing. Therefore, consumers are more likely to shop online now since they can do so whenever they want, from anywhere in the world, and because they can become engaged electronically. As a result, more people are using the internet and simple payment options. People may make online purchases whenever and wherever they want with mobile devices like smart phones and tablets. Consumer online buying behaviour is the process through which people utilize online e-commerce channels to find, choose, buy, use, and dispose of goods and services in order to satisfy their needs and desires<sup>17</sup>. E-commerce, also known as electronic commerce, is frequently associated with the purchasing and selling of goods over the internet, although it can also refer to any transaction that is entirely carried out electronically. Three categories of e-commerce exist: business-to-business (B2B) (Alerzo), business-to-consumer (B2C) (Jumia), and consumer-to-consumer (C2C) (Jiji). E-commerce is seen as a mass channel that offers customers unique purchasing features. Online shopping is more convenient due to a few factors, including Price, Product Variety, Security Levels, and Reliability. Anything that saves consumers' resources, such as time or energy, is considered convenient. It can also be referred to as time saving and having more time to assess and choose the products<sup>18</sup>. Online shopping also saves time, eliminates queues, and is accessible around-the-clock<sup>19</sup>. Over 627 million people worldwide have done their shopping online<sup>20</sup>. In 2007, e-commerce business hit \$228 billion, \$258 billion in 2008, and \$288 billion in 2009. Customers are encouraged to shop online since it is convenient and simple to do so<sup>21</sup>.

The price is what a consumer pays in exchange for a good or service. Prices have a big impact on consumer internet purchase<sup>22</sup>. Price is a crucial element in increasing online purchasing and has a favourable impact on online purchase behaviour<sup>22</sup>. A consumer will always consider price while deciding whether or not to buy a product. Similar to this, price strategy studies

contend that quality and price level are crucial components of competitive strategies in retailing<sup>23</sup>.

Product variety is the quantity of various product kinds offered by an online store or merchant. Online retail outlets attract more clients than traditional physical stores since they offer more possibilities<sup>24</sup>. This suggests that if online stores provide more options and variety in their product and service offerings than the traditional stores, customers will quickly switch their interest and business to them.

Security level attends to Consumer' opinion on how online shops handle their personal data, including credit card number, email address, and other privacy data. Consumers' main concern is the security of online transactions, which influences their decision to make an online purchase<sup>25</sup>. Consumers will be more likely to engage in online buying the higher the perceived level of security. Security has consistently gained support as a factor influencing online purchases<sup>26</sup>.

Reliability implies the degree of trust a customer has in an online retailer's services. It includes providing accurate goods or services following client payment reception. Accurate billing, meticulous record keeping, and prompt transportation are all examples of what reliability requires<sup>27</sup>. Since reliability measures how the consumer sees the merchant's capacity to perform as promised, it is strongly related to risk<sup>28</sup>. Online shoppers reportedly desire to obtain the right number and quality of the goods they have ordered within the time range that the sellers have promised, and they anticipate being accurately billed<sup>29</sup>. An e-commerce company must provide the promised services within the allotted time limit to demonstrate that reliability influences online consumer purchasing decisions<sup>30</sup>.

#### **2.1.4 Social Media**

The term "social media" is frequently used to describe a new type of media that encourages interactive engagement. A technical and sociological synthesis based on an online network of communities or platforms where individuals may connect, communicate, exchange stories, and build connections for a range of formal and informal purposes<sup>31</sup>. The two unique dispensations of broadcast and interactive media are frequently used to categorize the evolution of media. While in the period of broadcast media, a firm like a radio station, television network, newspaper, or film studio is tasked with the duty of disseminating messages to a variety of audiences, the media represents an almost entirely centralized structure. Feedback to media outlets was frequently impersonal, indirect, and delayed. Most mediated communication was place on a far more intimate level, mainly by personal letters or phone calls. However, as digital and mobile technology advanced, it became simpler than ever for people to engage in large-scale contact. As a result, a new media dispensation evolved that put interactivity at the core of new media functions. Now, a person could address a diverse audience directly and receive immediate feedback. Consumers now have a wider audience to share their opinions with than they once had.

Additionally, there are now more options for media consumption than ever before thanks to new technology's accessibility and affordability. As a result, rather than relying solely on a small number of news outlets, people can now find information from a variety of sources and engage in discussion about it on platform timelines and virtual community channels. At the core of this ongoing revolution is social media. A platform so important that nearly every business establishment makes use of it for the marketing and promotion of their commercial

activities. Social media is also used for sharing information and getting in touch with customers and society at large.

Social media refers to a collection of digital platforms of some kind, which has two unique operational features in common. First of all, engagements via the social media is a prudent necessity; it can never be entirely passive, even on occasionally permissible digital social networking platforms like Twitter, Instagram, Facebook, WhatsApp, TikTok and Telegram to name a few. Usually, a profile needs to be made in order to start the possibilities for engagement. Social media differs from traditional media in that personal profiles are not allowed. Second, social media is designed to be engaging due to its participatory nature. This engagement can be with long-standing friends, relatives, or acquaintances as well as with people who are anonymous and who have similar interests or even members of the same online community. With the help of social media, people have unrestricted access to a decentralized network of platforms where they may share ideas or learn about a variety of topics, including politics, entertainment, disaster relief, and an online marketplace where they can buy goods and services.

### **2.1.5 Social Media Marketing**

Social media marketing has improved businesses' ability to get real-time feedback data by interacting with customers directly through micro-blogs and ratings. This data can be utilized to develop products and services and more effectively respond to customer requirements. In the age of the information superhighway, it is practical to disseminate information that will enhance the reputation and image of organizations in order to meet goals for improved sales and client retention<sup>32</sup>. Social media aids in giving business brands a worldwide audience by

facilitating communication with a larger audience from all walks of life and from every nation, providing the brands with fantastic opportunities to directly engage with communities on a global scale and forge bonds with their target audience<sup>33</sup>.

Social media encourages active participation, and the main content creators are the people having the conversation. While social media is a collective strategy that facilitates the gathering and sharing of information, traditional marketing on television, radio, and newspapers is largely controlled and centralized. For firms to genuinely adjust their business and marketing strategies in order to improve consumer acquisition and retention, this knowledge becomes absolutely crucial<sup>34</sup>. Numerous organizations and industries are being significantly impacted by the advancement of technology growth. In fact, the rise of web technology is revolutionizing the marketing industry globally<sup>35</sup>. In contrast to the past, there is more intense competition in the market places, giving consumers the chance to make better and more informed selections about the available choices of goods and services.

Organizations now have to work extra hard to maintain consumer loyalty and repeat business as a result of the intense competition in the market. Strategically closing the communication gap between the company and its customers could be a very successful corporate relationship-building tactic that will foster and maintain a key understanding of the demands and desires of the customer. Social media's nuanced and inclusive approach to creating and sustaining brand interactions is quite important in this regard, and it has a hugely positive impact on businesses and sectors<sup>36</sup>. Social media platforms and/or websites are being purposefully leveraged as a communication link to proactively foster connectedness amongst people on a scale never previously seen. Relevant studies demonstrate the appeal of social media among those who

require a real-time, highly effective platform for obtaining limitless access to a super high way of information, ideas, and chances<sup>37</sup>.

The process of managing the social and commercial interaction between businesses, their brands, and their customers has been greatly improved by social media technologies. With a strong track record of success as a medium for the facilitation and upkeep of strategic relationships and engagements through which people interact naturally<sup>38</sup>. In terms of marketing, brands are developed and promoted using social media platforms and websites. Social media is used to comprehend consumer expectations and create tailored promotional campaigns in order to meet certain marketing objectives<sup>37</sup>. Initiating, growing, and maintaining a relationship between two parties requires effective communication. It also helps to eliminate confusion and promote strategic understanding<sup>38</sup>. Social media is a tool for connecting with and interacting with a wide range of customers. Businesses use this medium to subtly promote the unique selling proposition and competitive edge of their brand<sup>40</sup>. Organizations and consumers may connect easily and engage in seamless interactions and communication to better understand customer preferences and create effective promotional tactics. Due to the variety of its features, social media has a technological edge that makes it possible to strategically reach a large number of target audiences<sup>41</sup>. An effective alternative to traditional communication channels is social media. From managing instant message conversations to real-time global conversations between brands and their customers via social media channels, the interactions between brands and customers can be gathered and analysed to support business decisions and evaluate the effectiveness of activities taken in response to those decisions.

On strategically placed social media networks, businesses can also promote their brands directly to their target audiences. This aids in generating the necessary exposure among a sizable consumer base, which may indirectly lead to considerable amounts of sales and a sizable fan base. Social media platforms are crucial for developing a brand's interaction with consumers, attracting new customers, keeping hold of current ones, acting as a high-end promotional system, and contributing to a brand's prospective growth. In the process of developing a brand, they are important advantages that cannot be overlooked. Social media platforms enable marketers to communicate in more open and productive ways<sup>42</sup>. Millions of people use social networking sites and apps like Facebook, Twitter, Instagram, TikTok, WhatsApp, Telegram, and others. On these social networking sites, marketers try to engage users and win over new clients. They also use these sites as a tool for marketing to and interacting with clients.

Customers are concurrently exposed to real-time brand information on social media platforms, as well as access to reviews and comments from other customers who have previously come into contact with the businesses they are interested in. As customers trust one another more than they believe asymmetrical, static marketing methods, it is important that the trustworthiness and authenticity of such raw data be taken into consideration.

#### **2.1.6 Evolution of Social Media Marketing**

During the period spanning Late 1990s to 2000s, the development of social media began to take shape alongside the emergence of the dot-com bubble<sup>43</sup>. As the internet expanded, it increasingly became a practical tool for marketing. Initially, many businesses sought to establish an online presence through website creation to promote their brands. The

introduction of search engines like Google, Yahoo, and MSN enabled organizations to utilize search engine optimization (SEO) to enhance their visibility in search results<sup>208</sup>.

The rise of blogs marked the second generation of websites, which significantly contributed to the popularity of content marketing. This shift, known as inbound marketing, emphasized creating value for customers while also attracting new clients to businesses. Blogs effectively replaced the traditional outbound marketing approaches of "buy, beg, or bug"<sup>209</sup>.

Subsequently, businesses transitioned towards leveraging social networking platforms such as Facebook, Twitter, and LinkedIn to further enhance their marketing strategies and engage with a broader audience<sup>210</sup>.

The businesses were able to determine and select the social media presence's most advantageous overall effects on their company strategy<sup>45</sup>. Several businesses can get a sizable database at a low cost thanks to social media. The businesses were able to separate out potential customers from the crowd using data analytics. The database also provided information that had been analysed from multiple search engine providers, resulting in lead generating. As a result, approximately 90% of all outbound marketing strategies used by most firms on social media are due to this. For branding, customer retention, lead generation, e-commerce, and research, the majority of those businesses use social media marketing. Social media was used to enlighten various client groups as well as to spread the word about products and services. Because of this, 83% of the firms' online activity reported satisfied customers. The majority of customer concerns were posted on Twitter and received prompt responses. Such communication has allowed businesses to retain a significant percentage of clients and grow customer transaction<sup>46</sup>. The majority of businesses divided their various

social media users into various consumer target groups in 2012. Hence their social media marketing content was now being driven by data and demographics. However, most organizations recognized that the social media had officially been seized by attention of the masses; consequently, different organizations began adopting an active social media marketing approach.

As a result, the period of most social media marketing began with different SEO companies monetizing their networks. The position of the current state of digital communication and the speakers advancing the mass transmission of ideas in social media were articulated in studies near the end of 2019. The studies show that digital communication was being used in social media marketing to disseminate ideas widely<sup>47</sup>.

Thus, the study found that revenue generating has undergone a significant transition, particularly where social media was involved. The study also found that social media advertising and consumer segmentation were centered on the many groups that make up the online social media platform. Social media, according to a study, is the foundation of all contemporary communication<sup>48</sup>. The study also showed that social media was important and influential in creating income. According to the research, it was necessary to modify the pertinent information to meet the needs of the different groups using the social media platform. The information's recipient, however, had a wide range of sophisticated needs. Targeted digital communication was the best strategy used to satisfy the needs of these complicated groupings. Thus, it was determined that using accuracy is necessary while producing, duplicating, storing, and disseminating material, images, and sounds in a digital format in order to reach the intended audience<sup>49</sup>.

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## **2.2 Theoretical Framework**

In regards to social media marketing and consumer online buying behaviour, the Technology Acceptance Model (TAM), Theory of Planned Behaviour, and Theory of Reasoned Action will be examined (TRA).

### **2.2.1 Technology Acceptability Model**

The Technology Acceptance Model (TAM) is a model created and used to explore the essential elements that influence consumers' adoption and acceptance of new information systems<sup>50</sup>. Clarifying the variables influencing the acceptance of computer applications generally is the TAM's main goal. Researchers and practitioners can use this model to assess a process' inadequacies<sup>51</sup>. The behavioral purpose of using an information system is directly influenced by users' attitudes toward the system and how useful they consider it to be, both of which are influenced by users' attitudes toward the system. Actions and usefulness are influenced by the application's alleged simplicity. In this strategy, businesses employ online sales and social media to achieve their objectives. An information management ideology used to explain how people utilize and apply information technology is known as the "technology acceptance model." The theory of technological determinism has been improved.

In accordance with this concept, perceived usefulness (PU) and perceived ease of use (PEU) are the two criteria that determine if a system is acceptable (PEOU). Perceived usefulness, or PU, is the measure of how seriously someone takes the idea of using a technology to enhance their productivity<sup>52</sup>. The term "perceived ease of use" (PEOU), on the other hand, refers to someone's perception that using a certain interface is simple. The paradigm for employing technology says that an information system's use is determined by the conduct intention, but

that conduct intention also depends on how an individual approaches the system and how they perceive it to be used. The consumer still takes into account other aspects in addition to internet advertising. These include issues with access to the Internet or a poor Internet connection, a lack of confidence, a lack of timing, and a payment issue<sup>52</sup>.

The model can be used to explain the research because social media (TAM-Theory for technology adoption) has made it easier for consumers to make decisions without having to physically visit stores. This explains why people use social media or the internet for their engagement for advertising even though it is a relatively new networking technology. Two factors that lead to recognition and acceptance by most consumers are the perceived usefulness and ease of use. Other factors, such as trust, also affect its usefulness. As they choose, attend to and hold advertisement posts based on their wishes, beliefs and other considerations, the recipient intentionally manipulates the process of control<sup>53</sup>. The argument is noteworthy because it casts doubt on whether individuals support or oppose social media in comparison to online shops, regardless of the financial benefits of advertising and web commerce. The theory is applicable to the research because social media (technology through Technology Acceptance Model) has made it easier for consumers to make purchases without having to physically visit a store.

### **2.2.2 Theory of Planned Behaviour**

The theory of planned behavior (TPB) suggests that behavioral intention, influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control, determines behavior<sup>44,54</sup>. People's overall feelings regarding the desirability or unwantedness of a certain action are called Attitude (ATT). A person who wishes to perform a specific action is defined

as a subjective standard by perceived organizational or Social Norm (SN). Perceived Behavioural Control (PBC) is a measure of how simple or difficult an individual can perceive a certain action. Theory of Planned Behaviour's (TPB) ability to provide a useful theoretical framework for understanding and predicting new information system acceptance has been demonstrated<sup>54</sup>.

In a meta-analysis study, previous researches that used the TPB were examined. The theory's main benefit is that it provides evidence for the TPB's efficacy and suggests that more research on new variables is needed to improve the model's predictability. This study will employ the principle of planned activity to describe how social media marketing is used to influence consumer's online buying behavior. The theory also sought to explain all acts which are influenced by people through their desires. Behavioural intent is a key component of this model; behavioral intent is based on one's attention to the likely outcome of the action, and one's subjective cost-benefit evaluation of that outcome. It separates behaviours into the emotional, social and influential groups.

