

T. C.

YAŞAR UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

FACULTY OF COMMUNICATION

MASTER THESIS

**THE EFFECT OF FACEBOOK ADVERTISING ON NIGERIAN
STUDENTS' PURCHASING BEHAVIOUR**

Qaribu Yahaya NASIDI

Supervisor:

Assist. Prof. Dr. Ebru GÖKALILER

İzmir - TURKEY

© 2014

ATTESTATION

I **Qaribu Yahaya NASIDI** do hereby declare and attest that this work is my independent research work.

Table of contents

Title page.....	i
Attestation.....	ii
Table of content.....	iii
List of figures.....	vii
ÖZET.....	viii
ABSTRACT.....	ix

CHAPTER ONE

1. Introduction	1
1.1 Globalization.....	2
1.1.2 History of Globalization.....	4
1.1.3 Effect of globalization on technology and society.....	6
1.1.4 Globalization and Social media.....	7
1.2 Internet and Information technology.....	10
1.2.1 Global internet usage.....	17
1.2.3 Uses of internet in Africa.....	18
1.2.4 Uses of internet in Nigeria.....	19
1.3 Nigerian profile.....	20
1.4 Social Media.....	22
1.4.1 Classification of Social Media.....	28
1.4.2 Social Media Advertising.....	30
1.4.3 Types of social media advertising.....	34
1.4.4 Why it's important to advertise on Social Media.....	35
1.5 Background of Facebook.....	38
1.5.1 Facebook Advertising.....	40

1.5.2 Effect of Facebook Advertising.....	44
1.6 Previous Research.....	45

CHAPTER TWO

2. CONSUMER PURCHASING BEHAVIOR AND CONSUMER DECISION PROCESS.....	48
2.1 Introduction.....	48
2.1.2 Consumer.....	49
2.1.3 Consumer purchasing behaviour.....	51
2.2 Consumer purchase decision.....	54
2.2.1 Consumer decision making process.....	55
2.2.2 Types of consumer decision.....	59
2.2.3 Determinants factor of consumer involvement.....	61
2.3 Factors effecting consumer purchasing behavior.....	62
2.4 Psychological factors effecting the purchase decision.....	64
2.4.1 Motivation.....	64
2.4.2 Perception.....	67
2.4.3 Learning.....	69
2.4.4 Attitudes.....	72
2.5 Social factors effecting the purchase decision	73
2.5.1 Culture.....	74
2.5.2 Subculture.....	77
2.5.3 Social class.....	78
2.3.4 Reference group.....	81
2.3.5 Family.....	83
2.6 Personal factors effecting the purchase decision	84

2.6.1 Personality.....	85
2.6.2 Self concept.....	86
2.6.3 Gender.....	87
2.7 Situational factors effecting the purchase decision.....	88
2.7.1 Communication situation.....	88
2.7.2 Purchase situation	89
2.7.3 Usage situation.....	90
2.7.4 Disposition situation.....	90
2.8 Relationship between social media and consumer purchasing behaviour.....	91
2.8.1 Effect of social media on consumer and decision process	94
2.9 Theoretical perspective.....	96
2.9.1 Uses and gratification theory.....	96
2.9.2 Social Network Theory.....	100

CHAPTER THREE

Research Design.....	102
3. Introduction.....	102
3.1 Methodology.....	102
3.1.2 Data collection method.....	104
3.2 Population and Sampling techniques.....	105
3.3 Objectives and Aims of the study.....	106
3.4 Research Question.....	106
3.5 Hypotheses.....	106
3.5 Limitation of the study.....	107

3.6 Findings.....	107
3.6.1 Demographic data Results.....	108
3.6.2 Analyses of Data in terms of Hypotheses.....	113
3.7 Discussion and Conclusion.....	121
3.8 Recommendation for future research.....	123
REFERENCES.....	125
Books.....	125
Journal Articles, Dissertations, Conference and Research reports.....	129
Online and other resources.....	136
Appendix I.....	140
Appendix II.....	142

LIST OF FIGURES

Figure 1.1: Example of Facebook Advert.....	41
Figure 2.1 Stages in the Consumer’s Purchasing Process.....	58
Figure 2.2: Factors affecting purchase decision.....	62
Figure 2.3 Maslow’s Hierarchy of Needs.....	65
Figure 2.4 Influences of Family Members.....	83
Figure 2.5 how social media affect purchase.....	92

ÖZET

Sosyal Medya çeşitli konularla ilgili geniş bir yelpazede yer alan bilgiler için değerli bir kaynaklık yapmakta ve birçok bilginin geniş kitlelere yayılımını sağlamaktadır. Bu durum, reklamcılar, şirketlerin ve pazarlamacıların hedef müşterilerine ulaşmaları için sosyal medyada ortaya çıkmalarına olanak sağlamaktadır. Facebook dünya çapında 1 milyar kullanıcı ile bugünlerde bir numaralı sosyal iletişim aracıdır. Reklam verenler Facebook'u insanlara çeşitli ürün ve hizmetlerin tanıtılması için bir yöntem olarak kullanmaktadırlar. Bu çalışmanın amacı Nijeryalı öğrencilerin satın alma davranışları üzerinde Facebook reklamlarının etkisini araştırmaktır. Araştırma, arkadaşların ve birçok kişi tarafından tanınan ve takip edilen kişilerin tavsiyelerinin satın alma davranışlarını nasıl etkilediğinin yanında Facebook reklamlarının marka ve ürünler hakkında nasıl farkındalık yarattığına odaklanarak Facebook reklamlarının satın alma ve karar verme sürecindeki etkisini analiz etmektedir. Bu araştırma için rastgele örneklen Likert Skalası kullanılarak cevap veren 389 katılımcıdan bilgi toplamak için soru kâğıdı kullanılarak Anket Metodu uygulanmıştır. Sonuçlar ortaya çıkarmıştır ki Facebook reklamları Nijeryalı öğrencilerin, onların karar verme süreci yanında satın alma davranışlarını da etkilemektedir. Çalışma ayrıca göstermektedir ki birçok kişi tarafından tanınan ve takip edilen kişilerin ürün tanıtımında veya hedef müşterilere ulaşılması amacıyla pazarlamacılar tarafından kullanılması, Nijerya pazarında uygun değildir, çünkü sonuçlar göstermektedir ki katılımcılar birçok kişi tarafından tanınan ve takip edilen kişilerin onayını değerlendirmemektedirler.

Anahtar sözcükler: Sosyal Medya, Facebook Reklamı, Satın Alma Davranışı.

ABSTRACT

Social Media functions as a valuable source of a wide range of information on variety of subjects and encourages mass dissemination of information. This enables advertisers, companies and marketers to strike on social media in order to get access to their target customers. Facebook is the leading social network nowadays with over 1 billion users worldwide. Advertisers use Facebook as a tool for introducing various products and services to the public. The aim of this study is to examine the effect of Facebook advertising on Nigerian students' purchasing behaviour. The research analyzes the influence of Facebook advertising in purchasing behaviour and decision process focussing on how Facebook advertising creates awareness about brands or products as well as how friend recommendation and celebrity endorsement determines purchasing behaviour. Survey method has been used for this research using questionnaire to collect data from 389 respondents by random sampling using Likert - scale. Findings from the study reveal that Facebook advertising influences Nigerian students' purchasing behaviour as well as their decision process. Furthermore, the study figure out that using celebrities for product promotion or aiming at reaching target consumers for marketers is not an appropriate for Nigerian market, because the findings indicate respondents are not giving value to advertising endorses by celebrities.

Keywords: Social Media, Facebook Advertising, Purchasing behaviour

CHAPTER ONE

1. Introduction

Social media are commonly used nowadays in order to connect people together all over the globe via internet. The connection may be through social networks, forums, blogs or media sharing websites. People can now have a conversation online, also called interactive dialogue, with anybody and on any subject, permitting them to share their experiences and valuable information. From business or marketing perspective, Social Media Marketing has offered a large variety of new opportunities for companies to promote their brand, products and services. People are actively connecting with each other and talking about their experiences, sharing their opinions about products, brand and services they have tested or even just heard about. This study is aims at exploring how social media advertising specifically Facebook effect Nigerian students' purchasing behaviour.

This research comprises of three chapters; chapter one discusses globalization, relationship between globalization and social media, trace the history of globalization, internet and information technology, internet usage in the world; Africa and in Nigeria. It's vital to discuss such issues because they are back born of social media or to put it simple internet and globalization are the concepts that develop social media phenomenon. More so, the chapter discusses the concept of social media, social media advertising, classification of social media, types of social media advertising among other issues are to be discuss. In other part of this chapter, the researcher explore Facebook advertising, Effect of Facebook ad.

Chapter two discusses the issues related to consumer purchasing behaviour, consumer decision process, factors affecting consumer decision processes among other

issues. The last part of chapter two discusses the theoretical perspective upon which the thesis is built on.

Chapter three presents research design which includes: objectives of the study, research question; hypothesis; methods employed in data gathering, sampling techniques and explains the limitations encountered during the carried research. The finding and result were present in chapter three.

1.1 Globalization

The term globalization or global village can be traced to McLuhan; and it emanates from his message that 'the medium is the message'. This view can be applied to aspects of the new media such as the internet and the World Wide Web. Globalization is a highly controversial term and its definitions are influenced by different perspectives: social, cultural, political and economic.

Though different scholarly opinions differ on globalization, what remains agreeable is that globalization is closely connected to communication as it's often regarded as the main vehicle for its rapid expansion. Historically, people communicate with each other, the ability to communicate about one's existence is the very foundation of 'being human'.

Human communication is not only important; it's rich; and uses a variety of different senses to exchange our thoughts with one another through using different mediums of communication to create a global community referred to by Marshall McLuhan as a "global village through which communication unconstrained by borders".¹ That has and still change with time till to date. We exchange our ideas through different

¹ Lapham L. H. (1994) "Understanding Media: The Extension of man - Marshall McLuhan", London: MIT Press Cambridge p. 8-13.

channels of communication. With the help of media, we have been able to get in touch, to exchange ideas across distances and through the ages.

In the global communities; Globalization is commonly used as a means of explaining the spread and connectedness of production, communication and technologies all over the globe. That spread has involved in joining economic and cultural activity. However, many believe the current situation is of a fundamentally different order to what existed before; as its interactivity has changed ranging from its communication methods, The speed of communication and exchange, the complexity, size of the networks involved, and the sheer volume of trade, interaction and risk is given to what is to date labelled as 'globalization'.

Globalization involves the diffusion of ideas, practices and technologies. It is something more than internationalization and universalization. It isn't simply modernization or westernization. It is certainly isn't just the liberalization of markets. Anthony Giddens (1991) has described globalization as: pre-existed

“The intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa”.²

Giddens's definition of globalization revealed that; globalisation and social media are one coin. The invention of social network sites from nearly millennium to date help in narrowing the world to the global village in which people freely interact and exchange ideas instantly as the sending and receiving of messages has been eased with advanced means of communications due to technological advancements.

² Giddens, A. (1991) "the consequences of modernity" Polity Press: Cambridge, p. 70-74

Though new technologies could be used to define and create a clear understanding of the new media, it should, however, be noted that it experiences not only technological changes but rather undergoes textual, conventional and cultural changes which predefine our understanding of globalization. Like numerous Social Media networks, Facebook which is, “digital; interactive, hyper-textual and networked,”³ has increased interactivity amongst a vast audience which emphasises the understanding inclined to globalization.

