



The Social Media Advertising and its Influence on Product Patronage in Ijebu-Ode, Ogun State, Nigeria

KEMI ODULE

Olabisi Onabanjo University, Ago-Iwoye, Ogun State, Nigeria

ADEYINKA OGUNYE

University of Lagos, Nigeria

Abstract. This paper examines the Influence of Social Media advertising on product patronage in Ijebu-Ode, Ogun State. The aim is to measure the consumer's acceptance of the platform in terms purchasing of goods and services. The study adopts the survey research method, and chiefly makes use of primary data, using the questionnaire as a research instrument for data collection. The data gathered and analyzed shows that contemporarily, the social media has advanced beyond chit-chat nature to business facilitation. Through the deployment of content analysis, the paper established that Facebook, and by extension social media, fosters an open, transparent environment where discussion flows freely between the consumer and the advertiser. It is however clear that a very thin line exists between these two groups on social media (Facebook) since the content of the sites are user-generated. Thus, anyone with a computer and Internet service can create and publish content, despite the challenges inherent in social media advertising. The paper concludes that consumers and the advertisers are gradually harnessing these new media platforms as part of their marketing strategies and others making buying decisions from them either on their own accord or through recommendations by others.

Keywords: Social Media, Advertising, Product Patronage, Ijebu-Ode, Networking

1. Introduction

It is now an over-flogged fact that advertising and social media are currently two elements working speedily with the synergy of actualizing organizational goals. Before now, traditional media have enjoyed the monopoly as a medium of advertising. But lately a significant new version of Worldwide Web after the dot-corn bubble burst (also refer to as the dot-corn boom) in 2001, Web 2.0 brought an unprecedented change in the online

users' behaviour (Chan & Guillet, 2011). Social media is the way that describes a variety of new sources of online information that are created, initiated, circulated and used by consumers' intent on educating each other about products, brands, services, personalities and issues (Blackshaw and Nazzaro, 2004).

Social media is a medium to interact the people to create, share, exchange and commenting contents in networks and virtual communities (Toivomen, 2007). By 1979, Tom Truscott and Jim Ellis of Duke University created the Usenet, a discussion system that permitted Internet users to post messages. According (Kaplan and Haenlein, 2010), the era of social media probably started about 23 years earlier, when Bruce and Susan Abelson developed "open diary" an early social networking website that brought the online diary writers into one community. The growing access and availability of Internet make virtual shopping more popular. Social networking sites such as My Space, Facebook, Twitter, Badoo, etc. Terminology of "weblog" was coined at the same point, and truncated as "blog" a year later when a blogger transformed the noun "weblog" into the sentence "web blog". Now the use of twitter is very popular for blog purpose in Nigeria.

Social media could be described as a communication made easy. Never in the history of this country and possibly in that of the entire mankind, have there been such sophisticated platforms/media, for people to connect and communicate in such a dynamic fashion as we are witnessing today. Social media encompasses a wide range of online, word-of-mouth forums including blogs (Huffaker. D, 2006), company sponsored discussion boards and forums, moblogs (sites containing digital audio, images, movies or photographs), and social networking websites specially Facebook. The use of social media has

better reach and impact (Atkinson et al., 2009; Nardi et al., 2004) on younger generation. A survey (Atkinson et al., 2009) found relatively low penetration in the population aged 55 and older which suggests that it is not yet an appropriate time to utilize social media for this age group. Spending time on social networking sites appears to be part of young adult's daily activities (Goh et al., 2009; Lenhart et al., 2007) Nigerians are enthusiastic about the Internet: 82% connect at least once a day; 25% are connected around the clock. A minimum of two hours is spent surfing the web per day. According to an article published in Nigeria, Internet penetration in Africa as a whole is still at a low 8.7% (85 million users) growth rates are phenomenal; between 2000 and 2009, internet penetration grew by 1,810%.

In Nigeria, in the same period of time, Internet penetration grew by almost 12,000%. Internet penetration stood at 16.1% by the end of 2009; there are now almost 24 million Nigerians surfing the web. In fact, 27% of all African Internet users are Nigerian. From the aforementioned statistics about social media, businesses are also increasingly using the Internet especially the social media for commercial activities (Ghourri & Khan, 2012; Teo, 2005; As'ad & Ahmad, 2012). The importance of social media as platforms of social interaction, communication and marketing is growing enormously (Constantinides & Stagnoa, 2011). Social media advertising is now integrated to organizations' marketing communications plans. Integrated marketing communications is a practice organizations follow to connect with their target markets. According to Vargas (2005) promotional elements like, advertising, personal selling, public relations, publicity, direct marketing and sales promotion are parts of integrated marketing communications (IMC).