The TPB consists of six systems which represent the actual regulations of a person's behavior.

1. *Attitudes*: The extent to which an individual positively or negatively considers the activities of interest. The effects of doing the actions include reflection on the possible outcome.
2. *Behavioural Intention*: This shall apply to the driving forces which cause a particular behavior; the more likely it is to be committed in order to commit the behavior.
3. *Subjective standards*: assuming that the majority of people consent or disapprove of such behavior. The question concerns a person's opinion as to whether he or she should be involved in the acts or not, friends and important people in his or her life.
4. *Social standards*: In a group of people or in wider cultural context social norms are established which forms the standards of

behavior. Social standards are considered customary or natural in a group of individuals. 5. *Perceived Power*: The belief that an individual's behavioral regulator is conditioned by assumed authority is the perception of the presence of stimulus which may aid or prevent the performance of an intervention. 6. *Perceived Behavioural Control*: An individual understands perceived behavioural management how simple or complex the ideal act is to carry out. Perceived improvements in behavior control depending on situations and behaviour leading to individual realizing changes in behavioural control based on the situation. Planned behaviour theory was born from the transformation from 'Reasoned Action Theory' to planned behaviour theory. Theory is significant because it promotes the efficacy of the TPB and shows that further study is needed to develop new variables in order to increase the predictability of the model. This study uses the concept of planned business to understand how social media (marketing) satisfy industry requirements.

### **2.2.3 The Theory of Rational-Action (TRA)**

The Theory of Rational Action (TRA) posits that individuals engage in behavior based on rational decision-making processes, where they assess perceived benefits and costs to achieve their goals. This theory emphasizes the role of cognitive processes, including the evaluation of outcomes and the weighing of alternatives, in shaping behavioral choices. TRA consists of three general structures: Behavioural Intention (B1), Attitude (A), and subjective Norm (SN). TRA is characterized by the attitude and subjective standards of an individual to the action ( $B1 = A + SN$ ). If a person wants to do something, he will probably do it. A person's relative strength to behave is determined by behavioral intention. According to the above, behaviour equals approximately the behavioural objective derived from the customer's combination of attitude to the product's transactions and subjective standards of behaviour. Theory

acknowledges other people's interference in the formation of acts through the notion of subjective norm<sup>55</sup>. It takes into account directly the viewpoints of people on a certain behavior, which is restricted by how much the consumer is motivated. This relative contribution of behaviours and subjective expectations is fundamentally different in behavior prediction<sup>56</sup>. The basic principle of reasoned action theory is that people behave rationally while trying to achieve favorable outcomes and fulfill the desires of others. This theory clarifies how behaviours are shaped and how they influence the actions of people.

The decision to perform the acts affects the behavior of an individual. The task and the effects of a person's actions are called purpose<sup>57</sup>. An attitude is a person's feeling that may be optimistic or bad and contributes to a purpose<sup>54</sup>. Intent is considered to capture the Motivating Elements that influence a behavioural pattern<sup>58</sup>. As a consequence, a person may use the amount of effort he or she can make to decide the motivation of such action. Since the idea of rational action is applicable to consumer behavior, consumers are assumed to have certain intent for any alternative option<sup>59</sup>. Rational action theory can be described as a representation of "attitude intent compartment: a system of continuum." This is one of the most common ways to describe customer's behavior<sup>60</sup>. This paradigm to study the effect on online shopping in Malaysia and Saudi Arabia of consumer trust and attitude<sup>61</sup>. The theory is essential to the study since it provides an attitude towards decision-making with behavioural clarity. Since it depicts the cerebral architecture of conscious human behavior, such as intention and experience, and clarifies the factors that influence it, the theory is significant in this study.

## **2.3 Review of Empirical Studies**

### **2.3.1 The Influence of Social Media on Buying Behaviour of Consumers**

Consumer behaviour is a multidisciplinary field of social science that focuses on the behavioural aspects of the economics in particular as well as psychological, sociological, social, and anthropological findings. It investigates how thoughts, attitudes, and desires influence behavior. By examining consumer or customer traits, demographics, lifestyles, and behavioural factors including commitment, brand support, and referral abilities, formal consumer behavior research seeks to understand people's demands and consumption patterns<sup>61</sup>. Studies on customer behavior also look at how social groups, such as families, friends, sports teams, and groups of like-minded people, affect the consumer. Consumer behaviour can be defined as an effort to understand more about how people choose, protect, utilize, and discard particular goods, services, experiences, and ideas<sup>62</sup>. Forecasting consumer behavior is crucial since it will enhance customer relations management to comprehend customer loyalty (CRM). Consumer behaviour aids in the development of the customer's model and aids in the assessment of the costs connected with CRM. Additionally, it will help to raise profitability, establish competitiveness, and increase the success rates of customer acquisition<sup>63</sup>. Customer loyalty is a combination of attitude and conduct that leads to recurring business. In the fields of industrial and service marketing, behavioural loyalty is referred to as brand retention and repeat business<sup>64</sup>. As a result of the expansion of social media, consumers are now involved in a variety of electronic activities like blogging, chatting, gaming, and texting. Customers can access social networks through the Internet, gather information and tips, and marketing

companies have a new channel to reach customers thanks to the fast-growing social media, especially in industrialized nations<sup>65</sup>.

Social media nowadays is about enabling people to communicate their ideas, feelings, and beliefs with others. It also aims to encourage people to engage in social interaction in the same manner as in the past. But the key benefit of social media is that (a) the geographical and temporal constraints that came with conventional communication methods have been removed; (b) online channels have been developed that enable private sharing of multimedia content; and (c) social media has simple interfaces that allow even non-tech experts to share and communicate. Thanks to information and current communication technology, consumers can shop online using a number of social media networks and websites<sup>66</sup>. To engage with and build relationships with their clients, numerous businesses from across the world have signed up for social media platforms like *Facebook*, *Twitter*, *LinkedIn*, *YouTube*, *Google+*, and others. Only *Facebook and Twitter (x)*, though, have managed to connect with their users by joining the networks with the greatest rates of growth<sup>67</sup>.

The social media network is the ideal platform for businesses to use social media connections to promote their websites or drive traffic to them. It works in mass marketing just as well as conventional word-of-mouth. Corporate statements are widely disseminated in the media and are likely to be heard in the company's favor<sup>68</sup>. Social media platforms have emerged as the new paradigmatic tool of the twenty-first century for companies to use and further influence the purchase habits of their customers. Virtually every business now uses social media to further their corporate marketing strategy, especially in retail marketing. Nearly half of Facebook's 400 million active users log on daily and spend more than 500 billion minutes online each month<sup>69</sup>. Social media enables consumers to retake their position at the center of

the corporate world while giving businesses access to a new range of tools for engaging with customers and creatively incorporating their feedback into goods. Companies must therefore understand how social media has influenced customer purchase behavior<sup>70</sup>. This has caused an increase in the number of Nigerian businesses using these platforms.

### **2.3.2 Social Media Networks and Consumer Patronage**

The features, attributes, pricing, and characteristics of a product or service influence a customer's decision to acquire it. The customer experience is remembered for as long as possible, regardless of the outcomes of a customer's previous purchasing history<sup>71</sup>. People can access their social media accounts from anywhere at any time via the internet. People's increasing interest in social media has led businesses to recognize these platforms as a practical means of reaching their customers<sup>72</sup>. Because social media offers data in real time and encourages two-way interactions between merchants and customers, retailers can better serve their customers through improved customer relations, an expanded product line, cost savings, and customization. Internet retailers have a tactical advantage over traditional stores thanks to the use of social media<sup>73</sup>.

Any service or product will be impacted by social media's influence on consumer behavior. The choices made by customers may affect quality, brand, advertising, or cost. Social media connections show that interpersonal interactions have an impact on consumer advertising, brand loyalty, and purchasing intentions. Although it is unlikely to do so, it might have a mediating influence on consumer decisions<sup>74</sup>. Social media has completely altered the activities related to the shopping process. Customers are using social media to hunt for products online, proving that having a social media presence has a number of benefits that

traditional marketing does not<sup>75</sup>. According to social media marketing research evaluations, social media marketing offers various advantages, with better visibility and traffic being the two key ones<sup>76</sup>. 89 percent and 75 percent of advertisers, respectively, claim that using social media in business has enhanced visibility and internet traffic<sup>77</sup>. Social media has the power to impact brand actions, which in turn can affect consumer behavior.

A customer's purchase choice might be influenced by a favorable perception of a brand or product. The brand perception and preference of other users on social media platforms are influenced when a customer suggests a product there. However, social media promotional commercials affect the customer brand's perceptions and intentions<sup>78</sup>. Marketers can plan their marketing initiatives based on this information. Some businesses offer their products on social media. It's a practical approach to interact with clients and an economical strategy to promote their products or services. Social media can be used to connect goods and services with their clients in addition to being utilized for promotion. Another study claims that social media gives current and potential customers the chance to communicate directly with a corporate representative<sup>79</sup>. The majority of consumers conduct their product research and purchases on social media; thus, businesses and services take use of this to market their items. However, the online user is a growing worldwide market with a global degree of intercultural segmentation<sup>79</sup>. Customers must use social media to engage and communicate with the business immediately if they have issues with their products or services.

A challenge is how companies respond to comments or responses made on social media. Their responses and reactions will help the brand's reputation and increase consumer interest. Every little bit of information can have an impact on a customer's choice of a product, as revealed in a study that examined how social media networks affect purchasing decisions<sup>80</sup>. It

was established in Nigeria despite the highly motivated acts of Internet scammers because to the rising visibility of online distributors, particularly through social networking platforms like Facebook, Twitter, YouTube, and Google Stores. The two top retail companies in Nigeria, Jumia and Konga Nigeria Ltd, participated in these online businesses, which serve as the foundation for the study and its clients from Enugu and Lagos. Data were gathered using a cross-sectional survey design using a questionnaire as the data collection method. 5% threshold of significance was used to examine the validity of the hypothesis using the ANOVA and Chi-Square statistical techniques. The results have revealed, among other things, a considerable shift in customer preferences. Customers continue to support online retailers at a high rate despite their differing opinions of the internet, according to the analysis.

### **2.3.3 Influence of Social Media on Consumer Buying Decision Making Process**

Consumer decision-making can be characterized as patterns of behaviour for buying goods or services<sup>81</sup>. There are several types of buying behavior.

1. Complicated Purchasing: in this type of purchase, there is a high level of consumer involvement, major brand difference, costly goods, and a high level of risk. 2. Low dissonance: in this type of purchase there is a high level of consumer involvement, little difference in branding and high risk. 3. Consistent buying: there is poor customers involvement, little difference between brands, regular purchases. 4. Customer participation is limited, there are major brand gaps, and customers switch brands for choice. Complex purchasing carries a higher risk, which is why collecting information is more relevant<sup>81</sup>. A community has been explained as any place where users connect and collaborate with one another in posting, tracking and collecting views.

Customers are more involved with complex sales, but spend more time on social media to read articles before they can make a decision. The tendency to optimize or satisfy a decision is known as decision-making. “Maximisers want the best possible outcome; Satisfiers want an outcome which is strong enough to meet every criterion,”<sup>82</sup>. Satisfiers’ only review and test products, on the other hand, before they find one good enough to satisfy those standards or meet their appropriate limits. Maximizers instead take longer to look at and assess alternatives for the best possible measurement<sup>83</sup>. The method of decision-making has been developed to influence the time, number and evaluation of alternatives<sup>84</sup>.

Marketers actively tracked how advertising used social media, but few are aware of how it affects consumers. Many scientists base their research on consumer behaviour while ignoring the role that society plays in various decision-making processes<sup>85</sup>. Customers were able to make informed purchasing decisions because to the increased volume and variety of information available online and new information search opportunities have emerged as a result of the accessibility and affordability of information<sup>86</sup>. The user content and views now dominate the results of search engines<sup>87</sup>. The effect of the media depends on where the decision is being taken. The media has increased social media impact at all levels of decision-making through new social media, online decision-services, and advising frameworks, although still advocating for intelligence analysis<sup>88</sup>.

Online decision-making effectiveness is further influenced by prospective risks, product sensitivities, and confidence, as well as scheduling and cognitive costs of knowledge collection and delivery. The importance of the internet is increasing because more people are using it to make decisions<sup>89</sup>. The technologies that are available online provide decision-supporting tools that assist customers in making better decisions and provide access to a

variety of information, with the difference between the decision-making process and results between the online and offline worlds<sup>90</sup>. A comprehensive survey was conducted to explore the changing perspectives of social networks<sup>91</sup>. The findings suggest that the use of social media affects customer loyalty in the entire information quest and alternative evaluation processes, while increasingly satisfying buyers move towards final purchasing decisions and post-purchasing evaluations.

### **2.3.4 Factors Affecting the Consumer Purchase and Social Media**

Finding pertinent information through internal and external information searches is essential since customers must pick amongst them once they have identified and evaluated their available options<sup>92</sup>. These products appeal to customers because they are drawn to them. The combination of data from many sources can have an impact on selection, which is why social media is an effective tool for making decisions. As a result, decisions are influenced by social media information in the form of expectations or forecasts. The social media marketing survey not only demonstrates that 83 percent of respondents believe that media is crucial for their businesses and that the social media landscape is an innovation that is mostly drawn by advertisers<sup>93</sup>.

Social media has recently added a new component that has complicated long-term purchasing habits. They frequently make reference to online platforms rather than just traditional networks or shopping positions. Input from sources other than those impacted by online marketers, such as research, references, blogs, social networks, and other user-generated content, is used to prioritize and make decisions. The social media platforms created a "participatory community" where user networks of connected individuals could track,

exchange, and analyze various products, services, and events in an infinite number of ways<sup>94</sup>. Online product reviews, which are distinct from perceived awareness and attractive amounts, have a significant favorable impact on customer purchasing plans<sup>95</sup>. Comparatively to corporate messaging and advertising, social media is a reliable source of intelligence and information. There is a general attitude of suspicion toward the media<sup>96</sup>. Customers are no longer using traditional media like the television, magazines, and newspapers to inform their purchasing decisions<sup>97</sup>.

The abundance of information is one of the main issues with online decision-making. Customers are unable to obtain all of the information they have access to due to a paralysis in their search in social media and their sheer amount of knowledge<sup>98</sup>. Due to the limited rationality, people can only see a certain quantity of information, and all options cannot be thoroughly assessed<sup>99</sup>. Businesses that use strategic social media use tactics are more likely to build, engage, and keep a consumer base in the future<sup>100</sup>. Companies are always coming up with new strategies to connect with consumers, such as brand loyalty and buying strategy. The emergence of social networks like Facebook, YouTube, and Twitter, where users may interact with brand-specific content and build experiences, has been facilitated by the shifting technological landscape.

### **2.3.5 Effect of Social Media Marketing Platform on the Consumer Buying Behaviour**

New avenues for customers to consume product/service information have been made available by social media movements<sup>101</sup>. Consumers can connect and routinely debate brands on social media. Customers can also engage in a variety of activities like blogging, communication, and talking. Customers can now easily communicate their thoughts, opinions,

and experiences with others<sup>102</sup>. People may now communicate with the rest of the globe more easily thanks to social media marketing<sup>103</sup>. Customers' purchasing decisions are influenced by the evaluations that community members post online about a product, issue, or community<sup>104</sup>. Online words are used to share views and evaluations of the various goods and services on the internet. Many people have access to such suggestions and ideas through the Internet<sup>103</sup>. The marketers are keen to understand online words as conventional contacts have begun losing efficiency<sup>105</sup>. Business reviews are typically one of the most effective mechanisms for electronic word of mouth<sup>106</sup>. Another factor in network modeling is how it affects networks on behavior<sup>107</sup>.