According to Zajda (2005) The UK Department for International Development (DFID) defined globalization as:

“The growing interdependence and interconnectedness of the modern world through increased flows of goods, services, capital, people and information; the process is driven by technological advances and reductions in the cost of international transactions, which spread technology and ideas, raise the share of trade in world production and increase the mobility of capital”⁴

The emphasis of this definition is interconnectedness of modern world through information, which is driven from technological advancement.

1.1.2 History of Globalization

There are great debates about the origin of globalization and scholars have different views about the concept. Ritzer, argued that; globalization is a long-term cyclical process. It is very difficult to find a single point of origin, but the effort is largely irrelevant since there long have been cycles of globalization and it is those cycles that are of utmost importance, not any particular phase or point of origin. Another view offers a very

³ Lister, M. Et al (2009) “New Media: a critical Introduction” (2nd Edition) New York: Routledge, p.13.

⁴ Zajda, J. (2005) “International Handbook on Globalization, Education and Policy Research” Springer: Netherlands. P.294

different and recent set of globalisation phrases. Ritzer further explained the origin of globalization in his book *globalization: basic text* he trace the beginning of globalization from 15th century.⁵ He provides five phrases of globalisation origin as:

1. The Germinal phase in Europe: This phase is between early fifteenth to mid-eighteenth century. The important developments during this period were centred view of the universe, the beginnings of modern geography, and the spread of the Gregorian calendar.
2. The Incipient Phase mainly in Europe: this is between mid-1700s to the 1870s. Among the key developments in this period were the crystallization of conceptions of formalized international relations, a more concrete conception of humankind, and increases in conventions and agencies concerned with international and transnational regulation and communication.
3. The Take-Off Phase: this phase is between 1870s to the mid-1920s. Among the key developments in this period were the increase in number and speed of global forms of communication. Rise of ecumenical movement. Development of global competitions e.g. Olympics, Nobel Prizes. Implementation of World Time and near-global adoption of Gregorian calendar.
4. Struggle-for-hegemony phase: Between 1920s to the mid-1960s. This period was characterized by war WW II and disputes Cold War over the still fragile globalization process. The UN was formed during this period.
5. The Uncertainty Phase: 1960s to the early 1990s. Many global developments occurred during this period including inclusion of the Third World in the global system, end of the Cold War, spread of nuclear weapons, world civil society, world citizenship, and global media system consolidation.

⁵ Ritzer, G. (2010) "Globalization: A Basic Text" USA: Blackwell p. 37-38

In line with Ritzer origin of globalisation we can emphasize that the origin of globalisation starts from 15th century and since then lot of activities and events occurred to shape and re-shape the world to become one. Now globalization is increasingly universal. We are living in 'global age'.

1.1.3 Effect of globalization on technology and society

Globalization is a process, which has affected many areas of human life, one of those being technology. The effects of globalization on technology bring rapid developments, changing the roles of students and teachers, and producing a shift in society from industrialization towards an information-based society. Muroyama and Stever asserted that; globalization create immense transformations in the way companies and nations organize production, trade goods, invest capital, and develop new products and processes.⁶ Sophisticated information technologies permit quick communication among the far flung operations of global enterprises.

New materials are revolutionizing sectors as diverse as construction and communications. Advanced manufacturing technologies have altered long-standing patterns of productivity and employment. Improved air and sea transportation has greatly accelerated the worldwide flow of people and goods. Technology and cheap access to energy have altered the way the world does business, by reducing the costs of certain types of business-to-business transactions. These reduced transaction costs, driven by changes in government policies and improved communications infrastructure, have led to a wide array of business practices referred to as globalization.⁷

⁶ Muroyama, J. H and Stever H. G (1988) "Globalization of technology: International perspective" Washington: National Academy Press p.1

⁷ Burnside, K. (2014) "How Globalization and Technology change business" retrieved 11 July, 2014 from <http://smallbusiness.chron.com>

Globalization has positive and negative effect to the technology and society. Education for global interdependence, pointed out these that; the positive effect of globalization are the widening of peoples' horizons, access to knowledge and the products of science and technology, multiculturalism and intercultural views, an increase in opportunities, personal and social development and possibilities of sharing ideas and joint action towards solutions to common problems.

The negative effects of globalization are mainly on social, economic and environmental levels. On one hand, there is increasing poverty in societies, a growing gap between developed and developing countries and between privileged and excluded people, low standards of living, disease, forced migration and human rights violations, exploitation of weak social groups, racism and xenophobia, conflicts, insecurity and growing individualism.⁸

To sum it up, today, people around the world are more connected to each other. Socially people connect through media and telecommunication; culturally people connect through movements while economically people connect through trade. All these happened as a result of globalization and technological changes.

1.1.4 Globalization and Social media

Social media sites are becoming popular nowadays It is significant to understand the role social media sites play and continue to play in globalisation. Boyutta, points out that; Globalization via the use of social media sites has huge impact on our daily activities.

⁸Education for Global Independence (n.d) retrieved 11 July, 2014 from <http://e4gi.weebly.com/globalization-technology.html>

Since the beginning of the World Wide Web (WWW), nations have become more connected with each other⁹.

The twenty-first century is developing into a time of technological changes. There is steady change and addition to the available technological resources. As it advances, it also spreads globally. The worldwide spread of technology creates vast connections that create new opportunities on a larger degree. The current focus of the globalization of technology is the connections created by networks of social media. Social media is a brilliant tool that can be easily used by those who have access to it. The access of social media is gained globally; there is no any part of the world neglected, it creates opportunities to those who are first experiencing the use to outsource ideas. Currently, the use of social media is being used to implement changes.

Connecting to the social media sites or network helps people all over the globe to connect for different purposes. For instance, we can connect with other people, organisations, ideas and information that were not available to us before the invention of social media. This is the new way of understanding other people's character and behaviour, and it also helps in getting first-hand information without being distorted by mainstream media.

Mizuko and his counter parts point out that: "Online spaces enable youth to connect with peers in new ways. Most youth use online networks to extend the friendships that they navigate in the familiar contexts of schools, religious organizations, sports, and other local activities.

⁹ Boyutta, T. (2012) "globalization through social media", retrieved 13 March, 2014 from Oohsoosavvy's mental donations to the world <http://oohsoosavvy.blogspot.com.tr/2012/05/globalization-through-social-media.html>

They can be ‘always on,’ in constant contact with their friends via texting, instant messaging, mobile phones, and Internet connections”.¹⁰

The significant number of youth uses ‘social media’ to explore interests and look for other information that goes beyond what they can access in school or in their society. Georg and Fernando, in their joint paper argued that; “we shall understand ‘globalization, as a characteristic of the underlying social network.”¹¹ In addition, it will refer to a situation where, irrespective of how far agents lie in terms of geographical location; they tend to be nearly close in the social network. In these modern days such network closeness is important because it bears on the ability of agents to form new links.

To sum it up, social media provide additional advantages better than what internet provide. People are interactively connected with one another, social media interaction allows for the accelerated flow of information for grass-roots struggles, as well as a free medium of communication to date. Therefore, social media help in narrowing the world into a ‘globalized’ society.

This study explores how a globalized world of today where almost everything is technologized impacts on the lives of Nigerian students who are exposed to using social media networks where adverts are posted more especially on Facebook.

¹⁰ Mizuko Ito et al, (2008) “Living and Learning with New media: Summary of findings from the digital Youth Project. *The John D. And Catherine T. MacArthur Foundation Report on Digital media and learning – November 2008* P.1

¹¹ Georg, D. G. and Fernando V. (2010) “social networks, institutions and the process of globalization p.2 *JEL Classif. Code D83*

1.2 Internet and Information technology

Internet is a communication medium that is becoming an essential part of life throughout the world. The internet developed from an early distributed network known as ‘*ARPANET*’¹² designed by the US Department of Defence in 1969.¹³ The objective of creating ARPANET was to create computer network that allow researchers located in different places to communicate with each other. According to Barry et al, Robert Kahn¹⁴ organized a large, very successful demonstration of the ARPANET at the International Computer Communication Conference (ICCC) in 1972. This was the first public demonstration of this new network technology to the public.¹⁵

Internet is a computer mediated communication facility which, according to Hartman and Ackermann, is a collection of tens of thousands of computers that exchange information according to some designed protocols. Based on designed protocols, a computer connected to the internet transport texts and images and displays them on another computer on the network.¹⁶

¹² ARPANET Advanced Research Projects Agency Network, ARPANET or ARPAnet began development in 1966 by the United States ARPA. ARPANET was a Wide Area Network linking many Universities and research centres, was first to use packet switching, and was the beginning of what we consider the internet today. Some of the reasons for creating ARPANET include making it easier for people to access computers, to improve computer equipment, and to have a more effective communication method for the military.

¹³ Deborah, M. and Charles S. (2010) “Understanding Computers: Today and Tomorrow, 2009 update” USA: Cengage technology, p.322

¹⁴ Robert Elliot "Bob" Kahn is an American engineer, who, along with Vint Cerf, invented the Transmission Control Protocol (TCP) and the Internet Protocol (IP), the fundamental communication protocols at the heart of the Internet.

¹⁵ Barry M. Leiner et al (2009) “A brief history of internet” ACM SIGCOMM Computer Communication Review volume 39 p.24

¹⁶ Hartman, K.. and Ackermann, E. (2010) “searching and researching on the internet and the World Wide Web” (5th Edition) Franklin, Beedle and Associates, Incorporate: Oregon

In other words, the internet is an international network of millions of computers networked around the world which is being used for many different types of information sharing among users if they were held on your computer and other people can read what you choose to make available on the internet as if they were held on their own machines.¹⁷ In his book title *Dictionary of Mass Communication* Ike, defined internet as “A worldwide means of exchanging information and communicating through series of inter connected computers”. The word “internet” is a contraction of international network.¹⁸

Meanwhile, internet is a global system of interrelated computer networks that use the standard TCP/IP¹⁹ to serve billion users around the world. It is a ‘network of networks’ that consists of millions of private, public, academic, business, government and non-governmental networks, of local to global scope, that are linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web, and the infrastructure to support email.

Internet offers a wide range of information source which comes in the form of text such as reports, articles, books, newspapers, directories and so on. It also includes images such as graphics, photographs, video clips as well as sound such as speeches, music and radio. In a nutshell, never before has so much information from such a wide variety of sources and in different formats been made available to the public.

¹⁷ Criddle S. McNab A. (2000) “The public librarian’s Guide to the internet, Library Association Publishing

¹⁸ Ike, N. (2005) “Dictionary of mass communication” Nigeria : Eldemak LTD P.117

¹⁹ TCP/IP stands for Transmission Control Protocol / Internet Protocol. It is a common method used to assign addresses on a network so that various kinds of server operating systems can all communicate in spite of any other communication protocol in effect.

McQuail sees internet as a new medium in its own right in view of its extensive diffusion in part, and it's having a distinctive technology, manner of use, range of content and services and a distinctive image of its own. The internet is a multifaceted mass medium which has several features of communication and that of traditional and modern mass media. It presents a channel for machine assisted interpersonal and mass communication.²⁰

According to Selwyn, Stephen and John (2005), Internet is not one technology, and means different things to different people; and is use in different ways for different purposes. They argued that:

“Now the Internet is popularly celebrated to be transforming all sectors of everyday life – from the economy to civic society, commerce to leisure – hastened by the emergence of new internet capable platforms such as the mobile telephone, digital television and games console.”²¹

As a communication medium, internet offers users a wide range of benefits. These include in the area of education and research, which according to Usun, is the most important of all. He cites a number of important areas where Internet can be useful educationally. For instance, the Internet can be used as supplement or as a replacement to the traditional instructional method, where instructors may ask students to find specific websites to gain more in-depth knowledge about a particular topic. It may also be used to

²⁰ McQuil, D. (2005) “mass communication theory” (5th Edition) London: Sage Publications p.39-40

²¹ Selwyn, N. Stephen G. and John, F. (2005) “whose Internet Is it Anyway?: Exploring Adults (Non) use of the internet in Everyday Life” *European journal of communication* 2005: 20:5 London: Sage Publication p.5-

replace the traditional classroom lecture.²² A number of courses are now being developed in which portion of the course or entire course is offered through the internet.