Social media defined by Garnyte & Perez (2009) as "the democratization of content and the shift in the role people play in the process of reading and disseminating information (and thus creating and sharing content)". Gunelius (2011) defined social media advertising and marketing as any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is earned out using the tools of the social Web, such as blogging, micro-blogging, social networking, social bookmarking, and content sharing. Kotler et al. (2008) describes social media advertising as "a social and managerial process by which individuals and groups obtain what they need and want through". Social networking and social media specifically, have been painted as the new marketing landscape for businesses to engage with their communities of customers wherever they

congregate (Solis, 2009). The evolution of social networks allows for personalized interactions between advertisers and consumers (Mabry, 2010).

By using social media as advertising tool business can integrate community marketing and learning from online user behaviors to engage, share and drive conversations with customers and partners online (Brown, 2010). Social media is a complementary extension of all marketing efforts. Social media is more of a mindset than a true channel (Evans, 2010). Social networks and social media are permeating society more and more every day. In fact, recent research has revealed that the scope of social networks spans much of the globe and is comprised of more than just Facebook, Twitter (Twitter.com, 2010), blogs, YouTube and Flickr (Solis, 2010) (as cited in Dickey & Lewis 2010).

Based on the above explication, this paper aims at examining the influence of social media on product patronage by customers in Ijebu-Ode, Ogun State through the under listed objectives:

- To ascertain the awareness of the use of social media in advertising by residents of Ijebu-Ode.
- To find out if users patronize goods and services advertised on social media.
- To determine whether consumers make buying decisions based on referrals made on social media.
- To find out the factors that hamper effective application of social media in advertising.

1.1 Research Questions

- Are the people of Ijebu-Ode aware of social media ads and adopting them as part of their advertising media?
- Do the users in Ijebu-Ode patronize goods and services advertised on social media?
- Do the consumers in Ijebu-Ode make buying decisions based on referrals made on social media?
- What are the factors that hamper effective application of social media in advertising in Ijebu-Ode?

2. Research Design

Methodology guides the course of study. It provides the basis and serves as a bed rock for the study through which the research was conducted to gather responses that provided factual result. . This created an avenue for further research. Considering the nature of this paper, survey research method was adopted for the field work. By definition,

Survey research is the collection of information directly from respondents through the use of questionnaire. It is the plan, structure and strategy operated by the researcher in getting answers to the questions raised during the research. This method was adopted because of its qualities that make it relevant and appropriate for carrying out the field study.

2.1 Population of the Study

In research terms, population is all the possible members or element to which the research relates. The target population for the study is residents of Ijebu-Ode, Ogun State. These are people who live within the city of Ijebu-Ode or come around for business in the ancient town.

2.2 Sampling Technique

For the purpose of this study the researcher will be making use of the simple random technique. The sample in this research study will be used as representative of the entire population, 200 questionnaires will be administered to a randomly selected people in the Ijebu-Ode area of the Ogun State.

2.3 Sample Size

Samples of 200 respondents were drawn into this research study, and the whole questionnaire were administered to respondents from Ijebu-Ode, Ogun State, Nigeria. This break down was to know the opinion or perspective of the respondents on the Influence of Social Media on Product Patronage in Ijebu-Ode area.

2.4 Method of Data Collection

The method used in collecting data for this study was questionnaire. The Questionnaire consisted of two sections, sections A and B. The first section contained items to inquire into the respondents' demographic data such as sex, and so on. Section B consisted of items which the respondents were to air their candid opinion, which invariably exposed their decisions on the research questions.

3. Demographic Analysis

Table 1: Sex Distribution of Respondents

Sex	Frequency	Percentage
Male	97	52%
Female	91	48%
Total	188	100%

Table 1 shows that 52% were male; while 48% were female; it thus shows that more than average of the respondents was male.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentage
15-20	50	27%
21-25	68	36%
26-30	42	22%
31-35	19	10%
35+	9	5%
TOTAL	188	100%

Table 4 shows that 27% were ages between 15-20, 36% were ages between 21-25, 22% were ages between 26-30, while 10% were ages from 31-35 and 5% age 35 and above. Findings therefore shows that majority of the respondent were ages between 21 and 25.