Customer social interaction has also significant implications for purchasing decisions, beginning with problem recognition, searching for relevant data, evaluating alternatives, making final procurement decisions and satisfaction after purchase<sup>108</sup>. A study on the impact of social networks (digital marketing) on consumer compliance, concluded that there might be a detrimental connection between the use of social media and customer satisfaction<sup>109</sup>. Customers who spend their time on the social media and on search engines are less committed and likely to take account of these products to make potential profits or persuade someone to buy their goods. This type of customer has less tolerance level for poor services as consumers who spend much time on social media and search engines. The study also identified a connection between the use of social media and market analysis. This increases the likelihood for consumers to purchase (try new products or buy products without looking at them)<sup>110</sup>. In order to better serve and attract customers, companies should emphasize customer commitments and online presence. The study was conducted with questionnaires to collect primary data. SPSS statistics was used in research statistics for mathematical analysis,

correlation and regression. It was found that people are more interested in social media than mass media information, but that information is limited and arbitrary when they search for information<sup>111</sup>.

### **2.3.6 Marketing through Social Media to Influence Consumer Purchasing**

Markets are ruled by consumers. Without the presence of the customer, no firm can function. With the customer taking on the three unique roles of user, payer, and buyer, the analysis of customer behavior is centered on consumer purchasing behavior<sup>112</sup>. Consumer buying behavior (both online and offline) describes the patterns of when, why, how, and where items are purchased or not before people make a purchase of a good or service<sup>112</sup>.

Consumer behaviour is the most concentrated area in all business and service sectors. Finding out how consumers' wants and preferences are changing in the modern world is now the primary determining element for every firm. As changes in culture, economics, and technology have an impact on how consumers behave, there is a wide range of research on consumer behavior. As a result of these modifications, studies of consumer behaviour are eventually conducted using different methods and locations. Meanwhile, it was asserted that the 2007 economic crisis and the acceleration of technological advancement after 2008 have had a demonstrable impact on the current problems with consumer purchasing behaviour<sup>113</sup>.

The entire shopping experience has radically changed the marketing and customer purchasing behaviour scenario in the modern day as a result of the development of technology. The main significance of consumer purchasing behaviour is the ability to predict consumer behaviour, including their inclinations, needs, desires, wants, necessities, and lifestyle. Additionally, it is

crucial for marketers to understand consumer preferences. Knowing what motivates a customer to buy a product is useful for marketers since it improves segmentation, targeting, and forecasting. Finding out what kind of products consumers desire is vital before releasing it on the market. With the development of technology, marketers now use social media as a platform for advertising and even for the sale of their goods and services.

Marketers take advantage of this and develop a marketing plan that may aid in increasing their clientele. Because so many people today utilize social media for communication and interaction, using the social media ecosystem and reaching customers is relatively simple. Social media marketing has given businesses a fresh avenue to interact with and influence consumer purchasing habits. These encounters aid marketers in determining the needs of consumers and imagining how their rivals could behave. New customer behaviours have also been created through social media marketing<sup>114</sup>. Social media marketing (SMM) is an effective marketing technique that changes consumers' perceptions and eventually influences their purchase decisions, according to a study linking SMM to consumer purchasing behaviour<sup>115</sup>. With the usage of social media, consumers' behaviour is being influenced in a number of ways, including problem recognition, information search, alternative evaluation, final decision, and post-purchase decisions. This assertion was backed up by a related study, where it was claimed that social media influences a variety of facets of customer behaviour, including information gathering, opinions, and perceptions as well as purchasing behavior, post-purchase interactions, and evaluation<sup>116</sup>.

### **2.3.7 The Effect of Digital Marketing on Consumer Behaviour**

Technology advancements have presented opportunities and difficulties for already established firms, as well as ideal ground for new businesses to flourish. Everything we do is governed by technology. The gradual rise in worldwide internet connectivity supports this<sup>117</sup>. Businesses everywhere are implementing tech-related techniques to help them maximize their consumer networks. The COVID-19 epidemic made it clear that technology adaptation is necessary in today's world. Businesses that had completely integrated their digital operations during the pandemic were clearly less affected by the lockdown than those that had not<sup>118</sup>.

Marketing is one industry where technology advancement has had a significant impact. When it comes to marketing, there has been a paradigm shift from using print media and billboards to embracing all digital platforms<sup>119</sup>. Now, it is possible to market goods like cars, clothes, and electronics in real-time through social media sites like Facebook and Twitter, giving retailers access to a larger consumer base and maximizing value creation. With the development of technology, marketing has changed from more conventional forms to digital marketing, where marketing content is communicated via digital channels. Businesses have changed how they interact with clients since the turn of the twenty-first century in order to better understand what the customers require. The shift to digital marketing has made it possible for businesses to reach customers fast with goods or services and to receive feedback right away.

Digital marketing is growing quickly in South Africa. In contrast to the global average of 10%, digital marketing was predicted to account for 35% of all marketing activity by 2018<sup>120</sup>. The increase in the number of people who have access to the internet supports the expansion of digital marketing. 31.18 million People in South Africa used the internet in 2019, making up around 68% of the country's population. 28.99 million People in this population used mobile

internet<sup>120</sup>. It is anticipated that this growth would continue in the upcoming years, reaching an estimated 80% of the overall population by 2023<sup>120</sup>.

Businesses all over the world have embraced digital marketing as a quick and efficient approach to offer content to customers. It is currently estimated that each person sees between 6,000 and 10,000 advertisements per day. In contrast, popular social media platforms like Facebook have experienced a sharp increase in the online advertising market, with their revenue from advertisements rising to \$39,9 billion in 2017 from \$1.9 billion in 2010<sup>121</sup>. Additionally, compared to 28,24 billion in 2010, Google's advertising revenue increased to 134,81 billion<sup>121</sup>.

The increase in online advertisements shows that businesses are under pressure to reach consumers with their content and to adopt this new means of efficient communication. In this article, the issue that needs to be explored is whether the amount of digital advertising that is being pushed to consumers is having the desired effect that businesses hope for. Are these advertisements which are distributed through digital platforms pleasing to the consumers or are they just annoying? Therefore, determining if digital marketing improves the customer experience is the research problem. This article will examine millennial consumers to see whether millennials believe they obtain value from the digital information they access through a range of venues. The study sought to determine whether consumers could benefit from digital advertisements when making online purchases. The research's goal was to contribute to the expanding body of knowledge about understanding millennial consumers' purchasing choices and how they are influenced by digital marketing by concentrating on this demographic. In order to determine whether marketers' marketing methods are having the

desired impact, the majority of academic research in digital marketing has been directed towards them<sup>122</sup>.

A very small amount of research has been done to comprehend digital marketing from the perspective of the customer. The rising number of millennial consumers in South Africa offers marketers a chance to broaden their clientele. Although there are indications that millennials are responding well to social media marketing communications regarding digital marketing, there appears to be a downturn in the way that millennials are embracing these channels<sup>123</sup>. This suggests that marketers need to do more to comprehend the millennial customer's thought process and be able to provide the material that would be beneficial to them. Additionally, it is important to comprehend digitally linked clients better in order to understand what influences their purchasing decisions, as this could influence the marketing methods used by organizations<sup>124</sup>.

Additionally, there is fierce competition for the same client, which forces marketers to innovate their offerings by either improving the experience with a product or service that is intended to attract customers to the product. Therefore, it is important to comprehend why millennial consumers would choose one product over another and how they would respond in specific scenarios. A management procedure between a business and the consumer is what marketing is. Although there are different definitions of marketing, they all center on actions taken to strengthen client connections, marketing is a philosophy or managerial attitude intended to create enduring relationships with customers<sup>125</sup>. The "marketing mix" has been conceptualized as a result of advancements in marketing theory. Based on the features of that market, marketers can utilize this idea to strategically customize a product to that market<sup>126</sup>. While many organizations continue to heavily rely on the marketing mix to guide their

strategy, 'relationship marketing' added a new dimension to marketing and caused a paradigm change in the way businesses market and sell their goods and services<sup>127</sup>. The focus of relationship marketing is on adding value to the target market by involving important stakeholders<sup>128</sup>.

Marketing was not immune from the technology transition that was being driven by more customers embracing digital technology as technology continues to transform how organizations function globally. Beginning in the late 1990s, traditional means of marketing goods and services via print media and billboards were replaced by digital technology.

Digital marketing was then developed as a result of this. Consumers are now drawn to brands based on a variety of variables rather than just the goods or services they are supplied. Millennials were found to be embracing the phenomenon more than other generations, despite the fact that digital marketing activities are constantly rising globally. This is because they prefer more online purchasing than other age groups<sup>129</sup>.

Millennials are a group of people who were born in or after 1980 and are also known as Generation X<sup>130</sup>. They are known to be open-minded, social, innovative, energetic, ambitious, confident, motivated, and smart, and they have different financial goals from other generations<sup>131</sup>. The group is thought to have greater purchasing power than previous generations<sup>132</sup>. Since they belong to a generation that was born during a time when education was more readily available, millennials are also thought to have a higher degree of education than their peers<sup>133</sup>. A Statistics SA's 2020 report stated there are 20.8 million millennials in South Africa, or around 36% of the nation's population<sup>134</sup>. In South Africa, the majority of millennials use computers, tablets, and smartphones to access digital media. Furthermore,

Statistics SA estimates that 56.2% of millennials are under the age of 30. Internet advertising, Digital marketing, as a type of advertising, makes use of technology through connecting with customers by distributing material online via digital channels. Digital marketing first emerged in the late 1990s, and by 2014, it had established itself as a standard method of business marketing<sup>135</sup>. The ability to contact the targeted consumer utilizing social media and search engines is digital marketing's largest advantage over traditional marketing<sup>136</sup>. In addition, adopting digital is less expensive than using traditional marketing techniques<sup>137</sup>.

Digital marketing channels are a range of channels that marketers utilize to communicate with clients. They are also known as e-WOM (electronic word of mouth)<sup>138</sup>. Marketers deliberately use these channels to improve consumer communication, which improves customer relationships, supports sales, and increases customer awareness<sup>139</sup>. Big data analytics is used to analyze client purchase patterns in order to better understand the consumer. Big data consumer analytics are essential to the development of digital marketing because they allow companies to develop products that are specifically suited to the needs of particular markets and allow marketers to profile consumers based on preferences and purchasing patterns<sup>140</sup>. Big data gives marketers the chance to instantly modify a product or service to meet the demands of the market. By matching consumers' interests based on the data gathered, marketers can also enable the creation of communities of customers in a digital setting that have similar interests to communicate and share ideas. It is obvious that big data consumer analytics is crucial for digital marketing and that it helps businesses understand their target audiences' preferences and how to formulate strategies based on those findings. Consumer behavior is the dynamic combination of affect, cognition, behavior, and environment that determines how people interact with the exchange-related parts of their lives<sup>141</sup>.

The responses of customers to a particular marketing or advertising campaign depend on a number of variables. In the digital context these aspects multiply, which contribute to the complexity of using this medium. Customer involvement, customer perceived value, ethics, and behavioral economics are a few elements that influence consumer behavior<sup>142</sup>. Millennials' choices in retail are influenced by a variety of factors that guide their decision-making process, including price consciousness, sustainability, social validations, psychological cues, health consciousness, and a sense of value for money<sup>143</sup>. As a result, they compare various retailers online. Given that younger consumers interact on social media, it has become the most popular channel for marketers to advertise goods and services to millennials. Social media marketing has been used to impact favorable consumer perceptions and millennial attitudes toward brands<sup>144</sup>. That was accomplished by introducing elements like entertainment, interaction, trendiness, customization, and word-of-mouth into the marketing content<sup>145</sup>. Despite the widespread belief that social media marketing has a favorable impact on customer behavior, there are some signs suggesting the contrary. As found in several related studies, not all forms of digital marketing are effective with millennials, which led to the development of ad-blocking technology, which is a significant hurdle for marketers<sup>146,147,148</sup>. Understanding the motivations behind this kind of behavior toward digital advertisements is therefore urgently needed<sup>149</sup>.

Content promotion Identifying, analyzing, and meeting client expectations are all part of content marketing<sup>150</sup>. Localizing messaging for certain audiences, personalizing material, evoking emotions, and diversifying are all components of content marketing<sup>151</sup>. In order to increase customer engagement with this type of marketing, marketers must not only push high quality content but also gain a thorough understanding of their target population<sup>152</sup>. The

applicable human behavioral factors required to comprehend millennials' attitudes toward digital marketing and to influence content development are included in Maslow's hierarchy of requirements<sup>153</sup>.

### **2.3.8 Social Media Advertising's Impact on Consumer Behavior**

Social media, despite being relatively new phenomena, has made a significant difference on people's lives. The number of social media followers is increasing daily, demonstrating the strength of this new trend<sup>154</sup>. Social media is a term that everyone is familiar with today. People have heard of Facebook and Twitter even in rural and distant parts of the world, and they may use them frequently<sup>155</sup>. But social media in its current incarnation has only been around for a short while, and although while we probably cannot fathom life without it now, just over a decade ago, everyone could<sup>156</sup>. Social media's development has formed a new environment and given rise to new ways to communicate with people. Social media sites like Facebook, Twitter, Snapchat, and Instagram present enormous opportunity to connect with the billions of users that use these sites every day. Social media includes cooperative projects like blogs, Wikipedia, social networking sites (like Cyworld, Facebook), consumer-generated content communities (like YouTube, Flickr, and Todou), virtual game worlds (like EverQuest), and virtual social worlds (e.g, Second Life)<sup>157</sup>. Numerous studies support the widespread usage of social media as a reliable information source because of its perceived reliability and ease of access. According to e-marketers, 16.1 billion individuals used electronic devices each month to access social networking sites in 2016 and by 2017 that figure was predicted to double. By the end of 2018, more than 2.33 billion people were expected to be using social networks<sup>158</sup>. With more than 2.3 billion people using social media

in 2019<sup>159</sup>. Traditional advertising has been the only significant route for marketers for many years.

Is social networking a more effective approach to reach customers now that it has developed into a big channel for businesses to use to advertise their goods? The question of whether social media is as effective as marketers believe it to be persists despite the fact that social media's value to businesses has increased. Therefore, it is necessary to ascertain the impact social media has on consumer spending habits and choices. What impact does social media advertising have on customers' decision-making regarding purchases? Few studies examine this from the perspective of the consumer, even if many existing research discuss the benefits of social media for businesses and how to help them better navigate their entry into this market<sup>160</sup>. Additionally, brand interaction on social media may not be entirely what marketers want since consumers may feel differently than marketers anticipate. Organizations have boosted their spending on social media sites because the growth of social media has given marketers a new channel for connecting with customers. Finding information on real return on investment prices is challenging in this situation, though. Social media actions that raise customer awareness of the value of a company's goods and services are collectively referred to as social media advertising<sup>161</sup>. These social media platforms provide useful tools and online resources to promote collaboration, communication, and information sharing<sup>162</sup>. The channel can lessen prejudice and misperceptions about a brand's equity by serving as a forum for dialogue between people<sup>163</sup>. Particularly, social media can improve interaction between customers and brands. However, the effectiveness of online advertising depends on the features of the product<sup>164</sup>.

When sales are down and when the economy is in a slump, social media advertising can be a useful tactic<sup>165</sup>. Social media is a viable and affordable method for accessing and gathering information<sup>166</sup>. More people visiting a book's website may result in more sales of that book<sup>167</sup>. Facebook and other social networking sites are effective strategies to increase awareness of and involvement in campus leisure<sup>168</sup>. Marketing professionals are working harder now to increase consumer interaction on social media platforms<sup>169</sup>. However, it's crucial to consistently produce new and engaging material to engage users<sup>170</sup>. Social media has proven useful since it quickly spreads information to a huge number of individuals, making it a cost-effective type of advertising. Social networking networks are useful instruments for confirming buying decisions<sup>171</sup>. However, the majority of users are still seen as being "inactive," or passive, when it comes to spreading word of mouth on the various social media sites. Although social media provides consumers with an overwhelming amount of information, consumers still evaluate several options before making a decision rather than making a purchase right away<sup>178</sup>.