The facilitator or instructor may place the course scheme on web pages, or create video recording of a live lecture for viewing on net, or use the combination of both ideas. In addition there are many online tutors and there are sites too in which in which teachers may use the help of this medium to get better results. According to Polat et al, the opportunities that Internet offers in educational sector are really unique. But we should keep in mind one simple idea that the Internet was invented especially for education. Very few technical aids were designed and produced particularly for the educational purposes.²³

Closely related to this is the use of Internet in the area of finding general information about a subject or idea. The Internet is like an encyclopaedia of information. For every subject, there is bound to be some information on the web pages written by an individual or organisation. The web offers many different perspectives on a single topic. Internet puts a lot of information at our fingertips that we might not have found easily accessible.

In term of business, there is big transformation with the help of Internet it becomes easier for buyers and sellers to communicate with each other no matter the distance, which also saves a lot of money, energy and time. Shopping has become easier in this sophisticated world; you can buy whatever you want online. The Internet gives access to information about product and services.

²² Usun, S. (2003) "Educational Uses of Internet in the World and Turkey (A Comparative Review)" *Turkish online journal of Distance Education –TOJDE* July 2003 Volume: 4 Number 3 p.2-3

²³ Polat E. et al (2003) "Internet in Education: Support materials for educators" UNESCO INSTITUTE FOR INFORMATION TECHNOLOGIES IN EDUCATION: MOSCOW P.6

The Internet has an unsurpassed ability to make information about a company's product or services available to potential customers. Its reach is global because it is worldwide network allowing you to reach target or potential customers which the most expensive advertisement could not. Also email provides an easier and faster alternative to traditional methods of writing letters.

Similarly, Internet helps users to meet new people since many people like receiving mail from other people and often friendship are quick to form from casual correspondence. Exchanging mails overtime has often develop into real friendship, especially among member of online discussion groups. There are emails based and often subject-specific forums. People find through these sources and subscribe to groups that discuss issues that relevant to them personally or professionally.

With the help of Internet, people can access newspapers and Television channels online. Most of newspapers in the world are now online; therefore, if person is out of his/her country can still have an access of what's happening in his home town, as a result the issue of home sick is minimal. Another vital important of Internet is its application in research. Researchers are capitalizing on its popularity to collect questionnaire data from scientific study. As Ronald and Matthias, opined that:

“The Internet has opened up new vistas in surveying. Rather than mailing a paper survey, a respondent can now be given a hyperlink to a Web site containing the survey. Or, in an e-mail survey, a questionnaire is sent to a respondent via e-mail, possibly as an attachment”²⁴

²⁴ Ronald, D. F. and Matthias, S. (2002) “Advantages and disadvantages of Internet Research Survey: Evidence from the literature” *field methods vol.14 No. 4 p.1*

This means that internet is very important tool for researchers and students, imaging getting some materials without internet or compare research from pervious century to 21th century.

Moreover, Internet promote political processes, internet is now a core element of modern political campaigns. Communication technologies such as e-mail, web sites, and podcasts enable faster communications by citizen movements and deliver a message to a large audience. These Internet technologies are used for cause-related fundraising, lobbying, volunteering, community-building, and organizing. Individual political candidates are also using the internet to promote their election campaign. Campaigns are now studying popular Internet social networks, like Facebook, as ways to reaching groups of potential supporters with similar political views or cultural interests.

Without doubt Internet is now one of the most popular media outlets for campaigning and elections. The invention of politics changed political face especially in developed counties. Aspirants used internet specifically social media sites to lunch their campaign and discuss their ideology and manifestations with voters. For instance, in United State of America Barrack Obama used social media for his campaign in 2008 and 2012 respectively. Davy asserts “The dawn of the internet era and introduction of technologies such as email lists and social media have had a remarkable impact on American politics”.²⁵

Furthermore, internet enabled people to connect with others and thus result to increase the influence of extreme views in the political debate. It has also contributed to the exposure of as diverse of views of most internet users. Internet involve in shaping

²⁵ Davy, S. (2010) “How Technology changed American Politics in the Internet Age” *media shift your guide to the digital media revolution*, accessed March 27, 2014 www.bbs.org/mediashift/2010/04

perceptions of the public to win its support. Most importantly, internet provide opportunity to the oppositions to voice their minds, because internet or rather social media allows different opinions that usually overlook by mainstream media. As mentioned by Sey and Castells, “The Internet is seen as the ultimate technology of freedom, its diffusion among citizens has been hailed as a potential savior for the political ills of representation and participation.”²⁶

In nutshell, internet and social media serve as ‘public sphere’ where individuals can come together to freely discuss and identify societal problems, and through that discussion they can influence political action.

Closely related to the internet is the World Wide Web (www). This is often confused by many with the internet. Though closely related, the two are different. According to Mitchell, The World Wide Web consists of all the public Web sites connected to the Internet worldwide, including the client devices (such as computers and cell phones) that access Web content. The WWW is just one of many applications of the Internet and computer networks.²⁷ Basically, the www is a location on the internet called the website which stores information either for private or public access by person or organisations. Additionally the World Wide Web is one of the many protocols that govern the Internet.

The importance of Internet is never being emphasized; it’s now part of our daily life. Alma has similar view, to him; Internet start to be more important in our daily life activities, each day which is it also one of the newest invention that change a lot of our

²⁶ Sey, A. and Castells, M. (2004) “from media politics to networked politics: the internet and political process” *The Network Society: A cross-Cultural Perspective Cheltenham: Edward Elgar* p. 363

²⁷ Mitchell, B. (n.d) “www – world wide web” wireless/networking, accessed March 24, 2014 www.compnetworking.about.com

view on media and communication and other things .The internet is the most powerful, global data communications system making it the most discovery of science because of its wide range of profit and uses in the world today.²⁸

1.2.1 Global internet usage

The internet introduces in the early 60s, as discussed above, since then it began to grow at an explosive rate far more than imagined. It has now become an indispensable communication medium for the people in the world. Internet has grown rapidly since its inception in terms of infrastructure and content, spurring enormous innovation, diverse network expansion, and increased user engagement in a virtuous circle of growth.

According to Global Internet report 2014, the number of Internet users has risen steadily. Internet host numbers are growing, from just 1.3 million in January 1993 to over 1 billion in January 2014, and the number is anticipated to reach 3 billion users in early 2015.²⁹

There are more than 2 billion Internet subscribers in the world. The total number of Internet users hit 2,484,915,152 in 2014, with a penetration rate of 35% worldwide. Mobile subscribers outsmart the number of internet users; mobile penetration constitutes 93% while active social network users in the world hit 1,856,680,860 with penetration of 26% worldwide.

Recent statistics of January 2014, shows that; North America has highest percentage of internet penetration in the world with 81%, followed by Western Europe with 78%, Oceania 63%, Central and Eastern Europe 54%, East Asia 48%, South America

²⁸ Alma, R. (2010), the importance of internet. StudyMode.com. accessed March 27, 2014 from <http://www.studymode.com/essays/The-Importance-Of-Internet>

²⁹ Global Internet Report 2014: open and sustainable access for all – Internet Society p.19

47%, Middle East 37%, Central America 34%, South East Asia 25%, Africa 18%, while South Asia 12%.³⁰

Base on the aforementioned statistics around 35 percents of the world population has an internet connection today. In 1993 it was less than 1%. The number of internet users has dramatically increased from 1999 to 2013, the first billion was reached in 2005, the second billion in 2010, while the third billion is anticipated to reach by the end of 2014 or early 2015.

1.2.3 Uses of internet in Africa

In Africa which has almost 10 percent of the world's population, it was estimated that only 18% of the population uses Internet. Internet is connecting remote populations to markets and strengthening the overall efficiency of service delivery in areas of health, education, government policies among other important issues. Despite these important of internet, only few of Africans has connection with the internet. Internet in Africa is limited by a lower penetration rate when compared to the rest of the world. Only South Asia is lagging behind Africa. Though, report asserts that, the internet's potential is still largely untapped in Sub-Saharan Africa.³¹

According to 2011 estimates of world internet statistics, about 13.5% of African population has internet access this percentage increased to 18% as of January 2014, this means that there is rapid change of internet connection in the region. Internet world statistics postulate that:

³⁰ Global Digital Statistics 2014 p.7-8

³¹ Dalberg (2013) "Impact of the internet in Africa" Establishing conditions for success and catalysing inclusive growth in Ghana, Kenya, Nigeria, and Senegal p.3

“Growth in Africa’s Internet and broadband sector has accelerated in recent years due to improvements in infrastructure, the arrival of wireless access technologies and lower tariffs.”³²

South African population is reportedly uses internet more than any country in Africa as of 2013 More than half of the South African population will be online at the end of 2014 and the number is expected to be increase in 2016.³³ But the current Internet World Statistics of 2014 shows that Nigeria has the largest internet population in Africa this means that Nigeria supersede South Africa in terms of internet usage in the current stage. 67% of internet users in Nigeria are male and the age group is between 19 - 35 years.³⁴ This shows that, most internet users in Nigeria are young adult.

1.2.4 Uses of internet in Nigeria

The internet a typical device in information communication came into Nigeria in 1995. The first attempt at introducing Internet in Nigeria was made through the UNESCO³⁵ sponsored project, in 1995. At one of the several workshops that were held to propagate the idea of the Internet, the Nigeria Internet Group (NIG) was formed as a non-profit, non-governmental organisation with the primary aim and objective of promoting and facilitating access to the Internet in Nigeria. The Internet became a reality in Nigeria in the late 90's.³⁶ The internet was first tested in Nigeria at Obafemi Awolowo University.

³² Internet World Statistics

³³ Lonerolle, I. (2012) “The New Wave: who connect to the internet, how they connect and what they connect” South African Network Society Project

³⁴ Internet World Stats (2014), “ Global digital statistics” (2014 Edition) accessed March 24, 2014 <http://etonpreneurs.com/uploads/Global>

³⁵ UNESCO - United Nations Educational, Scientific and Cultural Organization, Its purpose is to contribute to peace and security by promoting international collaboration through education, science, and culture

³⁶ Emily, G. (2010) “History of internet in Nigeria” accessed March 24, 2014 <http://introductiontomasscommunication2.blogspot.com.tr>

Today the internet is almost everywhere in Nigeria, and the service keeps improving every year. Now Internet users in Nigeria enjoy the internet service from houses and work place. In Nigeria, like most African countries, Internet use is at a snail speed. The level of internet connection in Nigeria is far below compare to what obtain in developed world. Only that the situation is now improving.

Statistics shows that Nigeria with the population of about one hundred and seventy million people, the numbers of internet users in Nigeria are; 55,930,391, penetration 32%, according to the current Internet World Stats of 2014. Nigeria has the largest internet population in Africa. 67% of internet users in Nigeria are male and the age group is between 19 - 35 years.³⁷ This shows that, most internet users in Nigeria are young adult.