Table 3: Distribution Based On Occupation

Educational Level	Frequency	Percentage
Trader	16	9%
Student	136	72%
Civil Servant	36	19%
TOTAL	188	100%

The above table shows that 9% represent 16 respondents' traders; while 72% representing 136 who are students, and Civil servant are 19% representing 36 of the respondents. This therefore indicates that most of our respondents are student.

Table 4: Distribution Based On Marital Status

Marital Status	Frequency	Percentage
Single	142	75.5%
Married	46	24.5%
Separated	0	0%
Total	188	100%

Table 4 shows that 75.5% were singles and 24.5% were married. Findings therefore reveals that majority of the respondents were still single.

4. Analysis of Research Questions

Research Question 1: Are the people of Ijebu-Ode aware of social media ads?

RESPONSES FREQUENCY DISTRIBUTION

Responses	Frequency	Percentage
Yes	89	47%
No	75	40.5%
Indifference	24	12.5
Total	188	100%

Source: Field Survey (2022)

According to the above table, the following responses were gathered. 89 respondents representing 47% cited that they are aware of social media ads; while 75 respondents representing 40.5% are not aware of social media ads. 24 of them representing 12.5% were indifferent concerning the matter.

Hence, it is now obvious that the members of the public in Ijebu-Ode are aware of social media ads.

Research Question 2: Do the users in Ijebu-Ode patronize goods and services advertised on social media?

RESPONSES FREQUENCY DISTRIBUTION

Responses	Frequency	Percentage
Yes	127	67.5%
No	49	26%
Indifference	12	6.5%
Total	188	100%

Source: Field survey (2022)

The above table 4.2.1 indicates that 127 respondents representing 67.5% shows that the patronize goods and services advertised on social network, while 49 respondents representing 49% shows otherwise. And 12 representing 6.5% were indifference.

Research Question 3: Do the consumers in Ijebu-Ode make buying decisions based on referrals made on social media?

RESPONSES FREQUENCY DISTRIBUTION

Responses	Frequency	Percentage
Yes	98	52%
No	56	30%
Indifference	34	18%
Total	188	100%

Source: Field Survey (2022)

The findings in the table above shows that the 98 respondents, representing 52% make buying decisions based on referrals made on social media, while 56 representing 30% do not, 34 respondents representing 18% were indifference towards the issue. From the aforementioned, it shows that most people make buying decisions based on referrals made on social media

Research Question 4: What are the factors that hamper effective application of social media in advertising in Ijebu-Ode?

Responses	Frequency	Percentage
Poor Network Services	89	47%
Expensive Subscription	78	41.5%
High level of illiteracy	21	11.5%
Total	188	100%

Source: Field Survey (2022)

According the above table, the respondents made their views known as follows; 89 respondents representing 47% opinionated that the poor network services is a factors that hamper effective application of social media in advertising, 78 respondents representing 41.5% said expensive subscription, and 21 of them representing 11.5%.

From the aforementioned it is obvious that the issue of poor network service hampers effective application of social media in advertising.

5. Findings

From the result of the findings in research question one and two it is obvious that majority of sampled respondents are aware of social media adverts and have one time or the other taken action in responds to the adverts that they have been expose to. The finding according to research question three shows that most people make buying decisions based on referrals made on social media. They tend to trust and believe the referral advert messages on social media, in this way, making buying decisions for product and services.

Consequently, the findings from research question four makes it obvious that the issue of poor network service hampers effective application of social media in advertising in Ijebu-Ode, Ogun State, Nigeria. The speed of our internet service in this part of the world is not anything to write home about. And this is discouraging target audience from viewing the advert on social media.

6. Conclusions

This paper has established that Facebook, and by extension social media, fosters an open, transparent environment where discussion flows freely between the consumer and the advertiser. The paper is also clear that a very thin line exists between consumers and advertisers on social media (Facebook) since the content of social media sites are user-generated. Thus, anyone with a computer and internet service can create and publish content. Despite the challenges inherent in social media advertising in the city, this paper reveals that people are gradually harnessing these new media as part of their marketing strategies and others making buying decisions on them either on their own accord or through recommendations by their trusted friends. These findings are indicators that advertising or doing business on social media will get better with time. As more people gravitate to the net, advertisers continue to chase them online to relate with them more personally.