But according to recent studies, the impact of social media on purchasing decisions is surprising. Due to this realization, several businesses have been emphasizing the improvement of their social media strategy<sup>179</sup>. However, it's crucial to develop a plan before entering the social media space, since many companies that have done so without one have been disappointed with the consumer response<sup>180</sup>. Social media has been found to have an impact on brand attitudes, advertising attitudes, and purchase intentions in the context of the interaction between consumer purchase decisions and social media. Despite the fact that it might not directly influence consumer decision-making, it might have a mediating effect<sup>181</sup>.

Additionally, company social media advertising can influence both brand attitude and purchase intention<sup>182</sup>. Online shopping is becoming more widespread worldwide, resulting in globalized cultural segmentation<sup>183</sup>. Through social media, customers can contact a firm directly if they have a concern or issue with a product, allowing for a quick resolution. Entertainment, information, and social contact are thought to be the top three advantages of social media for consumers<sup>184</sup>. Customers are driven to utilize social media as a tool to further their own interests. These fall into two categories: intellectual reasons, which promote advocacy and knowledge sharing, and emotional motivations, which promote self-expression and social interaction<sup>185</sup>.

These motives can be linked to business reviews and recommendations from friends, which support their buying choices and reveal the worth of each dollar spent. Consumer motivation is strongly influenced by business reviews<sup>186</sup>. Customers routinely create information about brands, which, in the past, has been controlled exclusively by the firms. As a result, it is imperative for marketers and merchants to expand their awareness of the elements that impact customer attitudes and motivations<sup>187</sup>.

### **2.3.9 Consumer Buying Patterns in an Online Purchasing Process**

Most businesses nowadays are looking for innovative ways to keep ahead of the competition<sup>188</sup>. However, recognizing your customer's needs should always be a top priority because they can alter significantly due to the rapid development in various market sectors<sup>189</sup>.

There aren't many options for enterprises to thrive in the fiercely competitive industry of today. In the past, the majority of businesses concentrated on cutting costs in order to compete on price; however, this strategy may not be feasible for all businesses, and it cannot be the

sole one<sup>190</sup>. It is crucial for businesses to concentrate on their target market's wants and behavior during the purchasing process<sup>191</sup>. Understanding the buying cycle is crucial for businesses since only by using buying process models can businesses fully comprehend the needs of their customers<sup>192</sup>. Knowing your customer needs is one of the key solutions, but it is not enough to solve all the problems<sup>193</sup>. Companies need to consider certain environment of information regarding its product. Some scholars argued that buying process has different steps, starting with identification of product needs and then going through different stages, however one of the most important stages of buying process is when customer ask for a recommendation from friends and families<sup>194</sup>. More than 60% of the younger generation uses online search engines as their primary resource for learning about a certain product<sup>195</sup>.

The purchase process has undoubtedly altered significantly thanks to the internet, and social media sites like Facebook, Twitter, and others have recently had a significant impact on consumer behavior<sup>196</sup>. Nowadays, it's uncommon to come across a business that doesn't have a presence on social media, as these channels have grown to be crucial for connecting with customers. The social media platform created new avenues for customer interaction since when a customer purchases a product, they may publish or share their thoughts and experiences, giving others the chance to react and express their opinions<sup>197</sup>. This kind of argument will unquestionably affect consumer purchasing behavior, which in turn affects consumer purchasing decisions during the purchasing process. The electronic word of mouth (E-WOM) is one of the new ideas that have been discussed in the literature in relation to the internet and social media platforms<sup>198</sup>. Electronic word of mouth can be characterized as open avenues of customer contact that have a significant influence on consumers' purchasing decisions. It is one of the most important things that influence consumer behavior because

through electronic word of mouth, consumers may assess a product and get a sense of its pros and cons, which help them make a final purchasing decision<sup>199</sup>. Customers may use information about a product found on social media or the internet to lessen the risk and uncertainty associated with purchasing a particular item, but customer to customer communication plays a crucial role in how well businesses understand customer behavior and how it affects the purchasing process<sup>200</sup>.

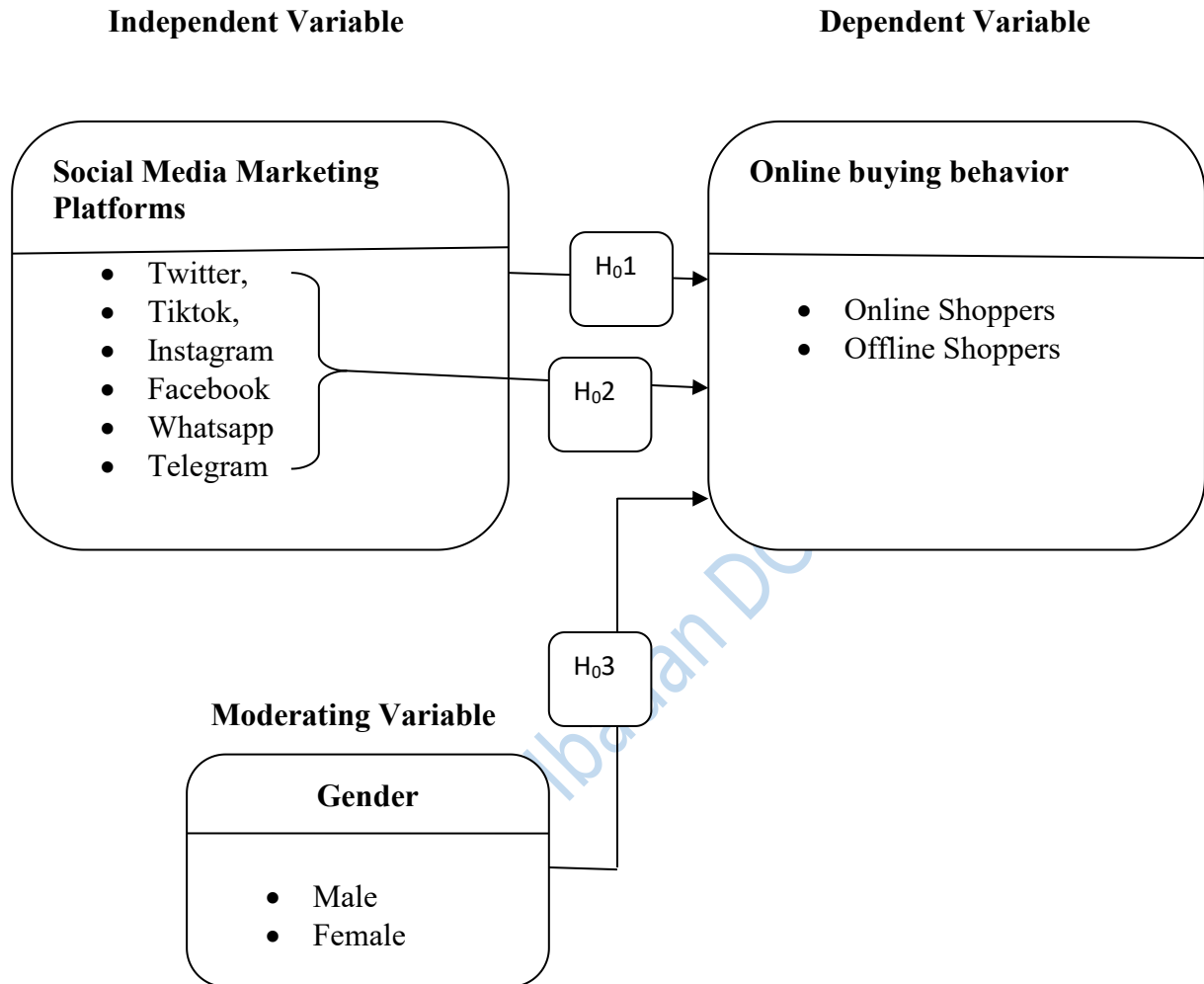
### **2.3.10 Consumer Characteristics and their Effect on Accepting Online Shopping**

The prevalence of online purchasing has increased as a result of internet development<sup>201</sup>. With an increase in annual online sales, the internet has become a significant shopping channel<sup>202</sup>. Due to privacy and security concerns, many internet users still choose not to make purchases online<sup>203</sup>. This is because they are hesitant to communicate personal information over the internet<sup>204</sup>. Despite this, online shopping is still expanding as online businesses become more sophisticated<sup>203</sup>, which has a significant impact on how customers purchase goods and services<sup>201</sup>. Online shopping is the third most common internet activity; with about half of internet users have made a purchase using the internet<sup>205</sup>. A recent global data reveals that global online retail sales increased by 14.5% in 2009 to reach \$348.6 billion, although they still make up 2.5% of all retail sales worldwide. Global online retail sales are anticipated to increase by 22.2% to \$778.6 billion by 2014<sup>206</sup>. Online retail sales in the USA increased in 2009 by 2.1% over 2008 to reach \$145 billion, with an average annual growth rate of 18.1% between 2002 and 2009<sup>207</sup>. 37% of internet users in the 27-member European Union made an online purchase in 2009, an increase of 5% from the year before. More than 60% of internet users in the United Kingdom, Denmark, the Netherlands, Norway, and Sweden have made an online purchase, compared to fewer than 10% in Greece, Lithuania, Bulgaria, and Romania<sup>208</sup>.

From the foregoing, it can be seen that developed and developing countries use online shopping to different degrees<sup>209</sup>. Any organization that wishes to engage in this new industry and be competitive must comprehend the potential it offers. In addition, the mindset of internet shoppers is a problem that many studies invest much interest<sup>210</sup>. What influences customers' decisions to purchase from a certain electronic store is a crucial subject in this domain<sup>211</sup>.

Businesses can more precisely identify potential target markets by learning about the traits of potential customers. Furthermore, some scholars support the view that due to the special features of the internet its suitability to market products and services depends on the features of the products and services being marketed, Peterson<sup>212</sup>. Some scholars additionally reinforced the idea that customers' purchasing behavior in online markets depends on the product or service they have in mind. Another study also demonstrated that different product kinds affect consumers' acceptance of online shopping<sup>213</sup>. Moreover, a study found that the type of the product which is being sold on line is responsible for the variations of customers' buying online performance<sup>214</sup>. Another study found that the variations that had been observed in shopping orientation and demographics were based on the type of product purchased on the internet<sup>215</sup>.

## 2.4 Conceptual Framework



Source: The Researcher, 2023

## 2.5 Summary of Literature Reviewed

The conceptual model presented above examines the collective impact of various social media marketing platforms, namely *Twitter*, *TikTok*, *Instagram*, *Facebook*, *WhatsApp*, and *Telegram*, on the online purchasing behaviour of university students residing in the Ibadan metropolis. It aims to investigate the relative influence of these platforms on the online buying behavior of students in Ibadan, as well as any gender differences that may exist between male and female

students in their online purchasing behavior. The model acknowledges that social media marketing platforms have become powerful tools for businesses to engage with their target audience and promote their products or services. These platforms provide a convenient and accessible avenue for students to browse, discover, and purchase items online. By analyzing the impact of multiple platforms, the model recognizes the dynamic and interconnected nature of social media and its potential influence on online buying behavior. Understanding the relative influence of each platform is essential for businesses seeking to optimize their marketing strategies. By examining the specific impact of *Twitter*, *TikTok*, *Instagram*, *Facebook*, *WhatsApp*, and *Telegram* on online purchasing behavior, the model aims to identify which platforms have the greatest impact on university students in Ibadan. This analysis can guide marketing efforts by helping businesses focus their resources on the most effective platforms for engaging with this particular demographic. Moreover, the model recognizes the importance of considering gender differences in online buying behavior. By differentiating between male and female students, the model seeks to determine whether there are any significant variations in how social media marketing platforms influence online purchasing behavior based on gender. Such insights can be valuable for tailoring marketing campaigns and product offerings to better resonate with different genders and optimize marketing efforts.

In all, this conceptual model presents a comprehensive approach to studying the combined influence of social media marketing platforms on online buying behaviour among university students in Ibadan metropolis. It examines the relative influence of *Twitter*, *TikTok*, *Instagram*, *Facebook*, *WhatsApp*, and *Telegram*, while also considering potential gender differences. The

model's findings can provide valuable insights for businesses and marketers looking to effectively engage with university students in Ibadan and enhance their online sales strategies.

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## **Chapter Three**

### **Methodology**

This chapter presents the methodology used to achieve the aim and objectives of this study. It contains the research design, population, sample and sampling techniques, research instrument, validity of the instrument, reliability of the instrument, methods of data collection and methods of data analysis.

#### **3.1 Research Design**

Research designs are often referred to as the structuring of investigation aimed at identifying variables and their relationships to one another<sup>1</sup>. For this study, the descriptive survey research design is used. This is because the study does not intend to carry out experiments but to draw out the experiences of respondents using questionnaire. The researcher only intends to describe, find out, and interpret conditions, relationships that exist and the behaviour of university undergraduates towards online buying and how social media marketing influences it.

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

The population of this study comprise undergraduate students of the University of Ibadan and Lead City University, representing the oldest public and private universities in Ibadan respectively.

The rationale behind selecting the University of Ibadan (UI) and Lead City University, Ibadan (LCU) for this study is rooted in their distinct positions as the first public and private universities, respectively, in the city of Ibadan.

The University of Ibadan, established in 1948, stands as the premier university in Nigeria, boasting of a rich history and a status as a public institution<sup>2</sup>. This venerable establishment provides a fertile ground for research, offering a wide array of academic disciplines and hosting a diverse student population. By including UI, the study ensures a comprehensive representation of perspectives due to its long-standing legacy and academic prominence.

On the other hand, Lead City University, founded in 2005, holds the distinction of being the inaugural private university in Ibadan<sup>3</sup>. Its comparatively recent establishment introduces a contrasting perspective, reflecting the dynamics of private higher education institutions. The innovative and focused nature of private universities can shed light on how social media marketing influences online buying behaviour within a more entrepreneurial and competitive academic environment.

The analysis of the population of this study is presented in table 3.1 below:

**Table 3.1      Population of the Study**

<b>S/N</b>	<b>University</b>	<b>Study Population</b>
<b>1</b>	University of Ibadan	37,650
<b>2</b>	Lead City University, Ibadan	15,770
<b>Total</b>	<b>2</b>	<b>53,420</b>

*Source:* Field Survey, 2023

### **3.3      Sample and Sampling Techniques**

To conduct a robust sampling of students from the University of Ibadan (Public) and Lead City University (Private), the researcher made use of multi-stage sampling procedure. This

approach ensures that the study's sample is representative of the student population in both universities.

### **University of Ibadan**

**Step 1: Determine the Sample Size using Slovin's Formula:** Using Slovin's Formula with a margin of error of 0.05, the researcher calculated the sample size for the University of Ibadan, which has a population of 37,650 students, to be approximately 400.

### **Step 2: Define the Stages of Multi-Stage Sampling**

**Stage 1: Stratification by Faculty:** The researcher stratified the students by the five most populous faculties: Education, Sciences, Social Sciences, Arts, and Law.

**Stage 2: Stratification by Year of Study within Each Faculty:** Within each faculty, the researcher further stratified the students by their year of study (1st year, 2nd year, 3rd year, and 4th year).

**Stage 3: Simple Random Sampling within Each Stratum:** Within each stratum (faculty-year combination), the researcher performed simple random sampling to select the required number of students.