Similarly, Internet world statistics shows that Nigeria has over 11,000,000 million ‘active Facebook users’ which penetration is 6%.³⁸ Mobile internet users out-number desktop/laptop users. More than 60% of internet users in Nigeria were using their mobile phone to have an access to internet. Most of online activities in Nigeria are; social networking, news and information, email, online shopping, business among others.

1.3 Nigerian profile

Nigeria, officially known as The Federal Republic of Nigeria, is a federal constitutional republic that comprising thirty-six states and one Federal Capital Territory. The country is located in West Africa and shares land borders with the Republic of Benin in the west, Chad and Cameroon in the east, and Niger in the north. Its coast lies on the Gulf of Guinea, a part of the Atlantic Ocean, in the south. The capital city is Abuja.

³⁷ Internet World Stats (2014), “ Global digital statistics” (2014 Edition) accessed March 24, 2014 <http://etonpreneurs.com/uploads/Global>

³⁸ Internet Word Stats (2014)

The traditional tribal life that existed in Nigeria before the British colonization, tended to differ from one region to another. For example, southeast was predominantly egalitarian and animist society, but most of the north was dominated by the monarchy and the Islamic religion. Nigeria has about 250 different ethnic groups that speak nearly 4,000 dialects. The three largest and most influential ethnic groups in Nigeria are the *Hausa*, *Igbo* and *Yoruba*. Most Nigerians speak more than one language. The country's official language is English; English is widely spoken, especially among educated people. Nigeria has six geo-political zones namely: north-west, north-central, north-east, south-south, south-east and south west. The largest religious group is Muslim, making up about 50 percent of the population. Christians account for about 40 percent, while the remaining 10 percent of the people follow traditional beliefs or some combination of the two major groups.³⁹

Nigeria is the most populous country in Africa and the eighth most populous country in the world with a population of over 150 million according to 2006 census, and in 2012 the Nigerian population according to World Bank is 160.8 million and the estimate population in 2013 is over 170 million.⁴⁰

Nigeria got its independence in October, 1960 from Britain; October 1st of every year is public holiday to mark Independence Day. The military has ruled Nigeria for more than 30 years of its 53 years of independence. The military regimes came to an end in May, 1999. However, the civilian administration of the Fourth Republic was also described as corrupt. Due to the growing influence of the West regarding global issues such as social,

³⁹ Nigerian press (2000) "Nigeria" accessed 11 December 2023 from www.pressreference.com

⁴⁰ World Bank (2012) "Nigeria: country at a glance" retrieved 20th December 2013 from http://www.corporate-nigeria.com/index/country_profile

political, economic and cultural values in recent years, the nature of Nigerian governments and the social elites have grown increasingly Western and capitalistic.

1.4 Social Media Network

The importance humans attach to communication has led to search for avenues to communicate with people all around the world at the same time during any given time. Hence the invention of different technologies enhances communication both at the interpersonal and mass communication levels. The latest and recent of these inventions is the 'Social Media'.

Social Media sites are the place where millions of people interact and exchange ideas. Therefore, advertisers see Social Media as an avenue where they can meet their target or potential customers. The aim of advertising is to increase commercial profits and the demand of the consumers. The concern of this research is on the effect of advertising via Social Media specifically 'Facebook' on Nigerian students' purchasing behaviour. Facebook is a popular free social networking site that allows users to create profiles, upload pictures; videos, send messages and keep interact with friends and family.

Before the use of internet and social network sites became popular, communication over long distances were very minimal. With the invention of the World Wide Web the internet became a global network and use of social network sites played a vital role in shaping the world to become 'information age' or new media age.

Social Media is also a driving force of information, because it gives an individual the ability to create and consume information immediately and distributes it on the internet, at the same time Social Media gives users an opportunity to obtain and share instant information and content with friends. Thus, advertisers and companies cannot afford to

ignore the importance of Social Media. In fact, if a company wants to survive today it must compute in the aspect of Social Media.

Social Media, is a big tree with many branches, it has become a platform that is easily reachable to anybody with internet access. Increased communication for organizations fosters brand awareness and often improved customer service. Additionally, it serves as a relatively cheap platform for organizations to execute marketing campaigns.

According to Edwards, Social Media consists networks such as; Facebook, MySpace, and LinkedIn. Wikis e.g. Wikipedia, multimedia sharing sites, such as YouTube and Flickr, bookmarking sites Example, Del.icio.us and Digg, virtual worlds Example, Second Life, and rating sites Example, Yelp, that allow people to interact with each other and share information about products, service and brands.⁴¹

New York City Department of education has similar view, the department define Social Media as: “any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, internet websites, internet forums, and wikis. Examples of Social Media include; Facebook, Twitter, YouTube, Google+, and Flickr.”⁴² This revealed that, Social Media is a broad environment that comprises video sharing sites, photo sharing sites, search engines and information searching site like Wikipedia. According to Ryan and Jones;

“Social Media is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction that interaction can encompass text, audio, text, audio,

⁴¹ Edwards, S. M. (2011), “A social media mindset”, *Journal of Interactive Advertising*, VOL 12 No1 p.1-3

⁴² NYC Department of Education (2012) “ social media guidelines” A Compilation of Best Practices, Policies and How-To Guides, Public service & outreach: University of Georgia p.92

images, video and other media, individually or in any combination.”⁴³

People discuss the hot topic of the day via Social Media. For instance, what currently happens nationally or internationally Arab spring is clear example. Users also share and recommend products, services and brand as well as rating and reviewing. Not only that users share their experience and proficiency. Thus, target audience are now the active participants of debate.

It's further noted that Social Media is about networking and connecting by engaging in conversations through technology. People share thoughts, activities and engage in conversations of interest to them. They do this by connecting with people of similar interests or backgrounds such as; hobbies or professional interests, high school classmates, family and friends, co-workers among others.⁴⁴ Different categories of people engage in Social Media and discuss issues related to their interest, and some time creates community.

Social Media network embraces a mixture of on-line media platforms using social networking sites such as Facebook, Twitter, and LinkedIn, video-sharing sites such as YouTube, and photo sharing sites such as Flickr and Picasa.⁴⁵ Speedy expansion in the use of Social Media across the globe shows that companies can use it to develop their product and service to tally consumer's interest.⁴⁶

⁴³ Ryan, D. And Jones, C. (2009) “Understanding Digital Marketing: marketing strategies for engaging the digital generation. London: Koganpage p.152

⁴⁴ Packer, R. (2011) “Social Media Marketing: The Art of conversational sales” *We Simplify the Internet (WSI)* p.3

⁴⁵ Kesavan, R. Bernacchi, M. D and Mascarenhas, O. A. (2013) “Word of Mouse: CSR Communication and the Social Media” *International Management Review* Vol. 9 No. 1 p.59

⁴⁶ Mir, I. A. (2012) “Consumer Attitudinal Insights about Social Media: A South Asian Perspective” *The Romanian Economic Journal* Year XV No. 45

Social media network is almost everywhere in the world, if a company carries their customers along, the customers will talk about the product, when the customer's interests are neglected the Ad will not go viral. Social Media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their desired companies and the products. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop.⁴⁷

The most important thing to shade more light here is that; the difference(s) between Social Media and social network, is that the two concepts are interchanging or overlapping and they are not the same, but to some extent some scholars marginalized them and called them 'social media network'. Social Media refers to the process of sharing information with mass audience; any member has the right to create and distribute the information, while on the other hand social networks, is an act of engagement.

People with common interest interact on social network sites and sometimes create community which give them opportunity to solve their problem or any matter arise. Social networking sites have emerged as vital communication channels used by individual consumers to produce content, distribute items, share ideas, voice out his or her opinions, and use information and knowledge.⁴⁸

Boyd and Ellison define social network sites in a simple form, they established that:

“Social network sites are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded

⁴⁷ Paquette, H. (2013) “Social media as a marketing tool: A literature Review” University of Rhode Island *digitalcommons@URI* P.4

⁴⁸ Heinrichs, J. H., Lim, J-S. and Lim, K-S. (2011), “Influence of Social Networking Site and User Access Method on Social Media Evaluation”, *Journal of Consumer Behaviour*, 10: 347–355.

system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.”⁴⁹

It is now clear that ‘Social Media’ is broader than ‘Social Network’ even though the two concepts have similarities.

Social Media and Social Network sites are both at speedy expansion nowadays. It is a new means to facilitate consumer(s) wants towards products or services, which advertisers or marketers are trying to utilize.⁵⁰

The use of Social Media nowadays is incredible, Hensel and Deis indicates that the massive volume of data provided by Social Media will provide challenges and opportunities.⁵¹ It is clear, Social Media provide treat to the traditional media i.e. main stream media, customers have little or zero input to the traditional media.⁵²

With the invention of Social Media the use of traditional media is dramatically decreased. “The rapid increase in online media usage led to a decrease in the popularity of other media sources during the three-year period. Struggling media sources include TV, radio, newspaper, and magazine.”⁵³ Meanwhile, Social Media provide avenues and

⁴⁹ Boyd, D. M and Ellison, N. B. (2009), “Social Network Sites: Definition, History, and Scholarship” *Journal of Computer-Mediated Communication* P.2

⁵⁰ Al Khoury, P. et al (2014) “Future of Social Media in Advertising: A feedback from Lebanon” *International journal of modern business issues of global market (IJMBIGM)* Volume 2. No. 2 P. 32-39

⁵¹ Hensel, K. And Deis, M. H. (2010) “Using Social Media To Increase Advertising and Improve Marketing” *the Entrepreneurial Executive*, Volume 15 p.88

⁵² Barefoot, D. And Szabo, J. (2010) “Friends with benefits: A social Media Marketing Handbook” San Francisco: No starch press p.5

⁵³ Social media today (2013) “ social media increases online use as traditional media suffer” accessed 8th May 2014 from <http://socialmediatoday.com/socialbarrel>

opportunities that tally with the interest of twenty-one century, emerging life without Social Media; some of the benefit or the aim of globalization will not be achieve.

Many industries use Social Media to burst their marketing, and also help to meet the demand of their customers. Social Media technologies are disrupting the broadcast ‘one-to-many’ media model, consumers has opportunity to give feedback.⁵⁴ This means that Social Media is a two-way communication in which sometime customers participate in company decision process.

Social Media is the prospect of communication, a multiple array of internet based apparatus and platforms that improve the sharing of ideas or information. This innovation of media increase transfer of information among internet users; the enormous group of internet tools increase everyday and social avenues to reach various and widespread population is also increase.⁵⁵ As a result of this widespread it’s important if not necessary for the company to engage in Social Media activity; not just engage but to make proper use of it in order to compete with other competitors around.

Hensel indicates that; when developing Social Media strategy, you must determine; who the customers are and what they do, does the information that a firm provide to the customers mean anything? Is the information available? What are your target market; their age, gender, ethnicity, culture and so on?⁵⁶

⁵⁴ Barefoot, D. And Szabo, J. (2010) “Friends with benefits: A social Media Marketing Handbook” San Francisco: No starch press p.5

⁵⁵ Cruz, R. (2012) “Social media To Go” A Compilation of Best Practices, Policies and How-To Guides, Public service & outreach: University of Georgia

⁵⁶ Hensel, K. And Deis, M. H. (2010) “Using Social Media To Increase Advertising and Improve Marketing” *the Entrepreneurial Executive*, Volume 15 p.90

Providing answers to these questions will help the company to implement effective Social Media advertising and build reputation. Moreover, if these questions are not wisely and carefully answered the companies are likely not to achieve their desired goals.