References

- Suh, B and Han, I.(2002). "Effect of Trust on Customer Acceptance of Internet Banking". *Electronic Commerce Research and Applications*, Vol. 1, pp. 247-263.
- D. Boyd, D. and Ellison, N (2007) "Social Network Sites: Definition, History, and Scholarship". *Journal of Computer-Mediated Communication*, Vol. 13, No. 1.

- Davis, F. and Venkatesh, V (1996) "A Critical Assessment of Potential Measurement Biases in the Technology Acceptance Model: Three Experiments". *International Journal of Human Computer Studies*, Vol. 45, pp. 19-45.
- Davis, F (1989). "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology". *MIS Quarterly*, Vol. 13, No. 3, pp. 319-340.
- Davis, F (1993) "Users' Acceptance of Information Technology: System Characteristics, Users' Perception and Behavioural Impacts". *International Journal of Man-Machine Studies*, Vol. 38, No. 3, pp. 475-487.
- Karjaluoto, H, Mattila, M and T. Pentto, T (2002) "Factors Underlying Attitude Formation towards Online Banking in Finland". *International Journal of Bank Marketing*, Vol. 20, No. 6, pp. 261-272.
- Shih, H.P (2004) "Extended Technology Acceptance Model of Internet Utilization Behaviour". *Information and Management*, Vol. 41, No. 6, pp. 719-729.
- Shih, H.P (2004). An Empirical Study on Predicting User Acceptance of e-shopping on the Web". *Information and Management*, Vol. 41, No. 6, pp. 351-368.
- Kevin, J. (2009). "Social Networking: Changing the Way We Communicate and do Business". *International School of Management MPRA Paper* No. 185.
- Chipp, K and Ismail, E (2004) *E-Commerce a Southern African Perspective: The e-Commerce Environment*. Claremont, South Africa: New Africa Books.
- Eriksson, K, Kerem, K and Nilsson, D (2004) "Customer Acceptance of Internet Banking in Estonia". *International Journal of Bank Marketing*, Vol. 23, No. 2, pp. 200-216.
- Eastin, M. (2002) "Diffusion of c-Commerce: An analysis of the Adoption of Four e-Commerce Activities". *Telematics and Informatics*, Vol. 19, pp. 251-267.
- Fishbein, M and Ajzen, I (1975) *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Igbaria, K and Livari, L. (1995) "The Effects of Self-Efficacy on Computer Usage". *Omega: The International Journal of Management Science*, Vol. 23, No. 6, pp. 587-605.
- Mulero, M and Adeyeye, M (2011) "Usage of Social Networks Marketing by Small and Medium-Scale Enterprises in South Africa: A Review of some SMEs in Cape Town". In *Proceedings of the 1ST-Africa 2011*, Gaborone, Botswana, May 11-13.
- Yi, M and Hwang, Y. (2003) "Predicting the Use of Web-Based Information Systems: Self-Efficacy, Enjoyment, Learning Goal Orientation, and the Technology Acceptance Model". *International Journal of Human Computer Studies*, Vol. 59, pp. 431-449.
- Palemo, D. (2008) "Is Social Media Marketing Relevant for the Nigerian Business Environment". URL <http://www.incorporatenigeria.com/magazine/conversionreportl64-is-social-media-marketing-relevant-for-the-nigerian-environment>.
- Raitoharju, R (2007). *Information Technology Acceptance in the Finnish Social and Healthcare Sector B Exploring the Effects of Cultural Factors*. Turun kauppakorkeakoulun julkaisu. Turku: Turku School of Economics.
- Pikkarainen, T, Pikkarainen, T, Karjaluoto, T and Pahnla, S (2004) "Consumer acceptance of Online Banking: An Extension of the Technology Acceptance Model". *Internet Research*, Vol. 14, No. 3, pp. 224-235.
- Lassar, W, Manolis, C and Lassar, S. (2005) "The Relationship between Consumer Innovativeness, Personal Characteristics and Online Banking Adoption". *International Journal of Bank Marketing*, Vol. 23, No. 2, pp. 176-199.