**Step 3: Allocate Samples Proportionally:** Based on the distributions, the researcher allocated the total sample size of 400 students proportionally among the faculties and years of study as follows:

- **Faculty of Education:** 30% of the sample, which equals 120 students.
  - Each year of study (1st, 2nd, 3rd, and 4th) will have approximately 30 students.
- **Faculty of Sciences:** 25% of the sample, which equals 100 students.
  - Each year of study will have approximately 25 students.
- **Faculty of Social Sciences:** 20% of the sample, which equals 80 students.
  - Each year of study will have approximately 20 students.
- **Faculty of Arts:** 15% of the sample, which equals 60 students.
  - Each year of study will have approximately 15 students.
- **Faculty of Law:** 10% of the sample, which equals 40 students.
  - Each year of study will have approximately 10 students.

### **Lead City University**

**Step 1: Determine the Sample Size using Slovin's Formula:** Using Slovin's formula with a margin of error of 0.05, the researcher calculated the sample size for Lead City University, which has a population of 15,770 students, to be approximately 390.

### **Step 2: Define the Stages of Multi-Stage Sampling**

**Stage 1: Stratification by Faculty:** The researcher stratified the students by the faculties of Law, Social Sciences, Sciences, and Environmental Management.

**Stage 2: Stratification by Year of Study within Each Faculty:** Within each faculty, the researcher further stratified the students by year of study (1st year, 2nd year, and 3rd year).

**Stage 3: Simple Random Sampling within Each Stratum:** Within each stratum (faculty-year combination), the researcher performed simple random sampling to select the required number of students.

**Step 3: Allocate Samples Proportionally:** Based on the distributions, the researcher allocated the total sample size of 390 students proportionally among the faculties and years of study as follows:

- **Faculty of Law:** 30% of the sample, which equals 117 students.
  - Each year of study (1st, 2nd, and 3rd) will have approximately 39 students.
- **Faculty of Social Sciences:** 30% of the sample, which equals 117 students.
  - Each year of study will have approximately 39 students.
- **Faculty of Sciences:** 25% of the sample, which equals 98 students.
  - Each year of study will have approximately 33 students.
- **Faculty of Environmental Management:** 15% of the sample, which equals 58 students.
  - Each year of study will have approximately 19 students.

#### **Justification for Picking Percentages**

The percentages for the faculties are assumed based on their relative sizes and prominence within the universities. Larger faculties such as Education and Sciences typically have more students, justifying a higher percentage allocation. This proportional allocation ensures that each faculty and year of study is adequately represented in the sample.

In all, the multi-stage sampling technique used here involves stratifying the student population by faculty and year of study, followed by simple random sampling within each stratum. This method ensures that the sample is representative of the entire student population, capturing the diversity within the universities. By following this robust sampling procedure, the research findings will be more accurate and reliable. This is further clarified in the analysis and table 3.1 below:

**Table 3.2: Number of Sample Students**

**University of Ibadan**

<b>Selected Faculty</b>	<b>Assumed Percentage</b>	<b>Total Sample Size</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>4th Year</b>
Education	30%	120	30	30	30	30
Sciences	25%	100	25	25	25	25
Social Sciences	20%	80	20	20	20	20
Arts	15%	60	15	15	15	15
Law	10%	40	10	10	10	10
<b>Total</b>	<b>100%</b>	<b>400</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*Source:* Field Survey, 2023

**Lead City University**

<b>Selected Faculty</b>	<b>Assumed Percentage</b>	<b>Total Sample Size</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>
Law	30%	117	39	39	39
Social Sciences	30%	117	39	39	39
Sciences	25%	98	33	33	33
Environmental Management	15%	58	19	19	19
<b>Total</b>	<b>100%</b>	<b>390</b>	<b>130</b>	<b>130</b>	<b>130</b>

*Source:* Field Survey, 2023

### 3.4 Description of Research Instrument

The instrument used for collecting data in this study was a self-developed close-ended questionnaire tagged “**Social Media Marketing Platforms and Online Buying Behaviour Questionnaire**” (*SMMPOBBQ*). The instrument was divided into four parts, namely sections A, B, C, D. **Section A** contains demographic information of the respondents such as gender, age range and University. **Section B** contains eleven (11) items carefully designed to determine the Extent of online buying behaviour (online shoppers and offline shoppers) of university students. **Section C** contains ten (10) items carefully structured to gather information on factors influencing online buying behaviour among university undergraduates in Ibadan. **Section D** contains six (6) items carefully designed to determine the extent of use of the social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behaviour among university undergraduates in Ibadan.

### 3.5 Validity of the Research Instrument

The instrument designed for this study was subjected to ‘Face Value Validity’ test, which is a type of validity that exists when an inspection of items used to measure a concept suggests they are appropriate. The face validity was done by presenting a copy to the researcher’s supervisor with a copy of the questionnaire for thorough check-up to ensure the questions are adequate for the study’s objectives.

### 3.6 Reliability of the Research Instrument

Reliability of an instrument implies the level of consistency of a research instrument to measure the objective for which it is designed. For this purpose, therefore, a pilot test was

carried out by testing the instrument on some university undergraduates in Osun State. Cronbach Alpha Coefficient was used to analyze the responses and the level of reliability of the instrument was determined. All necessary corrections were made before the instrument was deployed for the actual study.

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

The research instrument was administered manually, facilitated by four (4) research assistants. Prior to the commencement of lecture hours in both universities, contacts were established with students' representatives and course/level lecturers, soliciting their cooperation for the administration of the instruments. Subsequently, the instruments were distributed and retrieved after students completed them. Special emphasis was placed on the sincere completion of each item of the instrument, with the assurance of utmost confidentiality. Additionally, respondents were given the opportunity to seek clarification on any item they found difficult to understand before the instrument's administration.

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

Data collected were coded and inputted into a computer system for statistical analysis using Statistical Package for Social Sciences (SPSS) software. Research questions were analyzed using the descriptive statistics method of frequency counts, percentages, mean and standard deviations. To test the hypotheses, multiple regression was used to test hypotheses 1 and 2 while t-test was used to test hypothesis 3 at 0.05 level of significance.

## Endnotes

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## Chapter Four

### Results and Discussion of Findings

This chapter presents the results and discussion of findings from data retrieved from the field. It is presented in the following sub-titles: questionnaire return rate, analysis of respondent's demographic data, analysis of respondent's opinion on research questions, test of hypotheses and discussion of findings.

#### 4.1 Questionnaire Return Rate

A total of seven hundred and eighty-six (786) copies of the questionnaire were distributed to undergraduate students of Lead City University and University of Ibadan respectively. Out of the distributed instruments, only six hundred and seventy-five (675) which represented 85.9% of the total instruments were retrieved. Of the 675 retrieved instruments, only six hundred and two (602) which accounted for 89.2% were deemed useful for analysis. The remaining seventy-three (73) copies of the instrument, representing 10.8%, were poorly filled and thus rejected.

#### 4.2 Gender and Age of Respondents

**Table 4.1 Gender and Age of Respondents**

Demographic Variables	Frequency	(%)
Gender		
Male	230	38.2

<b>Age</b>	Female	372	61.8
	<b>Total</b>	<b>602</b>	<b>100.0</b>
	Below 20 years	334	55.5
	21 - 30 years	268	44.5
	<b>Total</b>	<b>602</b>	<b>100.0</b>

**Source:** Field survey, 2023

Table 4.1 presents demographic analysis (Gender and Age) of the respondents that took part in the study. The table shows that a total of 602 respondents were surveyed, and the data reveals an interesting gender breakdown. Out of the total respondents, 38.2% were male, which corresponds to 230 individuals. In contrast, the majority of the participants, constituting 61.8% of the total, were female, accounting for 372 respondents. This gender distribution indicates a higher representation of female participants in the study. This gender composition raises important considerations for the analysis of the study's findings. Additionally, the age distribution of respondents in this study shows a significant portion falls into the category of "Below 20 years." Specifically, there were 334 individuals in this age group, representing 55.5% of the total sample. This finding indicates that more than half of the participants in this study are adolescents or young adults below the age of 20. Conversely, the "21-30 Years" age group consists of 268 respondents, making up the remaining 44.5% of the total sample. These individuals are in their twenties or early thirties and form a substantial part of the study's population. This age distribution is of notable significance in this study, as it can provide crucial insights into the potential influence of age on consumer online buying behavior and the way social media platforms impact the decision-making processes of university students in Ibadan Metropolis, Oyo State. Understanding the variations in online shopping habits and social media engagement between these age groups could reveal valuable patterns and trends that may be instrumental in tailoring marketing strategies and consumer outreach efforts more effectively among this demographic.

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### 4.3 Analysis of Respondents Questions

**Research Question One:** What is the extent of online buying behaviour of university students in Ibadan metropolis towards online buying?

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**Table 4.2a: Extent of Online Buying Behaviour of University Students in Ibadan Metropolis towards Online Buying**

S/N	Extent of Buying Behaviour of University Shoppers	AL	S	R	N	Mean	Std
<b>Online Shoppers</b>							
1	I prefer to make purchases online rather than visiting physical stores.	224 (37.2%)	172 (28.6%)	110 (18.3%)	96 (15.9%)	2.87	1.085
2	I visit online stores for shopping because I find it more convenient.	192 (31.9%)	140 (23.3%)	156 (25.9%)	114 (18.9%)	2.68	1.112
3	I engage in online shopping as I enjoy the variety and ease of finding products online.	192 (31.9%)	140 (23.3%)	156 (25.9%)	114 (18.9%)	2.68	1.112
4	I do not buy products from physical stores anymore.	230 (38.2%)	140 (23.3%)	120 (19.9%)	112 (18.6%)	2.81	1.137
5	Online shopping is my primary mode of purchasing.	212 (35.2%)	146 (24.3%)	116 (19.3%)	128 (21.3%)	2.73	1.152
6	I compare prices and read online reviews before making a purchase.	236 (39.2%)	152 (25.2%)	96 (15.9%)	118 (19.6%)	2.84	1.146
<b>Weighted Mean=2.77 HL</b>							

Source: *Field survey, 2023*

Key: AL-Always, S-Seldom, R-Rarely, N-Never and Std-Standard Deviation

\*\*\*Threshold: mean value of 1.0-1.99 = **Very Low Level (VLL)**; 2.00-2.49 = **Low Level (LL)**; 2.50-2.99 = **High Level (HL)**; 3.0- 4.00 = **Very High Level (VLL)**

**Table 4.2b: Extent of Online Buying Behaviour of University Students in Ibadan Metropolis towards Offline Buying**

S/N	Extent of Buying Behaviour of University Shoppers Offline Shoppers	AL	S	R	N	Mean	Std
7	I prefer to visit physical stores rather than buying online.	116 (19.3%)	126 (20.9%)	146 (24.3%)	214 (35.5%)	2.24	1.132
8	I make physical purchases because I enjoy the experience of buying products physically.	156 (25.9%)	112 (18.6%)	140 (23.3%)	194 (32.2%)	2.38	1.184
9	I shop physically as I find it more reliable to interact with salespeople and see products physically before buying.	224 (37.2%)	172 (28.6%)	94 (15.6%)	112 (18.6%)	2.84	1.118
10	I prefer the immediacy and certainty of purchasing from brick-and-mortar stores.	140 (23.3%)	230 (38.2%)	110 (18.3%)	122 (20.3%)	2.64	1.049
11	I find better deals and discounts in physical stores compared to online shopping platforms.	152 (25.2%)	96 (15.9%)	236 (39.2%)	118 (19.6%)	2.47	1.071
<b>Weighted Mean=2.51 HL</b>							

**Source:** Field survey, 2023

**Key:** AL-Always, S-Seldom, R-Rarely, N-Never and Std-Standard Deviation

**\*\*\*Threshold:** mean value of 1.0-1.99 = **Very Low Level (VLL)**; 2.00-2.49 = **Low Level (LL)**; 2.50-2.99 = **High Level (HL)**; 3.0- 4.00 = **Very High Level (VLL)**

The findings presented in table 4.2; provide insights into the extent of online buying behaviour among university students in Ibadan metropolis. The research aimed to answer the first research question: "What is the extent of online buying behaviour of university students in Ibadan metropolis towards online buying?" The extent of online buying behaviour was assessed using a set of statements, and respondents were asked to indicate the frequency with which they engage in these behaviors. The responses were then summarized using mean values and standard deviations, and a threshold was established to categorize the extent of online buying behaviour. Here is an interpretation of the findings:

**Preference for Online Shopping:** Approximately 37.2% of university students surveyed stated that they prefer to make purchases online rather than visiting physical stores. This indicates a moderate level of preference for online shopping, with a mean score of 2.87, which falls into the "High Level" category according to the threshold. Moreover, **Convenience of Online Shopping:** About 31.9% of respondents mentioned that they visit online stores because they find it more convenient. Again, this reflects a moderate level of convenience-seeking behavior, with a mean score of 2.68, also classified as "High Level." **“Enjoyment of Online Shopping:** The same proportion (31.9%) of students reported engaging in online shopping because they enjoy the variety and ease of finding products online. This behaviour is also considered to be at a "High Level" based on the mean score of 2.68. **Transition to Online Shopping:** A substantial 38.2% of students no longer buy products from physical stores, indicating a significant shift towards online shopping. This behaviour is classified as "High Level" with a mean score of 2.81.

Furthermore, **the Primary Mode of Purchasing:** Around 35.2% of respondents indicated that online shopping is their primary mode of purchasing, suggesting a notable preference for online channels. This behaviour falls into the "High Level" category with a mean score of 2.73. **Price Comparison and Reviews:** A substantial 39.2% of students compare prices and read online reviews before making a purchase, indicating a strong reliance on online information. This behaviour is categorized as "High Level" with a mean score of 2.84. **Preference for Physical Stores:** Among offline shoppers, 35.5% prefer to visit physical stores rather than buying online. This behaviour is considered to be at a "High Level" with a mean score of 2.24. In addition, **Enjoyment of Physical Shopping:** About 32.2% of offline shoppers make physical purchases because they enjoy the experience of buying products

physically. This behaviour is categorized as "High Level" with a mean score of 2.38.

**Reliability of Physical Shopping:** A substantial 37.2% of offline shoppers find physical shopping more reliable for interacting with salespeople and seeing products before buying. This behaviour is classified as "High Level" with a mean score of 2.84. Moreover, **Preference for Immediacy:** Approximately 38.2% of offline shoppers prefer the immediacy and certainty of purchasing from brick-and-mortar stores. This behavior falls into the "High Level" category with a mean score of 2.64. **Perception of Better Deals in Physical Stores:** A significant proportion (39.2%) of offline shoppers believe they find better deals and discounts in physical stores compared to online shopping platforms. This behaviour is categorized as "High Level" with a mean score of 2.47.

Overall, the findings indicate a generally high level of online buying behaviour among university students in Ibadan metropolis. They show a preference for online shopping due to convenience, enjoyment, and reliability factors. However, a substantial portion still prefers physical stores, primarily because of the immediate experience and perceived better deals. These findings provide valuable insights into consumer behavior in the context of online and offline shopping among university students in the area.

**Research Question Two:**

What are the factors influencing online buying behaviour among university students in Ibadan metropolis?