1.4.1 Classification of Social Media Network

There are different forms of Social Media, scholar has different view in categorizing Social Media, and some Social Media sites are out-up-date while new ones are yet to come. Every day we may come across with the new ones. Kaplan and Haenlein believed that; “there is no systematic way in which different Social Media applications can be categorized.”⁵⁷ Ryan and Jones classified Social Media into ten categories namely: social bookmarking, Social Media submission sites, forums and discussion sites, media sharing sites, review and rating sites, social network sites, blogs, podcasts, micro-blogging and wikis.

Grahl narrowed Social Media network into six, to his view all categories of Social Media fall into these six categories.⁵⁸

- Social Networks: These give users the opportunity to connect with people of similar interest and background. Social network sites usually contain profiles, allow users to create groups and share information with other user. Typical examples of Social Network sites include; *Facebook* and *LinkedIn*. Multiple numbers of people use social network sites and the numbers are increasing every day. Social Network sites provide flexible advertising option for business and allow organisations to set up their own pages or profiles.

⁵⁷ Kaplan, A. M and Haenlein, M. (2010) “Users of the world, unite! The challenges and opportunities of Social Media” *Business Horizons*, 53 P.61

⁵⁸ Grahl, T (n.d) “the 6 Types of Social Media” Out:Think accessed April 29, 2014 <http://outthinkgroup.com/tips/the-6-types-of-social-media>

- **Bookmarking Sites:** Social bookmarking sites allow users to save ‘bookmark’ favourite web pages and organize the pages by using tag. This allows users to access the sites easily and share with friends. The most common examples of bookmarking sites are *delicious.com*, *ma.gnolia.com*, and *stumbleupon.com*.
- **Social News:** Social News sites also called ‘Social Media sites’; the sites allow users to post different News items or links and users can vote on the items, the more vote for a particular item, the higher up the rankings it rises. And the items with higher votes are displayed at home page. The most popular example of Social News sites are: *digg.com*, *reddit.com* and *sphinn.com*. Social News sites help organisations or marketers to find out what people are interested in.
- **Media Sharing:** These are popular nowadays, the site allow users to upload; share, and comment on photos and videos. Examples of media sharing sites are: *YouTube*, *Flickr* and *Picasa*.
- **Micro-blogging:** Micro-blogging site is the site that gives users an opportunity to share short messages to their friends in order to keep them up-to-date, the text is usually not less than 160 characters. The most popular example of micro-blogging is *Twitter.com*, Twitter allow users to send short text of 140 characters.
- **Blog Comments and Forums:** Blog is one of the earliest forms of Social Media; people use blogs to report local news, express opinions, vision and experiences. Forums allow users to hold conversations by posting messages. A popular example of such Forums is the *Yahoo groups*. Forums give a company an insight into what consumers are talking about, what makes them tick. “The more you can learn about

your customers, the better prepared you will be to engage with them in meaningful way.”⁵⁹

It very difficult if not impossible for the company to engage in all forms of Social Media sites. The most important for the company is to know where their target audience are; which Social Media are they using. Some industries believed that if you are not participating in Social Media; you are not part of cyberspace any more.⁶⁰

1.4.2 Social Media Advertising

Advertisement can be a tool for the introduction of various products and services to the public; the aim of advertising is to increase commercial profits and the demand of the consumers. Before discussing Social Media advertising it's important to know what advertising is all about. Even though there is no single universally accepted definition of advertising, it still remains a subject that different scholars continue to approach in varying ways such as; Well et al define advertising as:

“Advertising is paid persuasive communication that uses nonpersonal mass media-as well as other forms of interactive communication-to reach broad audiences to connect an identified sponsor with a target audience.”⁶¹

Advertising is usually defined as paid, one way promotional communication in any mass media.⁶² Tuten cite American Marketing Association “advertising is the placement of announcements and persuasive messages in time or space purchased in any of the mass

⁵⁹ Ryan, D. And Jones, C. (2009) “Understanding Digital Marketing: marketing strategies for engaging the digital generation. London: Koganpage p.159

⁶⁰ Kaplan, A. M and Haenlein, M. (2010) “Users of the world, unite! The challenges and opportunities of Social Media” *Business Horizons*, 53 P.67

⁶¹ Wells, W. et al (2007) “Advertising: Principles and Effective IMC Practice” Singapore: Prentice Hall, p.5

⁶² Tuten, T. L (2008) “Advertising 2.0:Social media Marketing in web 2.0 world” Westport: London p.2

media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and or persuade members of a particular target market or audience about their products, services, organizations, or ideas.”⁶³ From this definition two important aspects can be deduct; i.e. inform and persuade. The company make people to be aware of the product and at the same time try to persuade them or influence them to buy.

Nevertheless, advertising is the primary tool to make people aware about the product or service and try to persuade people to go for the product. Wells et al, highlights key concepts of advertising, which they describe as the fundamental elements of advertising. These are: strategy, creative idea, execution and media.

Strategy is the Advertising logic; creative idea is the central idea of the advert that catches attention; execution is the implementation while media is the use of channel to communicate.

In today’s sophisticated world, Social Media sites have become an avenue where companies can extend their marketing campaigns to a wider range of consumers. Social Media Marketing is the most recent marketing concept and every business owner wants to know how Social Media can generate value for their companies. Social Media Marketing is about understanding how new technology is making it easier for people to connect socially with their social networks and how business can make profit from that perception.⁶⁴

Social Media advertising or Social Media marketing is an innovation which forces companies, business tycoons, advertisers to change their marketing strategies from traditional way to modern way, because people shun from patronising traditional media.

⁶³ Tuten T. L (2008) “Advertising 2.0: Social media Marketing in web 2.0 world” Westport: London p.4

⁶⁴ Packer, R. (2011) “Social Media Marketing: The Art of conversational sales” *We Simplify the Internet (WSI)* p.1

Barefoot and Szabo simplify the meaning of Social Media marketing, they view Social Media marketing as “using social channels to promote your company and its products.”⁶⁵ From this definition some characteristics can be highlighted.

When company advertising their product Social Media, they are doing two things; advertising the product and company. For example, many company holders produce different product, when advertising a single product of the company people are likely to know more about the company and its other product.

Social Media advertising is considered to be one of the viral advertising or word-of-mouth marketing. For instance, online users use to tell their offline friends about the product or services they come across in Social Media, and share the page or product to online users; as a result of this the advertising will go viral.

Social Media advertising is a powerful communication force and significant marketing tool to sell product, services and ideas. Companies use Social Media to advertise their products and services, and reach large number of audience at relatively cheap price.⁶⁶

Chen postulates some key reasons for using Social Media to advertise products, brands or services these are:⁶⁷

- i. Personalise Interaction: engagement by interacting with customers directly and enhancing customer feedback.

⁶⁵ Barefoot, D. And Szabo, J. (2010) “Friends with benefits: A social Media Marketing Handbook” San Francisco: No starch press p.13

⁶⁶ Mon, G. E. (2013) “Advertising and promotions in social media” *practical Law The Journal/Transaction & Business* p.43

⁶⁷ Chen, et al (n.d) “Marketing and Advertising through social media” Practical Law Company

- ii. Boost brand awareness: by using Social Media, companies create awareness, and create present of the same platform that customers use in their daily activities.
- iii. Protect reputation: by using Social Media, company can quickly respond to any rumour or negative publicity concerning the company and give the clear version about the issue.
- iv. Inexpensive: using Social Media is relatively cheaper, it help the company to save time and money.
- v. Problem solving: users can use their knowledge to provide new idea to the company or help in solving company's problem.

A successful Social Media advertising campaign is designed to create quick move. Social Media advertising is an entity that works along a variety that is ever image. The successes of campaign advertisements depend entirely on the marketer's ability to persuade social network users to discuss and promote a product.⁶⁸ When advertising message is very effective users will talk more and more about it, and this will make the advertising message to become viral.

Whatever type of business you have i.e. small, medium or big business you can reach your target customers or potential customers via Social Media, because Social Media consist different calibre of people. "Whether you are part of a small, medium, or giant business, or are an individual entrepreneur, your customers are using Social Media, and there's no reason you shouldn't be, too. It costs almost nothing, it's easy to get started, and it can have an enormous financial impact on your business."⁶⁹

⁶⁸ Naidoo, T. (2011) "The effectiveness of advertising through the social media in Gauteng" MA Dissertation

⁶⁹ Zarrella, D. (2010) "The social media marketing book" O'reilly media Inc: Canada p.8

Social Media advertising is relatively cheaper, it's very important for small and medium entrepreneur to use Social Media to create awareness and boost their business, because customers use Social Media to seek information about the product or service. You don't need to have a big company before joining social media medium and small company also count.

1.4.3 Types of social media advertising

Online advertising is something new, the innovation of internet and world wide web is what give birth to online advertising, what boost online advertising to be popular is 'Social Media', as a result of Social Media companies are spending billions of dollars to advertise online or specifically on Social Media. Online advertising is very effective and useful to companies. It is no longer an exaggeration when we said it is hard for business to survive in 21st century without been on social media. Take for instance; if the product is targeted to young adult, the best way to reach them is through social media. Young adults have little or zero patronizing of mainstream media.

Online advert allow companies to advertise their brand, product and services in a way that catches attention of customers. Online Ads provide a reminder message to people who are visiting the web site as argued by Moriarty on the different types of Online Ads.⁷⁰

- **Banner Ads:** Is a form of advertising done on the Web. It's a small Ad on the web page; when the users click on it, it takes a user from one site to another. Banner Ads appear on top, bottom or sides of the web page. This type of Ad is also called 'Click Through'. Banner Ads usually appear horizontally on the web page.

⁷⁰ Moriarty, S. Mitchell, N. And Wells W. (2012) " Advertising & IMC: principles and practice" 9th edition, Prentice Hall: New Jersey

- Skyscrapers: Skyscraper Ads are tall and do appear on the web page usually placed on right or left side of a web site. When users click on a skyscraper Ad, they are redirected to the advertiser's website. Skyscrapers are an opposite of a banner advert it appears vertically on the web page on either the left or right sides.
- Pop-ups and pop-behind: this is an Ad burst open on the computer screen either in front or behind the opening page of the web site.
- Mini-sites: mini sites Ad allow marketers to advertise their brand without re-directing users to other sites.

Advertisers use such online advertising to make users visit their page. Online Ad allows advertisers to reach significantly more people than traditional media at a low cost.

1.4.4 Why it's important to advertise on Social Media

The reason behind advertising on Social Media is to enhance a business and allow customers to discuss about the product. According to Hensel and Deis; “One of the purposes of Social Media is to find out more about what customers are thinking.”⁷¹ Ryan and Jones in their book *understanding digital marketing* discusses some potential benefits of engaging customers through Social Media:⁷²

⁷¹ Hensel, K. And Deis, M. H. (2010) “Using Social Media To Increase Advertising and Improve Marketing” *the Entrepreneurial Executive*, Volume 15 p.91

⁷² Ryan, D. And Jones, C. (2009) “Understanding Digital Marketing: marketing strategies for engaging the digital generation. London: Koganpage p. 156-157

- **Stay informed:** The most important of advertising on Social Media is to stay informed. A company can easily understand what its customers think about in relation to the brand; product or services. What customers are saying about the entire company, this will help the company to create effective marketing campaigns based on customer's interest.
- **Raise your profile:** The company can protect their reputation and lift their profile by engaging proactively via Social Media
- **Level the playing field:** By using Social Media, the company gives everyone the same advantages or opportunities, and receive customer's feedback with little or zero amount.
- **Influence the influencers:** The people who are most active users in Social Media circles will be the element of your target market who can be classified as 'influencers', while small in number compared to the market as a whole, influential individuals have already gained respect and trust from their online friends and mentioning their opinion about the product can bring greater impact to the company's status or reputation.
- **Nurture brand advocacy:** By engaging wisely and positively with people who already have an optimistic attitude towards brand, such people can lift the company knowingly or unknowingly by advocating through Social Media.
- **Pass it on:** Another powerful aspect of Social Media is its power for viral circulation. This is similar to word-of-mouth, apart from that; the word online can travel further and faster. A high-profile news story about company or a post on blog

that's picked up and distributed by the readers, if it hits the right note, suddenly it's everywhere. If you get it right, there's no more effective way to promote your business than this.