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**Table 4.3: Factors Influencing Online Buying Behaviour among University Students**

S/N	Items	SA	A	D	SD	Mean	Std
1	The convenience of online shopping influences my decision to make purchases online.	316 (52.5%)	182 (30.2%)	30 (5%)	74 (12.3%)	3.23	1.008
2	I consider online reviews and ratings when making purchasing decisions.	194 (32.2%)	154 (25.6%)	130 (21.6%)	124 (20.6%)	2.69	1.127
3	Discounts and promotional offers motivate me to shop online.	212 (35.2%)	166 (27.6%)	106 (17.6%)	118 (19.6%)	2.78	1.126
4	I trust online retailers to provide accurate product descriptions and information.	220 (36.5%)	96 (15.9%)	168 (27.9%)	118 (19.6%)	2.69	1.156
5	Social media advertisements affect my online buying decisions.	372 (61.8%)	144 (23.9%)	48 (8%)	38 (6.3%)	3.41	0.884
6	I compare prices of products across different online stores before making a purchase.	236 (39.2%)	152 (25.2%)	96 (15.9%)	118 (19.6%)	2.84	1.146
7	The security of online payment systems influences my decision to shop online.	334 (55.5%)	164 (27.2%)	72 (12%)	32 (5.3%)	3.33	0.883
8	I feel that online shopping offers a wider variety of products compared to physical stores.	292 (48.5%)	128 (21.3%)	114 (18.9%)	68 (11.3%)	3.07	1.060
9	I enjoy the experience of browsing and exploring products online.	244 (40.5%)	148 (24.6%)	110 (18.3%)	100 (16.6%)	2.89	1.115
10	I have made impulsive purchases online without thoroughly considering the product.	146 (24.3%)	212 (35.2%)	116 (19.3%)	128 (21.3%)	2.62	1.071

**Weighted Mean=2.95 HL**

**Source:** *Field survey, 2023*

**Key:** SA-Strongly Agree, A-Agree, D-Disagree, SD-Strongly Disagree and Std-Standard Deviation

**\*\*\*Threshold:** mean value of 1.0-1.99 = **Very Low Level (VLL)**; 2.00-2.49 = **Low Level (LL)**; 2.50-2.99 = **High Level (HL)**; 3.0- 4.00 = **Very High Level (VLL)**

The provided result presented in **Table 4.3**; stemmed from an investigation into the factors that influence the online buying behavior of university students. This study aims to shed light on the key drivers and influences behind the choices these students make when it comes to online shopping.

The results are presented as follows: **Convenience:** It's evident that a substantial majority, approximately 52.5% of the surveyed students, strongly agree that the convenience of online shopping significantly guides their decision-making process. This aspect holds the highest influence level among the factors considered, with a mean score of 3.23, categorizing it as having a "High Level" of influence. This indicates that the ease and comfort associated with online shopping play a crucial role in shaping their buying behaviour.

When it comes to **Online Reviews and Ratings**; opinions are divided among consumers. Approximately 32.2% strongly agree, and 25.6% agree that they consider online reviews and ratings when making purchase decisions. However, a significant 46.2% either disagree or strongly disagree with this idea. With a mean score of 2.69, this factor falls into the category of "Low Level" influence. This indicates that while some individuals rely on reviews and ratings, a notable portion of consumers does not prioritize them when shopping online.

**Discounts and Promotional Offers** play a significant role in influencing online shopping decisions for a notable portion of consumers, with 35.2% strongly agreeing that they are motivated by such deals. However, 37.2% either disagree or strongly disagree with this notion. With a mean score of 2.78, this factor falls into the "Low Level" category, suggesting that while discounts and promotions do have some influence, it is not as substantial as factors such as convenience.

**Trust in Online Retailers** varies among consumers, with approximately 36.5% expressing a strong level of trust in them to provide accurate product descriptions and information. However, a significant 47.5% hold a different perspective. With a mean score of 2.69, this factor falls into the "Low Level" category of influence. This indicates that trust in online retailers might be a contentious issue among the surveyed students.

**Social Media Advertisements** are a notable influencer among students, with a remarkable 61.8% strongly agreeing that they influence their online purchasing decisions. This factor achieves the highest mean score of 3.41, categorizing it as having a "Very High Level" of influence. This highlights the substantial impact of social media advertising on the purchasing choices of these students. **Price Comparison** is a significant practice among consumers, with around 39.2% strongly agreeing that they compare prices across various online stores before making a purchase. This behaviour is considered to have a "High Level" of influence, as indicated by a mean score of 2.84. Similarly, **The Security of Online Payment Systems** is a major concern for 55.5% of respondents, who strongly agree that it impacts their decision to shop online. With a mean score of 3.33, this factor is classified as having a "Very High Level" of influence, highlighting the paramount importance placed on secured payment systems.

A substantial portion, comprising 48.5%, strongly agrees that **Online Shopping Offers a Wider Variety of Products** compared to physical stores. This aspect is deemed to have a "High Level" of influence, supported by a mean score of 3.07. Furthermore, about 40.5% of students strongly agree that they find **Enjoyment in Browsing and Exploring Products Online**. This factor is similarly viewed as influential, with a mean score of 2.89, indicating a "High Level" of influence.

**Impulsive Online Purchases** resonate with a significant portion, with 35.2% of respondents admitting to making such decisions without thorough consideration. Despite this, the behavior is classified as having a "Low Level" of influence, with a mean score of 2.62. In assessing all factors collectively, the weighted mean of 2.95 signifies a "High Level" of influence on the online buying behavior of university students in Ibadan metropolis.

These results reveal that convenience, social media advertising, security in payment systems, and product variety significantly influences the online shopping choices of university students in Ibadan. However, the influence of factors like online reviews and impulsive buying is comparatively lower. These findings provide valuable insights into the consumer behavior of this demographic, which can be useful for businesses and marketers targeting this audience.

**Research Question Three:**

Which are the mostly used social media marketing platform (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) for online buying among university students in Ibadan metropolis?

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**Table 4.4: Mostly Used Social Media Marketing Platform (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*)**

S/N	I make use of the following for online buying:	AL	S	R	N
1	<i>Twitter (X)</i>	230 (38.2%)	140 (23.3%)	120 (19.9%)	112 (18.6%)
2	<i>TikTok</i>	172 (28.6%)	140 (23.3%)	204 (33.9%)	86 (14.3%)
3	<i>Instagram</i>	194 (32.2%)	154 (25.6%)	130 (21.6%)	124 (20.6%)
4	<i>Facebook</i>	236 (39.2%)	152 (25.2%)	116 (19.3%)	98 (16.3%)
5	<i>WhatsApp</i>	204 (33.9%)	172 (28.6%)	140 (23.3%)	86 (14.3%)
6	<i>Telegram</i>	126 (20.9%)	116 (19.3%)	146 (24.3%)	214 (35.5%)

**Source:** Field survey, 2023

Key: AL=Always, S=Seldom, R=Rarely and N=Never

**Table 4.4;** above presents the usage patterns of various social media marketing platforms among the surveyed individuals in the context of online buying behaviour. Let's interpret the results and rank the social media platforms based on their usage for online buying:

Among the respondents, 39.2% reported using **Facebook** for online buying **Always**, and an additional 25.2% use it **Seldom**. This makes **Facebook** the **Most Frequently Used Platform** for online buying, with a combined percentage of 64.4% (39.2% + 25.2%). **Twitter (X)** is the **Second Most Commonly Used Platform** for online buying, with 38.2% of respondents using it **Always** and another 23.3% using it seldom. The combined percentage of respondents using **Twitter (X)** for online buying is 61.5% (38.2% + 23.3%). **WhatsApp** ranks **Third**, with 33.9% of respondents using it **Always** and 28.6% using it **Seldom**. The combined percentage of respondents using **WhatsApp** for online buying is 62.5% (33.9% + 28.6%). **Instagram** is used by 32.2% of respondents **Always** and by 25.6% **Seldom**, making it the **Fourth Most**

**Frequently Used** platform for online buying. The combined percentage of respondents using **Instagram** for online buying is 57.8% (32.2% + 25.6%). Regarding **TikTok**, around 28.6% of respondents utilize it for online buying consistently, while 23.3% use it seldomly. When these figures are combined, a total of 51.9% of respondents are using **TikTok** for their online purchasing needs. **Telegram** is the **Least Commonly Used** platform for online buying among the surveyed individuals. Only 20.9% of respondents use it **Always**, and 19.3% use it **Seldom**. The combined percentage of respondents using **Telegram** for online buying is 40.2% (20.9% + 19.3%).

In summary, based on the survey results, the social media platforms are ranked in terms of their usage for online buying as follows: **Facebook** (64.4%), **Twitter (X)** (61.5%), **WhatsApp** (62.5%), **Instagram** (57.8%), **TikTok** (51.9%) and **Telegram** (40.2%). It's important to note that **Facebook** and **Twitter(X)** are the most commonly used platforms for online buying among the surveyed individuals, while **Telegram** is the least preferred platform for this purpose. These rankings can provide valuable insights for businesses and marketers looking to target specific social media platforms for their online marketing and advertising strategies.

#### 4.4 Test of Hypotheses

H<sub>01</sub>: There is no significant combined influence of social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behaviour among university students in Ibadan metropolis.

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**Table 4.5: Model Summary Significant Combined Influence of Social Media Marketing Platforms (*Twitter (X), Tiktok, Instagram, Facebook, Whatsapp and Telegram*) On Online Buying Behavior Among University Students in Ibadan Metropolis.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 <sup>a</sup>	.994	.994	.895

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	85013.944	6	14168.991	17676.829	.000 <sup>b</sup>
	Residual	476.927	595	.802		
	Total	85490.870	601			

**Source:** *Field survey, 2023*

a. Dependent Variable: Online Buying Behaviour

b. Predictors: (Constant), *Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram.*

The analysis presented in **Table 4.5**; centers on a hypothesis ( $H_0$ ) that investigates the combined influence social media marketing platforms, including *Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*, on the online buying behavior of university students residing in Ibadan metropolis. The null hypothesis ( $H_0$ ) asserts that these social media platforms do not exert any significant combined influence on the online buying behaviour of these students. To delve into this relationship, various statistical measures were employed, shedding light on the nature and strength of the connection between these social media platforms and online buying behaviour. In the Model Summary section, several key metrics are presented: The correlation coefficient (R) reveals an incredibly strong positive relationship, with an approximate value of 0.997. The coefficient of determination (R Square) stands at roughly 0.994, implying that a remarkable 99.4% of the variability in online buying behavior can be elucidated by these social media platforms. The Adjusted R Square, a

measure that accounts for the number of predictors, aligns closely with the (R Square) at approximately 0.994. The Std. Error of the Estimate, quantifying the standard deviation of prediction errors, is around 0.895, indicative of the model's precision.

Moving on to the ANOVA table, which plays a pivotal role in assessing the significance of the model, the following insights emerge: The Regression section furnishes vital details about the regression model: The Sum of Squares for Regression is 85013.944. With 6 degrees of freedom (df), the Mean Square is calculated at 14168.991. The F-statistic (F) is extraordinarily high, registering at 17676.829. Most importantly, the p-value (Sig.) is exceedingly low, standing at 0.000b, underscoring the model's profound statistical significance.

The Residual section casts light on the model's residuals: The Sum of Squares for Residuals is 476.927. A total of 595 degrees of freedom (df) are accounted for. The Mean Square for Residuals is 0.802. Lastly, the Total section provides the comprehensive sum of squares, which amounts to 85490.870. In summary, this comprehensive analysis strongly supports the rejection of the null hypothesis ( $H_0$ ), firmly establishing that there exists a significant combined influence of the social media marketing platforms considered (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on the online buying behavior of university students in Ibadan metropolis. These platforms collectively account for a substantial portion of the variance in the students' online buying behavior, as evidenced by the robust statistical findings.

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**H<sub>02</sub>:** There is no significant relative influence of social media marketing platforms (*Twitter (X), TikTok, Instagram, Facebook, WhatsApp and Telegram*) on online buying behaviour among university students in Ibadan metropolis.

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**Table 4.6: Coefficients Relative Influence of Social Media Marketing Platforms (*Twitter (X)*, *TikTok*, *Instagram*, *Facebook*, *Whatsapp* and *Telegram*) On Online Buying Behaviour Among University Students in Ibadan Metropolis**

Model	Unstandardized Coefficients		Standardized	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.263	.116		2.261	.024
	Twitter (X)	3.214	.184	.306	17.443	.000
	TikTok	1.071	.117	.093	9.163	.000
	Instagram	2.974	.140	.281	21.286	.000
	Facebook	1.634	.172	.151	9.508	.000
	WhatsApp	.223	.165	.020	1.356	.176
	Telegram	2.203	.086	.212	25.732	.000

**Source:** *Field survey, 2023*

a. Dependent Variable: Online Buying Behaviour

**Table 4.6;** provides a result that is related to the hypothesis H<sub>02</sub>, which states that there will be no significant relative influence of social media marketing platforms (*Twitter (X)*, *TikTok*, *Instagram*, *Facebook*, *WhatsApp*, and *Telegram*) on online buying behaviour among university students in Ibadan metropolis. The result is presented in Table 4.6, which shows the coefficients and their significance for each social media platform. To interpret and rank the relative influence of these social media platforms on online buying behavior among university students in Ibadan metropolis, it is important to consider the standardized coefficients (Beta values) and their associated significance levels (Sig.). Here's the interpretation and ranking based on the provided data: Instagram (Beta = 0.281): *Instagram* has the highest standardized coefficient among all the social media platforms, indicating that it has the most significant

relative influence on online buying behaviour among university students in Ibadan metropolis. *Telegram* (Beta = 0.212): *Telegram* comes next with a standardized coefficient that is also highly significant. It suggests a substantial influence on online buying behaviour. *Twitter (X)* (Beta = 0.306): *Twitter* follows closely with a slightly higher standardized coefficient than *Telegram*, indicating a significant influence on online buying behaviour. *Facebook* (Beta = 0.151): *Facebook* has a lower standardized coefficient compared to *Instagram*, *Twitter*, and *Telegram* but is still statistically significant. It ranks lower in influence but is still noteworthy. *TikTok* (Beta = 0.093): *TikTok* has a lower standardized coefficient compared to the platforms mentioned above. While it has an influence, it is less significant than *Instagram*, *Twitter(X)*, *Telegram*, and *Facebook*. *WhatsApp* (Beta = 0.020): *WhatsApp* has the lowest standardized coefficient, and its influence on online buying behaviour is not statistically significant. Therefore, it ranks the lowest in influence among the listed social media platforms.

In all, based on the provided data and the standardized coefficients, the relative influence of social media marketing platforms on online buying behavior among university students in Ibadan metropolis can be ranked as follows, from highest to lowest influence: *Instagram*, *Telegram*, *Twitter(X)*, *Facebook*, *TikTok*, *WhatsApp*.

**H<sub>03</sub>:** There is no significant gender difference (Male and Female) in the buying behaviour of university students in Ibadan metropolis.

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**Table 4.7: One-Sample Statistics on Significant Gender Difference (Male and Female) In Online Buying Behaviour of University Students in Ibadan Metropolis.**

	N	Mean	Std. Deviation	Std. Error Mean
Online Buying Behaviour of Male	230	3.35	.712	.047
Online Buying Behaviour of Female	372	2.94	1.124	.058

One-Sample Test						
Test Value = 0						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Online Buying Behaviour of Male	71.284	229	.000	3.348	3.26	3.44
Online Buying Behaviour of Female	50.464	371	.000	2.941	2.83	3.06

**Source:** Field survey, 2023

The data presented in **Table 4.7**; and the results of the One-Sample Test provide compelling evidence of a pronounced contrast in online buying behaviour between male and female university students in Ibadan metropolis. The statistics reveal that among the male students, the sample size (N) is 230, the mean is 3.35 with a standard deviation of 0.712, and a standard error of the mean at 0.047. Conversely, for the female students, the sample size is 372, with a mean of 2.94, a higher standard deviation of 1.124, and a standard error of the mean at 0.058. Furthermore, the results of the One-Sample Test indicate substantial differences between the two groups, with a significant mean difference of 3.348 for males and 2.941 for females. Both sets of data yield extremely low p-values (0.000) signifying a significant deviation from the null hypothesis. These outcomes emphasize that there exists a marked distinction in the online buying behaviour of male and female university students in Ibadan metropolis, leading to the

rejection of the initial hypothesis that proposed the absence of significant gender differences in buying behaviour among university students in Ibadan metropolis.

Based on the data presented in Table 4.7, we can analyze which gender tends to buy more online. The mean online buying behaviour for the male students is 3.35, whereas for the female students, it is 2.94. Comparing these mean values, we find that male students have a higher mean (3.35) than female students (2.94). Therefore, based on the data provided, it can be inferred that, in the context of this analysis, male students tend to engage in more online buying behavior compared to their female counterparts among university students in Ibadan metropolis.

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**Table 4.8: One-Sample Statistics on Significant Gender Difference (Male and Female) In Off-Online Buying Behaviour Among University Students in Ibadan Metropolis.**

	N	Mean	Std. Deviation	Std. Error Mean
Offline Buying Behaviour of Male	230	2.77	.712	.047
Offline Buying Behaviour of Female	372	3.35	1.135	.059

One-Sample Test						
Test Value = 0						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Offline Buying Behaviour of Male	71.284	229	.000	3.348	3.26	3.44
Offline Buying Behaviour of Female	47.042	371	.000	2.769	2.65	2.88

**Source:** *Field survey, 2023*

Upon examining the data from **Table 4.8**; and the results of the One-Sample Test, it is apparent that the mean offline buying behaviour for male students is 2.77, while the mean for female students is 3.35. These figures indicate that female students, on average, exhibit a higher degree of engagement in offline buying behaviour compared to their male counterparts in the context of the study. The statistically significant mean differences, supported by low p-values of 0.000 for both male and female students, further strengthen this observation. Additionally, the 95% confidence intervals of the difference do not include zero for either group, highlighting the reliability of these distinctions. Consequently, based on the results, the initial hypothesis positing no significant gender difference in off-online buying behaviour among university students in Ibadan metropolis must be rejected. The data suggests a notable and significant divergence in offline buying behavior between male and female university

students, with female students demonstrating a higher propensity for offline purchases in this particular context.

Several factors could potentially explain why female students exhibit a higher degree of engagement in offline buying behaviour compared to their male counterparts, as indicated by the data. Firstly, societal and cultural norms might influence purchasing patterns, with traditional gender roles potentially emphasizing certain offline shopping behaviors among female students. Additionally, product preferences and the nature of goods purchased offline may play a role, with certain products or services being more appealing or relevant to the needs and preferences of female students, prompting a higher rate of offline purchases. Moreover, the tactile and social aspects of offline shopping, such as the in-person shopping experience, social interactions, and the ability to physically examine products, could be more appealing to female students, contributing to their increased participation in offline buying activities. Furthermore, economic factors, including income levels and budget allocation, might play a part, with female students potentially having different spending habits and priorities that lead to a higher proportion of their budget being dedicated to offline purchases. Cultural and social influences, as well as personal preferences and economic considerations, are likely interplaying factors that contribute to the observed trend of higher engagement in offline buying behavior among female students in the context of the study. Understanding these underlying dynamics is crucial in comprehensively comprehending the reasons behind the divergence in offline purchasing behaviour between male and female university students in Ibadan metropolis.

#### 4.5 Discussion of Findings

The presented findings of “**Research Question One**” shed light on the shifting consumer behaviour of university students in Ibadan metropolis, indicating a significant inclination towards online shopping, albeit with a notable retention of preference for physical stores. These results align with the global trend of an increasing reliance on e-commerce platforms, especially among the younger demographic. However, the preference for physical stores, as indicated by a substantial proportion of female respondents, highlights the enduring importance of traditional retail experiences.

The preference for online shopping highlighted in the study resonates with several related studies, reflecting the convenience, variety, and ease of access to products typically associated with e-commerce. For instance, a study found that the convenience and time-saving aspects of online shopping significantly influenced consumers' purchase decisions, which correlates with the current findings<sup>1</sup>. Moreover, the emphasis on price comparison and reliance on online reviews revealed in this study is consistent with a related research work which demonstrated the impact of online reviews and price comparisons on consumer decision-making in the online shopping environment<sup>1</sup>.

Furthermore, the enjoyment and reliability factors associated with online shopping among the university students in Ibadan align with the findings of a study which emphasized the importance of enjoyment and trust in e-commerce transactions<sup>2</sup>. Similarly, the significance of the transition to online shopping observed in this study corroborates the broader global shift towards digital commerce, demonstrated in numerous studies focusing on the increasing adoption of online shopping platforms among different demographic segments.

On the other hand, the findings indicating a preference for physical stores due to the immediacy, tangible experience, and perceived better deals resonate with prior studies emphasizing the sensory and tactile aspects of offline shopping experiences. For instance, a study highlighted the importance of sensory experiences and interpersonal interactions in physical retail environments, contributing to the understanding of the enduring appeal of brick-and-mortar stores despite the rise of e-commerce<sup>3</sup>. Moreover, the perception of better deals and discounts in physical stores, as indicated by a substantial proportion of the respondents, aligns with the study which underscored the influence of price perception and promotional strategies on consumers' shopping preferences<sup>4</sup>.

This finding highlights the significance of in-store promotions and the psychological impact of physical discounts on consumer behavior. In all, while the findings of this study underscore the growing preference for online shopping among university students in Ibadan, the retained preference for physical stores suggests the coexistence of both online and offline shopping channels in the consumer landscape. By comparing and contrasting these findings with prior research, it becomes evident that the interplay between convenience, experience, and perceived value continues to shape the dynamic consumer preferences in the retail sector, underscoring the importance of a multi-faceted approach to meet the diverse needs of contemporary consumers.

The findings of “**Research Question Two**” on the factors influencing online buying behaviour among university students in Ibadan metropolis provide crucial insights into the complex dynamics that shape their online shopping decisions. The results reveal a range of influences, highlighting both the dominant and relatively weaker factors affecting the

students' purchasing choices. Understanding these influences is critical for businesses and marketers aiming to effectively engage with and cater to this specific consumer segment.

The strong influence of convenience on the online buying behavior of the students, as highlighted in this study, is consistent with previous research on the significance of convenience in shaping consumer behavior. For instance, a study emphasized the pivotal role of convenience in online shopping adoption, suggesting that convenient shopping experiences are more likely to attract and retain online consumers<sup>5</sup>. This correspondence highlights the overarching importance of convenient shopping experiences in the context of online buying behaviour. Furthermore, the substantial impact of social media advertising on the online purchasing decisions of the students, as indicated by the study, resonates with contemporary research emphasizing the increasing influence of social media in shaping consumer behavior. A study suggested that social media has a significant impact on consumer decision-making processes, underscoring the transformative role of social media platforms in influencing consumer choices, particularly among younger demographics<sup>6</sup>.

The significant influence of secured online payment systems, as identified in the study, aligns with prior research highlighting the critical role of trust and security in e-commerce transactions. A study underscored the importance of trust and perceived security in fostering consumer confidence in online transactions, suggesting that secure payment systems are fundamental to establishing trust and encouraging online purchases<sup>7</sup>. Additionally, the influence of the variety of products available online, as emphasized in the study, aligns with research on the impact of product variety on consumer decision-making processes. A study emphasized the influence of product variety on consumer satisfaction and purchase decisions, indicating that a diverse range of products can attract and retain consumers in the online

shopping environment<sup>1</sup>. The relatively lower influence of factors such as online reviews and impulsive purchasing behaviour, as revealed in the study, resonates with existing research highlighting the nuanced nature of these factors in the context of online consumer behaviour. A study emphasized the mixed impact of online reviews on consumer decision-making, suggesting that the influence of online reviews can vary depending on various contextual factors and consumer preferences<sup>1</sup>.

In all, the findings of Research Question Two provides a comprehensive understanding of the factors shaping the online buying behaviour of university students in Ibadan metropolis, underscoring the multifaceted nature of their decision-making processes. By comparing and contrasting these findings with prior research, it becomes evident that factors such as convenience, social media advertising, secured payment systems, and product variety play crucial roles in influencing the online purchasing decisions of this demographic. However, the nuanced influence of factors such as online reviews and impulsive purchasing behaviour highlights the need for a more nuanced understanding of the diverse factors that shape consumer behaviour in the online shopping environment.

The findings of “**Research Question Three**” pertaining to the most commonly used social media marketing platforms for online buying among university students in Ibadan metropolis shed light on the preferences and behaviours of this demographic, indicating the prominent role of various social media platforms in shaping their online purchasing decisions. Understanding the dominant platforms for online buying is crucial for businesses and marketers seeking to effectively engage with this specific consumer segment and tailor their marketing strategies accordingly. The predominance of *Facebook* as the most frequently used platform for online buying, as highlighted in the study, aligns with its increasing influence in

the realm of e-commerce and digital marketing. This finding is in line with recent trends showcasing the growing importance of *Facebook* in facilitating online transactions and engaging with consumers in real-time. The utilization of *Facebook* for online buying is supported by its dynamic nature, enabling quick interactions and the dissemination of concise, targeted promotional messages to a specific audience.

Moreover, the significant usage of *TikTok* and *Instagram* for online buying, as revealed in the study, underscores the visual-centric nature of these platforms and their efficacy in fostering engaging and immersive shopping experiences. This finding resonates with the growing integration of visual content and storytelling in e-commerce strategies, highlighting the role of platforms like *TikTok* and *Instagram* in enabling businesses to showcase products and services in a visually appealing and interactive manner, thereby facilitating consumer engagement and purchase decisions. The substantial utilization of *Facebook*, *Twitter (X)* and *WhatsApp* for online buying among the surveyed demographic emphasizes the widespread and diverse communication channels that these platforms offer, allowing businesses to establish direct communication with consumers and build personalized relationships.

The strong rejection of the **Null Hypothesis (H<sub>01</sub>)** and the affirmation of a significant combined influence of various social media marketing platforms on the online buying behavior of university students in Ibadan metropolis signify the pivotal role of social media in shaping the consumer landscape. This result underscores the increasing importance of an integrated social media marketing strategy for businesses and marketers targeting this specific demographic. By acknowledging the collective impact of multiple social media platforms, businesses can strategically align their marketing efforts to effectively engage with and cater to the preferences and behaviour of university students in the study area.

The current findings align with several contemporary research studies that emphasize the influential role of social media in consumer decision-making processes. It was demonstrated in a study that social media marketing significantly influences consumer behavior, highlighting the impact of social media platforms on shaping consumer perceptions, attitudes, and purchasing decisions<sup>8</sup>. The rejection of the null hypothesis in the current study is in line with the growing recognition of the indispensable role of social media in driving consumer engagement and facilitating online transactions. Furthermore, the affirmation of a significant combined influence of various social media marketing platforms corresponds with the evolving nature of digital marketing and the increasing emphasis on multi-channel engagement strategies. A study emphasized the synergistic effects of integrating multiple social media platforms in marketing campaigns, suggesting that a comprehensive and integrated approach to social media marketing is more effective in reaching and influencing target consumers<sup>9</sup>. The current findings support the notion that a holistic approach to social media marketing, encompassing various platforms, is instrumental in capturing and retaining consumer attention and fostering meaningful interactions.

Additionally, the results of the current study reinforce the notion that social media serves as a powerful tool for building brand awareness, enhancing consumer engagement, and driving online sales. The impact of social media on consumer behavior, emphasizing its ability to influence purchase decisions and cultivate brand loyalty is highlighted identified related studies<sup>6,8,9</sup>. The rejection of the null hypothesis in the current study underscores the overarching impact of social media marketing platforms in shaping the online buying behaviour of university students, underscoring the need for businesses to leverage these platforms effectively to establish a strong online presence and foster enduring consumer

relationships. In all, the findings of the study provide compelling evidence of the combined influence of various social media marketing platforms on the online buying behaviour of university students in Ibadan metropolis. By comparing and contrasting these findings with related research, it becomes evident that the integration of multiple social media platforms in marketing strategies is instrumental in driving consumer engagement, facilitating online transactions, and cultivating lasting consumer relationships. Businesses and marketers can leverage these insights to develop comprehensive and tailored social media marketing approaches that effectively resonate with the preferences and behaviour of the targeted consumer demographic.

This finding reflects the multifaceted nature of *Facebook* and *WhatsApp*, which not only serve as platforms for social interaction but also facilitate seamless business-consumer interactions and transactions. Furthermore, the comparatively lower usage of *Telegram* for online buying, as indicated in the study, reflects its more specialized role in the realm of social media marketing. While *Telegram* serves as a valuable platform for targeted and direct communication, its relatively lower adoption for online buying suggests that it may not be the primary choice for businesses and marketers aiming to reach a broader audience or engage in extensive e-commerce activities. In all, the findings on the usage of various social media marketing platforms for online buying among university students in Ibadan metropolis underscore the diverse landscape of social media engagement and its influence on consumer behaviour. By comparing and contrasting these findings with existing research, it becomes evident that different platforms serve distinct roles in facilitating online transactions and engaging with consumers, highlighting the need for businesses and marketers to adopt a

multi-faceted approach to leverage the unique strengths of each platform and effectively connect with their target audience.

The results of the test for the hypothesis **H<sub>02</sub>** reveal the varying relative influences of different social media marketing platforms on the online buying behaviour of university students in Ibadan metropolis. The findings highlight the nuanced roles of each platform in shaping consumer behaviour and underscore the significance of understanding the relative influence of these platforms in designing targeted and effective marketing strategies. By discerning the varying degrees of influence, businesses and marketers can allocate resources and tailor their approaches to capitalize on the strengths of each platform and maximize their impact on the target audience. The substantial relative influence of Instagram, as indicated by the highest standardized coefficient, reflects its pivotal role in fostering consumer engagement and driving online purchasing decisions. This finding aligns with the visual-centric nature of *Instagram* and its ability to facilitate immersive and interactive brand experiences, making it a potent platform for businesses to showcase products and services in a visually appealing and engaging manner. The high relative influence of *Instagram* underscores its effectiveness in cultivating consumer interest and influencing purchase decisions among university students in Ibadan metropolis.

Furthermore, the significant relative influence of *Telegram*, as revealed by its standardized coefficient, emphasizes its role as a platform for targeted and direct communication, enabling businesses to establish personalized connections and engage in tailored marketing efforts. Despite being less commonly used than other platforms, *Telegram's* relative influence suggests its efficacy in fostering direct and meaningful interactions with the target audience, contributing to its notable impact on online buying behavior among university students. The

substantial relative influence of *Twitter*, as evidenced by its standardized coefficient, underscores its effectiveness in facilitating real-time interactions and disseminating concise, targeted promotional messages. This finding highlights *Twitter's* capacity to drive immediate engagement and foster direct communication with consumers, making it a valuable platform for businesses to deliver timely and impactful marketing content to the target audience in Ibadan metropolis.

Moreover, the relative influence of *Facebook*, although lower than that of *Instagram* and *Twitter*, signifies its enduring relevance in fostering community engagement and cultivating brand loyalty. Despite its widespread usage, the lower relative influence of *Facebook* suggests the need for businesses to adopt more targeted and engaging strategies to effectively leverage the platform and connect with the target audience in a meaningful and impactful manner. The relatively lower influence of *TikTok*, as indicated by its standardized coefficient, underscores its evolving role in the realm of social media marketing, particularly in engaging with younger demographics. While *TikTok* demonstrates an influence on online buying behavior, its lower relative influence suggests the need for businesses to explore innovative and creative approaches to effectively leverage the platform's unique content format and engage with the target audience in Ibadan metropolis. The minimal influence of *WhatsApp*, as suggested by its non-significant standardized coefficient, highlights its primary role as a messaging platform rather than a direct channel for extensive marketing and promotional activities. While *WhatsApp* serves as a valuable communication tool, its limited relative influence on online buying behaviour among university students in Ibadan underscores the need for businesses to focus on alternative platforms to effectively reach and engage with the target audience in a more impactful manner.

In all, the results of the test for hypothesis **H<sub>02</sub>** provide valuable insights into the relative influence of different social media marketing platforms on the online buying behaviour of university students in Ibadan metropolis. By comparing and contrasting these findings with related research, it becomes evident that each platform possesses unique strengths and characteristics that can be strategically leveraged to foster consumer engagement and drive online sales. Businesses and marketers can use these insights to develop targeted and effective marketing strategies that effectively resonate with the preferences and behaviors of the target audience, ultimately fostering lasting consumer relationships and driving business growth.