- The wisdom of the crowd: When using Social Media, the company getting input from online communities, this input can help in the company output. Example, online communities can help the company to solve business dilemmas and provide answers to some of the company most challenging problems. By going through customers feedback company can make proper research, design and develop decision based on what customers want. It is said that; 'two heads are better than one' this means that; two people may be able to solve a problem that an individual cannot.

Social Media is the place where different people with different ideology and orientation interact, when using Social Media effectively the company would benefit from online users.

Looking through these benefits, it's obvious that any company that want grow nowadays must not ignore Social Media. Apart from the above benefits of Social Media advertising, there are many more. Bendror indicates perfect benefits of Social Media ads, these include: improve sales, increase traffic, increase exposure, Developed loyal fans, Improved search ranking, grew business partnerships, reduced marketing expenses and provided marketplace insight.⁷³ Social Media is playing vital role in how customer participate and share information online.

⁷³ Bendror, Y. (2014) "why social media is so important for your business in 2014" Business2Community accessed April 27, 2014 <http://www.business2community.com/social-media>

The use of Social Media is far beyond broadcasting brand, product or services; it also creates a good rapport between the company and customers. Social Media is the most powerful marketing mix when compared to other marketing tactics for getting brand attention.⁷⁴ Without doubt companies that use Social Media to advertise their products are getting quick attention compared to those offline.

1.5 Background of Facebook

Mark Zuckerberg in collaboration with Andrew McCollum and Eduardo Saverin launched Facebook with aim to change social interaction; Facebook started on the Harvard University campus. Within twenty-four hours of going live, 1,200 Harvard students had signed up, within weeks students from Stanford and Yale wanted in.⁷⁵ More than half of the students create an account. The network was extended to other Boston Universities and finally all US universities.⁷⁶

In February 2004 Facebook was originally founded and restricted to Harvard University students only. In March 2004 the privilege was extended to colleges and university students, users can create a personal account; add other users as friends, and exchange messages, photos and comments when they update their profile; Facebook users may join common interest user groups, organized by workplace, school, college, or other characteristics. Facebook allows anyone who is at least 13-year old to become a registered

⁷⁴ “ the convergence of marketing, Advertising and PR on the web” 2days conference on social media marketing: (2010) Sheraton Imperial Hotel, Kuala Lumpur

⁷⁵ Croft, C. (2007) “A Brief History of Facebook” accessed 13th May 2014 from <http://charlenegagnon.files.wordpress.com>

⁷⁶ Phillips, S. (2007) “A brief History of Facebook” *the guardian* accessed 14th May 2014 <http://www.theguardian.com/technology/2007/jul/25/media.newmedia>

user of the website.⁷⁷ This means that anyone below 13 years old is not eligible to register with Facebook.

Facebook continue to grow and the company update the site to maintain status. For instance, On May 2006 Facebook introduces additional networks, allowing people with corporate email addresses to join; in 2007 Facebook create a platform which allow outside programmer develops tools for sharing photos, taking quizzes and playing games; in 2008 Facebook introduces 'Chat'; February 2009 Facebook introduces 'Like', allowing people to endorse other people's posts by clicking like; 2010 Facebook launches location feature, 'check-in' allowing people to share where they are with their friends.⁷⁸ Many things introduce within 10 years to improve Facebook site.

According to Facebook statistics page, "Facebook is accessed by 1.19 billion active users every month as of September 30, 2013."⁷⁹ On January, 2014 marketing charts rated Facebook as leading social network with 57.9%. "Facebook.com is a comprehensive and encompassing clustering of networks based on universities and colleges, high schools, work places, and geographic areas."⁸⁰ On February, 2014 Facebook celebrated its ten years anniversary.

⁷⁷ Edosomwan, S. Et al (2011) "The History of Social Media and its Impact on Business" *the journal of Applied Management and entrepreneurship*, vol. 16 No: 3 p.4

⁷⁸ Associate Press (2014) "Timeline: Key dates in Facebook's 10-year history" accessed 12nd May, 2014 <http://phys.org/news/2014-02-timeline-key-dates-facebook-year.html>

⁷⁹ Facebook statistics (n.d) "About Facebook statistics" accessed 14th May, 2014 <https://www.facebook.com/pages/Facebook-statistics>

⁸⁰ Ginger, J. (2008) "the Facebook project: Performance and construction of digital Identity" Masters Dissertation p.10

1.5.1 Facebook Advertising

Social Media presents a valuable source of wide range of information on variety of subject and encourages mass dissemination of information. “These interactive social tools have created new opportunities for dissemination of information, collaborative learning and interaction.”⁸¹ This development gives way for advertisers, companies and marketers to strike on social media in order to meet their target customers.

Facebook is the leading social network nowadays with over 1 billion users worldwide. Thus, advertisers use Facebook as a tool for introducing various products and services to the public. “Facebook gives companies and brands direct access to customer thoughts, feelings, reactions, responses, and Likes”.⁸²

Facebook is daily destination for millions of people. Companies and advertisers get this advantage to advertise their products and services on Facebook in order to meet their target consumers, or rather potential customers. Advertising on Facebook became popular nowadays. Thus, it is imperative to conduct a research and find out the influence of such advertising and how it affects purchasing behaviour.

The assumption of this research is that many students engage in using Facebook surfing for various purposes and gratification. Moreover, it’s a well known fact that Young adult particularly students are the ‘active users’ of Facebook; and in one way or the other they come across with Facebook Advertising on their pages. Therefore, this research is trying to find out the affect of Facebook advertising on Nigerian students’ purchasing behaviour.

⁸¹ Wankel, C. (2010) “social media approaches to Business Education: teaching with LinkedIn, Facebook, Twitter, Second life and Blog” IAP Inc: USA

⁸² Cister, E. (2010) “Study reveals what times Facebook users are most active” accessed 20 May 2014 from <http://allfacebook.com>

Facebook Adverts are designed to help advertisers show people adverts they find interesting and relevant, from the initial stage Facebook was not mean for advertising, it build to connect Harvard students, regardless of the reason of building Facebook, the personal information Facebook collect is very important to advertisers.⁸³ This shows that when Facebook was created the main purpose was to connect between students but it starts growing among students and beyond. Within short period of time Facebook generate large number of users from different calibre of people; this help advertisers and companies to find their target customers or potential customers.

By using Facebook advertising, company can figure the exact amount they want to spend every day and access the detailed report about ads performance. Companies create simple advertising which appear on the target user's profile.⁸⁴ It's very difficult for Facebook users to escape advertising on their Facebook page. "When you use Facebook, whether you're on your home page, reading comments on your Friends' Walls, or playing your favorite online Facebook game, you'll probably notice at least one advertisement, usually on the right side of the page"⁸⁵ (See figure 1.1).

⁸³ Marshall, P. and Maloche, T. (n.d) "Ultimate guide to advertising: How to access 600 million customers in 10 minutes" Entrepreneur magazine.

⁸⁴ Barefoot, D. And Szabo, J. (2010) "Friends with benefits: A social Media Marketing Handbook" San Francisco: No starch press p.188

⁸⁵ Dunay, P. Krueger, R. And Elad, J. (2011) "Facebook Advertising for dummies" Wiley Publishing Inc: Canada

Figure 1.1: Example of Facebook Ad



Source: Facebook page

Advertising on Facebook are exceptional, it shown to precise groups of highly engage people on personal computer and mobile phones. When advertising is well created and well targeted, it may get more comments, likes and shares. When users like, comment or share on advert his/her friends may see the Ad and making it more powerful.

The more a company or advertisers promote posts and create targeted Ads to specific groups of people, the more likely users are likely to see when they visit their Facebook page. The most important benefits of Facebook advertising to companies or marketers are: targeting specific audience, reaching out to more people, brand awareness

and generating sales.⁸⁶ The most important thing for the company here is that; create good advertising which may attract users and identify the target group.

The strength of Facebook to advertisers is the availability of information about users. Facebook asks people to register with their real name and provide relevant personal data such as hometown, current city, favourite books, activities and other demographic data that advertisers thrive on to target consumers⁸⁷.

Facebook advertising is unique on its nature, by providing company with relevant data. Facebook has an advanced campaign setup that allows companies to pick a specific demographic region, which means that they can target products to specific individuals living in a particular geographic location⁸⁸.

Business creates advertising and pays Facebook to distribute it to the users who are likely find the advert relevant; these adverts appear usually on the right column or in news feed. Facebook were link to other web sites, for instance, when you visit websites like e-bay or Amazon etc, you can see an advert of the same product on your Facebook page.

⁸⁶ Facebook for business (n.d) “ reach all the right people more efficiently” accessed May 02, 2014 <https://www.facebook.com/business/products/ads>

⁸⁷ Todi, M. (2008) “Advertising on social networking websites” *Wharton Research Scholars Journal*, University of Pennsylvania ScholarlyCommons.P.10-11

⁸⁸ Naidoo, T. (2011) “the effectiveness of Advertising through the social media in Gauteng” MA Dissertation p. 10

1.5.2 Effect of Facebook Advertising

Facebook advertising is very essential to business, companies and advertisers, as it provides an advert in unique way which helps the companies to reach out to their target customers easily. Naidoo states some effects of Facebook advertising.⁸⁹

- Engaging consumers: consumer engagement is the relationship which a brand and the customers develop during the sale process. Consumer engagement is the most vital benefit of Facebook advertising and it helps the company to maintain their existing customers and increase brand credibility. If there is a problem Ex. Economic meltdown, the company can measure its successes in retaining their customers with the help of customer engagement via Facebook.
- Enhancing brand reputation and image: companies have an opportunity to make two way communications with their clients, which may bring great amount of credibility among customers. Therefore, companies can use Facebook as a way of increasing their goodwill and create confidence in customers mind.
- Build positive brand attitudes: Facebook enables the company to promote and build a positive brand attitude towards products of the advertiser. There are many factors that influence advertising including mood of the consumers.
- Enhance customer relationship management: customer relationship is the backbone of the growth of any organisation or company, when the relationship is at stake the company and operations are likely bound to fail. Facebook medium helps by making strong bounds between customers and company. Facebook allows

⁸⁹ Naidoo, T. (2011) “the effectiveness of Advertising through the social media in Gauteng” MA Dissertation p. 11

companies to know more about the trends and preferences of the customers and act accordingly.

- Announcing new product or services: Facebook is the simplest and easiest way to inform customers about release or arrival of new products or services. Facebook create a platform that allows for spread of new product to potential customers or targeted customers.