Test of hypothesis **H<sub>03</sub>** reveal a significant gender difference in online buying behaviour among university students in Ibadan metropolis, with male students demonstrating a higher propensity for online purchases compared to their female counterparts. Additionally, the findings suggest that female students, on average, exhibit a higher degree of engagement in offline buying behaviour, indicating a notable divergence in buying behaviour between male and female students in both the online and offline contexts. Understanding these distinctions is crucial for businesses and marketers aiming to tailor their marketing strategies to effectively cater to the differing preferences and behaviors of male and female student consumers.

These findings align with a growing body of research that emphasizes the nuanced variations in consumer behaviour between genders. A study highlighted the gender-based differences in online shopping behavior, indicating that male and female consumers often have distinct motivations, preferences, and decision-making processes when engaging in online transactions<sup>10</sup>. The findings of the current study corroborate these distinctions, highlighting the need for businesses to adopt gender-specific marketing strategies to effectively engage with and cater to the diverse preferences of male and female student consumers. Furthermore,

the observed higher engagement of female students in offline buying behaviour corresponds with prior research emphasizing the importance of experiential and sensory aspects in traditional retail environments. A study underscored the significance of in-store experiences and interpersonal interactions in shaping consumer preferences, suggesting that female consumers, in particular, often prioritize the tactile and sensory aspects of offline shopping<sup>4,11,12</sup>. The findings of the current study align with these observations, highlighting the enduring appeal of physical retail experiences for female students in Ibadan metropolis. Moreover, the statistically significant mean differences and confidence intervals observed in the study support the robustness of the gender-based distinctions in online and offline buying behaviour among university students. These findings underscore the need for businesses and marketers to adopt a gender-specific approach to consumer engagement and tailor their marketing strategies to effectively resonate with the distinct preferences and behaviors of male and female student consumers.

In all, the test of hypothesis **H<sub>03</sub>** provide valuable insights into the gender-based differentials in online and offline buying behaviour among university students in Ibadan metropolis. By comparing and contrasting these findings with related research, it becomes evident that male and female consumers often exhibit distinct preferences and behaviour, underscoring the importance of gender-specific marketing strategies in fostering meaningful consumer engagement and driving business growth. Businesses and marketers can use these insights to develop targeted and tailored marketing approaches that effectively resonate with the unique preferences and behaviors of male and female student consumers, ultimately fostering lasting consumer relationships and enhancing brand loyalty.

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## Chapter Five

### Conclusion

This chapter focuses on the summary of findings, conclusions, recommendations (based on the findings of the study), contribution to knowledge and the areas for further research.

#### 5.1 Summary of Findings

The findings of **research question one (1)**, indicates a notable preference for online shopping among university students in Ibadan metropolis, in line with the global trend of increasing reliance on e-commerce platforms, particularly among the younger demographic. However, a significant proportion of respondents also expressed preference for shopping in offline-stores, emphasizing the enduring importance of traditional retail experiences. The results highlight the influence of convenience, product variety, and online reviews in shaping online buying behaviour, alongside the appeal of tangible experiences and perceived better deals in physically located stores.

Findings of **research question two (2)**, identify several key factors influencing online buying behaviour among university students in Ibadan metropolis, including the significant impact of convenience, social media advertising, secured payment systems, and product variety. While factors like online reviews and impulsive purchasing behavior exhibit relatively lower influence, the findings underscore the multifaceted nature of the students' decision-making processes in the online shopping environment.

Findings of **research question three (3)**, reveal the prominent role of various social media platforms in shaping the online buying behaviour of university students in Ibadan metropolis. Facebook emerges as the most frequently used platform for online buying, followed closely by Twitter (X) and WhatsApp. Instagram and TikTok also demonstrate significant usage, while Telegram ranks as the least preferred platform for online purchases. The study underscores the importance of understanding the distinct roles and strengths of different social media platforms in designing effective marketing strategies tailored to the preferences and behaviour of the target respondents.

The results of the **hypotheses tests** indicate a significant combined influence of various social media marketing platforms on online buying behaviour, alongside notable variations in the relative influence of specific platforms. Moreover, the research establishes a significant gender difference in both online and offline buying behavior among university students, emphasizing the need for gender-specific marketing strategies to effectively engage with and cater to the diverse preferences and behaviors of male and female student consumers.

Overall, the findings highlight the multifaceted nature of consumer behavior, emphasizing the coexistence of online and offline shopping preferences and the influential role of various factors and platforms in shaping the purchasing decisions of university students in Ibadan metropolis. Businesses and marketers can leverage these insights to develop comprehensive and tailored marketing approaches that effectively resonate with the preferences and behaviors of the respondents, fostering lasting consumer relationships and driving business growth.

## **5.2 Conclusion**

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

There is a notable preference for both online and offline shopping among university students in Ibadan metropolis and that convenience, product variety, and tangible shopping experiences is influencing their buying behaviour.

There is a significant influence of convenience, social media advertising, secure payment systems, and product variety on the online buying decisions of university students.

There is the dominance of Facebook, Twitter (X) and WhatsApp as the most preferred social media platforms for online buying which underscores the need for businesses to prioritize these platforms in their marketing strategies.

There is substantial combined influence of various social media marketing platforms on online buying behaviour and this suggests the necessity of an integrated approach to social media marketing. Businesses must strategically leverage the strengths of each platform to maximize their impact on the respondents.

There are gender differences in online and offline buying behavior and this highlights the need for businesses to adopt gender-specific marketing strategies to effectively engage with male and female student consumers.

### **5.3 Recommendations**

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

1. For businesses and marketers, it is crucial to create a seamless integration between online and offline shopping experiences, catering to the diverse preferences of university students in Ibadan. This could involve establishing channel strategies that provide a cohesive and holistic shopping experience.
2. Given the significant influence of convenience, secured payment systems, and product varieties offered on online buying behaviour, businesses should prioritize enhancing the

consumer-experience, ensuring secured transactions, and diversifying product offerings to meet the evolving demands of university students.

3. Considering the dominance of Facebook, Twitter (X) and WhatsApp as the most preferred social media platforms for online buying followed by Instagram, TikTok and Telegram respectively, businesses should focus their marketing efforts on these platforms, leveraging engaging and interactive content to drive consumer engagement and facilitate online transactions.
4. To capitalize on the substantial combined influence of various social media marketing platforms, businesses should adopt an integrated approach to social media marketing, combining different platforms to create a cohesive and engaging brand presence. This could involve cross-platform promotions, consistent messaging, and targeted advertising tailored to specific platforms.
5. In light of the observed gender differences in online and offline buying behaviour, businesses should develop gender-specific marketing strategies that resonate with the distinct preferences and behaviour of male and female student consumers. This could involve targeted promotional campaigns, personalized messaging, and tailored product offerings designed to appeal to each gender segment.
6. Continuous market research and consumer behaviour analysis are essential for businesses to stay updated with the evolving preferences and behaviour of university students in Ibadan. Regular assessments of consumer trends and preferences will enable businesses to adapt their marketing strategies effectively and stay competitive in the dynamic retail landscape.

#### **5.4 Contribution to Knowledge**

This research contributes significantly to the existing body of knowledge in the area of consumer behaviour, particularly among university students in Ibadan metropolis. The findings highlight the coexistence of online and offline shopping preferences, emphasizing the importance of understanding the multifaceted nature of consumer behaviour. The identification of key factors influencing online buying behaviour, the role of social media platforms, and gender differences in purchasing decisions provide valuable insights for businesses and marketers.

The study's exploration of the combined influence of various social media marketing platforms on online buying behaviour offers a nuanced understanding of the dynamic nature of digital marketing. Additionally, the emphasis on the need for businesses to adopt an integrated approach to social media marketing, tailored to the strengths of specific platforms, contributes practical insights for developing effective marketing strategies.

The research underscores the significance of convenience, product variety, and tangible shopping experiences in shaping consumer choices, offering actionable recommendations for businesses to enhance consumer experience and meet evolving consumer demands. Furthermore, the study highlights the dominant role of certain social media platforms, guiding businesses towards prioritizing platforms like Facebook, Twitter (X), WhatsApp, and Instagram in their marketing efforts.

Overall, this study enriches the field of online marketing by providing a comprehensive understanding of the factors influencing the buying behavior of university students, offering practical implications for businesses to better engage with their respondents.

## **5.5 Suggestions for Further Studies**

While this study provides valuable insights into the online and offline shopping preferences of university students in Ibadan metropolis, several avenues for further research could deepen our understanding of consumer behaviour in this context:

1. Geographic Variation:

Investigate regional variations within the Ibadan metropolis in terms of shopping preferences and factors influencing buying behaviour. This involves analyzing different neighborhoods or districts to identify unique local nuances. Understanding these differences can help businesses tailor their marketing and operational strategies to specific areas, ensuring more effective customer engagement.

2. Longitudinal Studies:

Conduct longitudinal studies to track changes in consumer behaviour over time. By observing the same group of university students across multiple points in time, researchers can uncover evolving trends and the impact of external factors, such as economic shifts, technological advancements, and social changes, on shopping preferences. This approach provides a dynamic view of consumer behaviour and helps predict future trends.

3. Comparative Analysis:

Compare the buying behaviour of university students with other demographic groups, such as working professionals, non-students, or high school students. This comparative analysis can identify unique patterns and preferences within different population

segments, highlighting specific needs and behaviour of university students relative to other groups. Such insights can guide targeted marketing and product development strategies.

#### 4. Psychological Factors:

Explore the psychological aspects influencing online and offline buying behaviour among university students. This could involve studying factors such as brand loyalty, trust, emotional connections with products or services, and decision-making processes. Understanding these psychological drivers can help businesses develop more effective marketing campaigns that resonate with university students on a deeper, more personal level.

#### 5. Technological Advances:

Assess the impact of emerging technologies, such as automated drone delivery services, augmented reality (AR) or virtual reality (VR), on consumer behaviour. Investigate how these technologies can enhance the shopping experience for university students, making it more interactive and immersive. For example, AR can allow students to virtually try on clothes before purchasing, while VR can create virtual stores that replicate the in-store shopping experience online.

#### 6. Cultural Influences:

Examine the influence of cultural factors on shopping preferences and behaviours. This includes exploring how cultural events, festivals, traditions, and social norms impact consumer choices. Understanding the cultural context can help businesses align their products and marketing strategies with the cultural values and practices of university students in Ibadan, making their offerings more relevant and appealing.

#### 7. Impact of Economic Factors:

Investigate how economic factors, such as income levels, employment status, and overall economic conditions, affect the purchasing decisions of university students. By analyzing how economic fluctuations influence shopping behaviour, businesses can adapt their pricing strategies, promotional offers, and product assortments to better meet the financial realities of their target market.

#### 8. Ethical and Sustainable Consumption:

Explore the role of ethical and sustainable considerations in the purchasing decisions of university students. Assess the extent to which ethical practices, such as fair trade, eco-friendly products, and corporate social responsibility, influence consumer choices. Understanding the importance of sustainability to university students can guide businesses in developing products and practices that align with their ethical values, potentially enhancing brand loyalty and customer satisfaction.

These suggested areas for further research can provide a more comprehensive understanding of consumer behaviour among university students in Ibadan metropolis

and contribute to the ongoing evolution of marketing strategies tailored to this demographic.

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## **Appendix I**

**Department of Mass Communication and Media Technology Faculty of Information and Communication Science, Lead City University, Ibadan, Oyo State**

### **Questionnaire**

#### **Social Media Marketing Platforms and Online Buying Behavior Questionnaire (SMMPOBBQ)**

This questionnaire aims to investigate the influence of social media platforms on the online buying behavior of university students in Ibadan Metropolis. Rest assured that your participation in this study is strictly for academic purposes, and your responses will be treated with utmost confidentiality.

### **Section A**

#### **Demographic Profile**

**Gender:** Male ( ) Female ( )  
**Age:** Below 20 Years ( ) 21 – 30 Years ( ) Above 30 Years ( )  
**University:** University of Ibadan UI ( ) Lead City University, Ibadan LCU ( )

**Section B**

This section contains items to determine the Extent of online buying behavior (online shoppers and offline shoppers) of university students. Please tick the options that best describe your response to the items below:

S/N	Items	Always	Seldom	Rarely	Never
	<b>Online Shoppers</b>				
1	I prefer to make purchases online rather than visiting physical stores.				
2	I visit online stores for shopping because I find it more convenient.				
3	I engage in online shopping as I enjoy the variety and ease of finding products online.				

4	I do not buy products from physical stores anymore.				
5	Online shopping is my primary mode of purchasing.				
6	I compare prices and read online reviews before making a purchase.				
	<b>Offline Shoppers</b>				
7	I prefer to visit physical stores rather than buying online.				
8	I make physical purchases because I enjoy the experience of buying products physically.				
9	I shop physically as I find it more reliable to interact with salespeople and see products physically before buying.				
10	I prefer the immediacy and certainty of purchasing from brick-and-mortar stores.				
11	I find better deals and discounts in physical stores compared to online shopping platforms.				

### Section C

This section contains items on factors influencing online buying behavior among university students. Please tick the option that best describe your response to the items below:

S/N	Items	Strongly	Agree	Disagree	Strongly
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		Agree			Disagree
1	The convenience of online shopping influences my decision to make purchases online.				
2	I consider online reviews and ratings when making purchasing decisions.				
3	Discounts and promotional offers motivate me to shop online.				
4	I trust online retailers to provide accurate product descriptions and information.				
5	Social media advertisements affect my online buying decisions.				
6	I compare prices of products across different online stores before making a purchase.				
7	The security of online payment systems influences my decision to shop online.				
8	I feel that online shopping offers a wider variety of products compared to physical stores.				
9	I enjoy the experience of browsing and exploring products online.				
10	I have made impulsive purchases online without thoroughly considering the product.				

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### Section D

This section contains items of mostly used social media marketing platform (*Twitter, TikTok, Instagram, Facebook, WhatsApp and Telegram*) Please tick the option that best describe your response to the items below:

S/N	I make use of the following for online buying:	Always	Seldom	Rarely	Never
1	<i>Twitter (X)</i>				
2	<i>TikTok</i>				
3	<i>Instagram</i>				
4	<i>Facebook</i>				
5	<i>WhatsApp</i>				
6	<i>Telegra</i>				

## **Bio-data**

### **A. Personal Data**

**Name** Olugbenga Itunu OGUNDERU  
**Address** **Address:** Federal Cooperative College, Ibadan  
**Phone Number:** +234-805-698-2621  
**Date of Birth:** 9th March 1983  
**Place of Birth:** Ibadan  
**Nationality:** Nigerian  
**Marital Status:** Married

### **B. Professional Experience**

**2014 – 2023** **Federal Cooperative College, Ibadan**  
**2023 – Present** **Federal Cooperative College, Ibadan**  
Senior Instructor

### **C. Educational Background**

Educational Institutions Attended with Date:

**2020** **Lead City University Ibadan State, Nigeria**  
Pgd. Mass Communication

**2013** **The Polytechnic, Ibadan, Oyo State**  
Hnd. Mass Communication

**2006** **The Polytechnic, Ibadan, Oyo State**  
ND. Mass Communication

**1995** **Sacred Heart Primary School, Ibadan, Oyo State**  
Primary School Leaving Certificate

#### **D. Extra-Curricular Activities**

Outdoor exercise

#### **References**

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**Signature**

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**Date**

### **The University Compliance Certification**

This is to certify that this thesis by Olugbenga Itunu **OGUNDERU** with matriculation number

LCU/PG/000236 in the Department of Mass Communication and Media Technology, Lead City University, Ibadan is in full compliance with the approved University format and style.

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**Signature**

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**Date**

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