In line with the above benefits Facebook is one of the most trending subjects in online marketing nowadays. Many companies, organisations and business strive to engage themselves into Facebook for different purposes. When advertising on Facebook companies keep their brand in front of potential customers and have chance to know their customers.⁹⁰

If Facebook user likes advertising from his/her Facebook account, all his friends and followers will see the ad and they are likely to like the page, by doing so their friends will see, within short period the ad will spread to large number of people. This is like word-of-mouth advertising and it's very popular on Facebook.

1.6 Previous Research

Advertising on Facebook and social media in general is a new phenomenon cause by technological advancements. Scholars and researchers conducted research about the new trend with different objectives which they figure out some findings. Similar studies have been done on social media advertising because of it is important in today's world. Some scholars examine the social media in its broad sense while others narrowed it to single social network like Facebook or Twitter; some researchers examine the effect of

⁹⁰ John C. 2013 "why advertise on Facebook?" accessed 7th May, 2014 www.digitalfireflymarketing.com

such advertising messages to consumers while others examine benefits for business or marketers.

Naidoo explored the effectiveness of advertising through the social media in Gautang. To explore the effectiveness of Facebook advertising Naidoo examined four particular constituents namely; brand engagement, brand attitude, brand image and consumer engagement. The defining demographics of the sample used for this study involved the geographical location of Gauteng which consisted of mainly a younger population between the ages of 15 and 35 with 44% of the population spending less than ten minutes on Facebook according to survey. He found that 93% of the respondents have never before seen the adverts posted in the survey.⁹¹ As could be seen the keen attention of this research is about brand engagement, brand attitude, brand image and consumer engagement.

Arca study highlight the main business benefits of social media marketing and present the various techniques available to market businesses on the different social media channels. The findings of this study shows that the main benefits encountered usually are increased brand exposure and reputation management, increased targeted traffic and Search Engine Optimization, word-of-mouth and leads generation, market insights related to target audience and competition, public relations facilities and recruiting.⁹²

In addition of these research Jeff conducted similar study which he explored performance and construction of digital identity via Facebook. He paid attention on user activity, perception of safety and privacy and management of digital identity. He found that the participants have many opportunities to perform their identity on Facebook. They

⁹¹ Naidoo, T. (2011) "the effectiveness of advertising through the social media in Gautang" MA Dissertation

⁹² Arca, C. (2012) "social media marketing: benefit for business" MA Thesis

do so somewhat through profile updates, but mostly through activities such as wall posting, posting pictures, and perusing profiles. They are connected to on average to several hundred other members, which comprise a part of their audience. They are users of various types in terms of gender, race, sexuality, and have similar levels of assertive use.⁹³

This research therefore, is an attempt to replicate the common findings in the literature and provide more evidence of Facebook advertising in different settings. As mentioned above the previous research focused on brand engagement, brand attitude, brand image and consumer engagement. While other concerned on user identity, perception of safety and privacy.

The uniqueness of this study is focusing on effect of Facebook advertising in purchasing behaviour, how Facebook advert help in constructing ideas and opinion of consumers as well as how age and gender determine purchasing behaviour. Moreover, the respondents and location are differs from previous studies. The respondents of this research are Nigerian students.

⁹³ Jeff, G. (2008) “The Facebook project: performance and construction of digital identity” MA Dissertation

CHAPTER TWO

2. CONSUMER PURCHASING BEHAVIOR AND CONSUMER DECISION PROCESS

2.1 Introduction

It's very difficult to escape from advertising messages nowadays since Advertising Agencies are continuously sending out messages on a daily basis. Such messages affect consumers' purchasing behaviour, decision process and increase consumption. An increase in consumption culture is wide spread globally as studies revealed that advertising is a creator of false needs, a manipulator of consumers' minds and an industry as powerful as it can alter culture. Due to the huge impacts of advertising in our lives, it is widely believed that, the purchase and use of goods can convey social identity.⁹⁴

Advertising messages have the potential to persuade consumers to go for the brand, product or services resulting into unnecessary consumption a concept Hugh-Jones and Humphrey in their book *Barter, Exchange and value: An Anthropological approach* come up with famous saying that says: "yesterday's luxuries, tomorrow's necessities."⁹⁵ Danziger, argued that consumers' buy things simply to satisfy a concrete, distinctly felt need.⁹⁶

The major aim of this research is to explore the effect of Facebook advertising on Nigerian students' purchasing behaviour. This chapter discusses the issues related to

⁹⁴Waugh, J. P. (2011) "Does Advertising Shape or Reflect popular culture? M.Sc thesis submitted to the Edinburgh Napier University, Edinburg p.13

⁹⁵Humphrey, C and Hugh-Jones S. (1992) " Barter, Exchange and Value: An Anthropological approach" New York: Cambridge University Press p. 42

⁹⁶Danziger, P. N. (2004) " Why people buy things they don't need: understanding and predicting consumer behaviour" USA: Dearbon Financial Publishing

consumer purchasing behaviour, consumer decision process, factors affecting consumer decision processes among other issues. The last part of this chapter discusses the theoretical perspective of which this study will be based on.

2.1.2 Consumer

Consumer is a general word. Consumer is an individual who buy products, ideas or services for personal use, not to resale; consumer is someone who can make decision to buy the product or not to buy and is easily influenced by the market forces of demand and supply which are driven by the driving forces of marketing and advertisements. Whenever someone goes to a store for shopping, they are making that decision as a consumer. In other words, consumer is the one who pays to consume the goods and services produced.

According to Noel in his book *basic marketing 01: consumer behaviour* he defined consumer as “the person who identifies a need or desire, searches for a product to satisfy this need, buys the product and then consumes the product in order to satisfy the need.”⁹⁷ Consumers play a vital role in the economic development of any country. If there is no valuable consumer demand, producers would lack one of the key motivations to produce.

The term ‘consumer’ refers to two types of consuming units, namely: final consumer and organisational consumer. Final consumer is any individual that purchases goods or services for personal use or for family use. Whereas, organisational consumer includes: commercial, industries, agricultural firms, government agencies and non-governmental or non-profit organisations. Organisational consumer does not purchase

⁹⁷ Noel, H. (2009) “basic marketing 01: consumer behaviour” USA: AVA publishing p. 12

products for the purpose of individual or family consumption but for the purpose of organisational consumption.⁹⁸

Haghshenas, argued that we are all consumers, because on a certain order, food, clothing, housing, education, services, and ideas, use or consumption. Decisions that make for consumption demand for raw materials, transportation, technical services and the allocation of resources which causes success and failure of other industries.⁹⁹ Durmaz, has similar view, he postulated that:

“All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. In our globalizing world the competitions among the firms producing the same goods and services have intensified and the consumer, who is considered the principal focus point in a modern business approach, becomes more and more important.”¹⁰⁰

Considering this argument if all people are consumers, therefore, consumer behavior is an important factor in recession of commercial activity. Knowing consumer behaviour is one of the key to success for marketers and advertisers, it's important for both profit and non profit organization to know consumer behaviour; this will help in winning heart of consumers and persuade them to go for a product or services.

⁹⁸ Al-jaraisy K. A. (2008) “consumer behavior: an analytical study of the Saudi Family’s purchase Decisions” 3rd Edition, Saudi Arabia: Riyadh p. 43-44

⁹⁹ Haghshenas, L. et al (2013) “Review consumer behaviour and factors affecting on purchasing decisions” *Singaporean Journal of business Economics, and Management studies Vol 1, No. 10 p.18*

¹⁰⁰ Durmaz, Y.(2014) “ the impact of psychological factors on consumer buying behaviour and an empirical Application in Turkey” *Asian Social Science Vol. 10, No. 6 P.194*

2.1.3 Consumer purchasing behaviour

Consumer behaviour refers to how individuals make decisions on spending their available resources; time, money, and effort on various consumption related items.¹⁰¹ Consumer behaviour is very vital to companies and advertisers, knowing consumer behaviour is very essential, it helps a company to persuade a consumer. To have background knowledge about consumer behaviour it gives marketers opportunity to understand the way and manner consumers think, how they feel and above all how consumers select from different products or brands; also how consumers are influence by peer group, family, environment and so on.

This view tallies with Brosekhan and Velayutham's view, Knowledge of consumer behavior helps the marketers, companies and advertisers to understand how consumers think, feel and select from different alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and advertising or salesperson.¹⁰² Lake, define consumer behaviour as:

“Consumer behavior represents the study of individuals and the activities that take place to satisfy their realized needs. That satisfaction comes from the processes used in selecting, securing, and using products or services when the benefits received from those processes meet or exceed consumers' expectations. In other words, when an individual realizes that he has a need, the psychological process starts the consumer decision process. Through this process, the individual sets out to find ways to fulfil the need he has identified. That process includes the individual's thoughts, feelings, and behavior. When the

¹⁰¹ Hemanth, K.P and Shruthi V. K. (2013) “Determinant of consumer buying behaviour: A Theoretical framework of rural India” *Journal of exclusive management science. Vol.2 Issue 3 P.2*

¹⁰² Brosekhan, A.A and velayutham, C. M (n.d) “Consumer buying behaviour – A literature review” *Journal of Business and management (IOSR – JRM) 2319 – 7668 P.8*

process is complete, the consumer is faced with the task of analyzing and digesting all the information, which determines the actions he will take to fulfil the need.”¹⁰³

To simplify the above assertion of consumer behaviour, we can conclude that consumer behaviour is the processes that comprise different stages. And knowingly or unknowingly consumers undergo all or some of these stages before purchasing product or patronizing services.

The concept of consumer behaviour study involves the individual, organisations and the process they use to select, protect, use and dispose of products, brands, services, ideas to satisfy needs and the impact of these processes on the consumer and society.¹⁰⁴ The traditional consumer behaviour focused only on the buyer and immediate consequences of the purchasing process, while the modern consumer behaviour research extends the concept and examines influences on consumption decisions.

Solomon et al, sees consumer behaviour as “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experience to satisfy needs and desires.”¹⁰⁵ ¹⁰⁶ Consumers take many forms before and after purchasing of product and the most important is that all the actions are taking to satisfy desire and need.

Al-jaraisy perceived consumer behaviour “as the activities the consumer engages in when looking for a good or services to satisfy his need or want and when evaluating,

¹⁰³ Lake, L. A. (2009) “consumer behaviour for dummies” Canada: Wiley Publishing, Inc. P.9

¹⁰⁴ Hawkins, D. I and Mothersbaugh D. L. (2010) “consumer behaviour: building marketing strategy” (Eleventh Edition) New York: McGrawHill p.6

¹⁰⁵ Solomon, M R. et al (2006) “consumer behaviour: :A European perspective” (Third Edition), New Jersey: Prentice Hall p.6-7

¹⁰⁶ Solomon, M. (2007) “Consumer behaviour: Buying, Having and Being” (seventh Edition) New Jersey: Pearson Prentice Hall p. 7

obtaining, using and disposing of it, in addition to related decision making processes.”¹⁰⁷

Al-jaraisy further summarized the consumer behaviour as follows:

- Consumer behaviour involves physical and mental activities such as shopping and collecting necessary information about product or brand.
- Consumer behaviour in most cases is goal oriented not accidental.
- The process of decision making may take place individually or collectively.

Noel, consider that the field of consumer behaviour focuses on “how individuals acquire, use and dispose of company offerings.”¹⁰⁸ Looking at the scholars’ views about consumer behaviour what is certain is that consumer is the principle actor performing on the market scene and interact with other types of agents during decision process, actors that might influence his buying behaviour. To know consumer behaviour better scholars come up with concepts that examine consumer’s activities before and after purchase. This study also examines consumer behavior activities as such:

Consumer behavior involves a lot of activities: each consumer has thoughts, feelings, plans and many purchase decisions. When companies or marketers, pay attention to only purchase activities, they ignored much of the activities associated consumer behaviour. Marketers are expect to broad their thinking to a wide range of activities, including thinking about consumer product information, and build marketing strategy base on consumers need and satisfaction.

Consumer behavior is motivated: The consumer behavior motives are the two types. One is Work motivation that is reason to by a product and related to the product

¹⁰⁷ Al-jaraisy K. A. (2008) “consumer behavior: an analytical study of the Saudi Family’s purchase Decisions” 3rd Edition, Saudi Arabia: Riyadh p. 45

¹⁰⁸ Noel, *basic marketing 01: consumer behaviour* p. 12-13

performance in a way that helps to consumer to achieve goal. For instance, the motivation for a new car can be comfort and mobility. Second motivation is personal motivation that related to a consumer wishes to express emotions or other things about his idea.

Consumer behavior is a process: As mentioned in the above definition from different scholars, consumer behavior included a series of activities. For instance, selection, purchase, consumption, and so on. During the purchase and after the purchase is going as continuous process.

Consumer behavior is different for different people. Due to individual differences and the influence of outside forces on the different types of people, consumers have a variety of behaviours and these differences cause difficult to predict consumer behavior and how marketing mix respond.

2.2 Consumer purchase decision

Decision making is the process of choosing between two or more alternatives. Anderson opined that:

“All decisions involve alternatives and values, and all decision processes involve problem structuring and evaluation. Yet there are many kinds of decisions. Most are easy, but many are both hard and important to get right. Decisions become hard when there are many values to think about at once and tradeoffs have to be made or when there are many possible futures to think about at once and uncertainty has to be weighed. Tools are available for problem structuring and evaluation that address both kinds of difficulty.”¹⁰⁹

Consumer decision process is the process undertaken by consumer in regard to a potential market transaction before, during and after the purchase of a product, brand or

¹⁰⁹ Anderson, B. F. (2002) “The secrets of wise decision making” Portland: Single Reff Press p. 1

service. Hawkins and Motherbaugh argued that: “The term consumer decision produces an image of an individual carefully evaluating the attributes of a set of products, brands, or services and rationally selecting the one that solves a clearly recognized need for the least cost.”¹¹⁰ Consumer decision is like other decision making, it involves alternatives and consumers go through the alternatives and choose the best alternative that satisfies his need and desire.

2.2.1 Consumer decision making process

Consumer decision making process comprises of five stages: the need recognition or problem recognition, information search, choose from alternatives or judgement, purchase and post-purchase behaviour.¹¹¹ The process starts with need or recognition and end with outcomes. Blythe asserts that; many decisions are made without much conscious thought or consideration. Decision making sometimes happens below the conscious capacity. Though it not necessary means the processes used in a complex decision are not followed, it simply means consumer is not aware of them.¹¹²

- **Problem recognition/need:** problem recognition divided into two categories; first is ‘need recognition’, this occurs when there is a decrease in the actual state. Example, when running out of rice, there is needed to buy some. The second category is called ‘opportunity recognition’, this occurs when there is an increase in the ideal state. Example, if my friend’s phone is better than mine then I’m going to buy one. Need is the starting point of any consumer process. When consumer realize his need then he proceeds to second stage of purchase decision making

¹¹⁰ Hawkins and motherbaugh, *consumer Behavior: building marketing strategy* p.496

¹¹¹ Noel, H. (2009) “basic marketing 01: consumer behaviour” USA: AVA publishing p. 132-134

¹¹² Blythe, J. (2008) “consumer behaviour” London: Thomson Learning p.259

process, if there is no any need at the mind of consumer the process will end at the first stage.

- **Information search:** after consumer defining his need, he proceeds to find the means of satisfying the need. Consumer at this stage search for information that help in solving his problem or satisfying his need. Consumer can obtain information about product through different resources, among the resourceful information are:¹¹³
 - i. Internal resources: refers to the consumer's past experience, uses, and study of the product. Consumer relies on his past experience in dealing with a specific need.
 - ii. Group resources: in this regard, consumers obtain information through contact with others like friends or neighbours. This source of information is considered as powerful when it comes from reliable person.
 - iii. Marketing resources: these are information prepared through communication efforts made by an organization such as; advertising, personal sales, package labels etc.
 - iv. Public resources: these include mass media, reports prepared by consumer organisations, review, website etc.
 - v. Experimental resources: this includes the possibility of examining and trying the product during purchase.

¹¹³ Al-jaraisy K. A. (2008) "consumer behavior: an analytical study of the Saudi Family's purchase Decisions" 3rd Edition, Saudi Arabia: Riyadh

- **Judgement:** judgement is simply alternative evaluation. Once the information collected, the consumer will be able to evaluate the different alternatives that offer to him, evaluate the most suitable to his needs and choose the one he think it's best for him. In order to do so, he will evaluate their attributes on two aspects.
 - i. The objective characteristics such as the features and functionality of the product.
 - ii. Subjective characteristics such as perception and perceived value of the brand by the consumer or its reputation.

The consumer will then use the information previously collected and his perception or image of a brand to establish a set of evaluation criteria, desirable or wanted features, classify the different products available and evaluate which alternative has the most chance to satisfy him.

- **Decision making/purchase decision:** At this stage when consumer evaluated different solutions and product available for respond to his need, then he will proceed to the decision stage which is purchase itself. Decisions are made about where to buy the product, when, what payment method, warranties, or to postpone the decision to purchase. The consumer decision will be base on the information and the selection made in the previous step based on the perceived value, product's features and capabilities that are important to him.
- **Post-decision processes/post-purchase:** when the product is purchased and used, the consumer will evaluate the adequacy with his original needs. And whether he has made the right choice in buying this product or not. He will feel either a sense of satisfaction for the product or otherwise. If the product has brought satisfaction

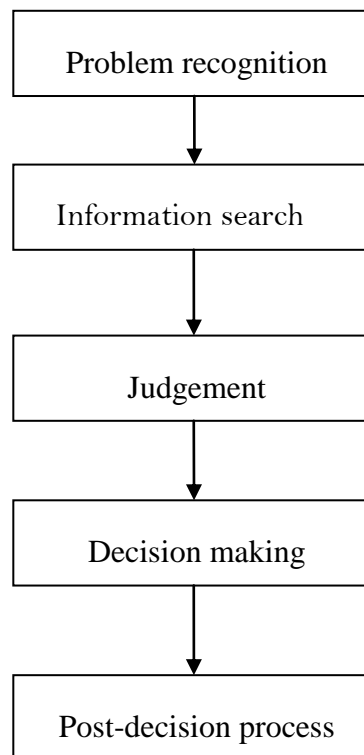
to the consumer, he will then minimize stages of information search and alternative evaluation for his next purchases in order to buy the same brand which will produce customer loyalty.

The aforementioned are the popular consumer decision making processes; marketing managers attempt to influence consumers during each of these stages. Consumers are the centre of many marketers work. While the consumer is part of the marketing environment, it is also very important to recognise and understand the more personal and specific influences effecting consumers and the nature of the decision making process they use.

“Study of consumer behaviour enables marketers to understand and predict consumer behaviour in the market place.”¹¹⁴ By knowing Consumer Buying Decision Process, brands can improve their marketing strategy to effectively respond and be present with their customers at each stage of their buying behavior. Figure 2.1 summarized consumer decision making processes.

¹¹⁴ Schiffman, L. G and Kanuk, L. L. (2004) “Consumer behaviour” (Eighth Edition) US: Pearson Prentice Hall p. 21

Figure 2.1 Stages in the Consumer's Purchasing Process



Adapted from Noel, H. (2009) “basic marketing 01: consumer behaviour”

2.2.2 Types of consumer decision

Apart from consumer decision making processes, scholars classified consumer decision into three types namely: nominal decision making, limited decision making and extended decision making.¹¹⁵

- a) **Nominal decision making:** this is also called ‘habitual decision making’. Nominal decision can be divided into two categories namely brand loyal decisions and repeat purchase decisions.
 - i) Brand loyal decisions is when a consumer is involved in selecting particular product or brand, and in response used an extensive decision making process.

¹¹⁵ Hawkins and motherbaugh, *consumer Behavior: building marketing strategy* p.496

As a result of this the consumer may purchase the product without further considering the other alternatives product because he believes the current product meet his/her need. Therefore, the consumer may become a 'brand loyal'. "Consumer loyalty is defined here as an on-going propensity to buy a brand."¹¹⁶ When consumer developed loyalty to the product or brand, it's very difficult for other competitors to get patronage from such kind consumers.

ii) Repeat purchase decisions is when a consumer believes that all particular products are the same he may not attach much importance to the product category or purchase. The buying of a product by a consumer of the same brand name previously bought on another occasion. A repeat purchase is often a measure of loyalty to a brand by consumers and is often taken into account by marketing research professionals to evaluate a business. In this type of decision consumer does not need much time for shopping because he simply repeat buying the same brands or products.

b) **Limited decision making**: this is also called 'buying product occasionally'. When a consumer needs to obtain information about unfamiliar brand in a familiar product category, perhaps requires a moderate amount of time for information gathering. Limited decision making also occurs in response to some emotional or situational needs. For example, you may decide to purchase a new brand or product because you are bored with the current one. Sometimes limited decisions are made while in the store; if consumer notice new product or brand that catch his eyes; he may purchase. This is usually occurring on less-expensive product.

¹¹⁶ Uncles, D. M. Et al (1998) "Consumer loyalty marketing in repeat – purchase markets" London Business School: Centre for Marketing working paper

- c) **Extended decision making:** extended decision making involves an extensive internal and external information search followed by a complex evaluation of multiple alternatives and significant post purchase evaluation. Extended decision making involve processing more information and going to greater length to satisfy a need.¹¹⁷ To sum it up, extended decision occurs when consumer attempt to buy expensive product like car.

These are the three types of consumer decision making but these decisions vary from one person to another sometimes limited decision can be extended decision to some consumers. Example, going out for dinner for one person may be extensive decision making for a person that does not go out often at all, but limited decision making for someone else, but must of consumers engaged in extended decision making when the intend to buy an extensive product.

2.2.3 Determinants factor of consumer involvement

The determinant factor of consumer involvement summarized into four: the nature of consumer; nature of the product; the characteristics of producers and salesperson; and lastly the nature of the purchase situation.¹¹⁸

- i. Nature of consumer: the nature of consumer purchase stage is vary, it all defend according to socio-economic characteristics, social class, belief, learning ability and past shopping experience.

¹¹⁷Bandl, J. (2007) "Decision making process" retrieved 16th July, 2014 from <http://consumersbehavingbadly.blogspot.com.tr>

¹¹⁸Al-jaraisy K. A. (2008) "consumer behavior: an analytical study of the Saudi Family's purchase Decisions" 3rd Edition, Saudi Arabia: Riyadh p.102-104

- ii. Nature of the product: the nature of the product or brand has direct effect on consumer's decision. The nature of the product include: quality, price, post-purchase services etc.
- iii. Nature of producers and salesperson: in most cases consumers are influenced by producers and salespersons, especially at the purchase stage. Producers select suitable sales outlet and provide training to salesperson in order to gain consumer's confidence and loyalty.
- iv. Nature of purchase situation: circumstance often influence the purchase decision, the time available for making the purchase decision may be short. If the purchase time is short the consumer may take decision without having sufficient information about the product.

In line with aforementioned determinant factors the decision varies, it all depends on the circumstances or situations at the time of purchasing of a good or service.

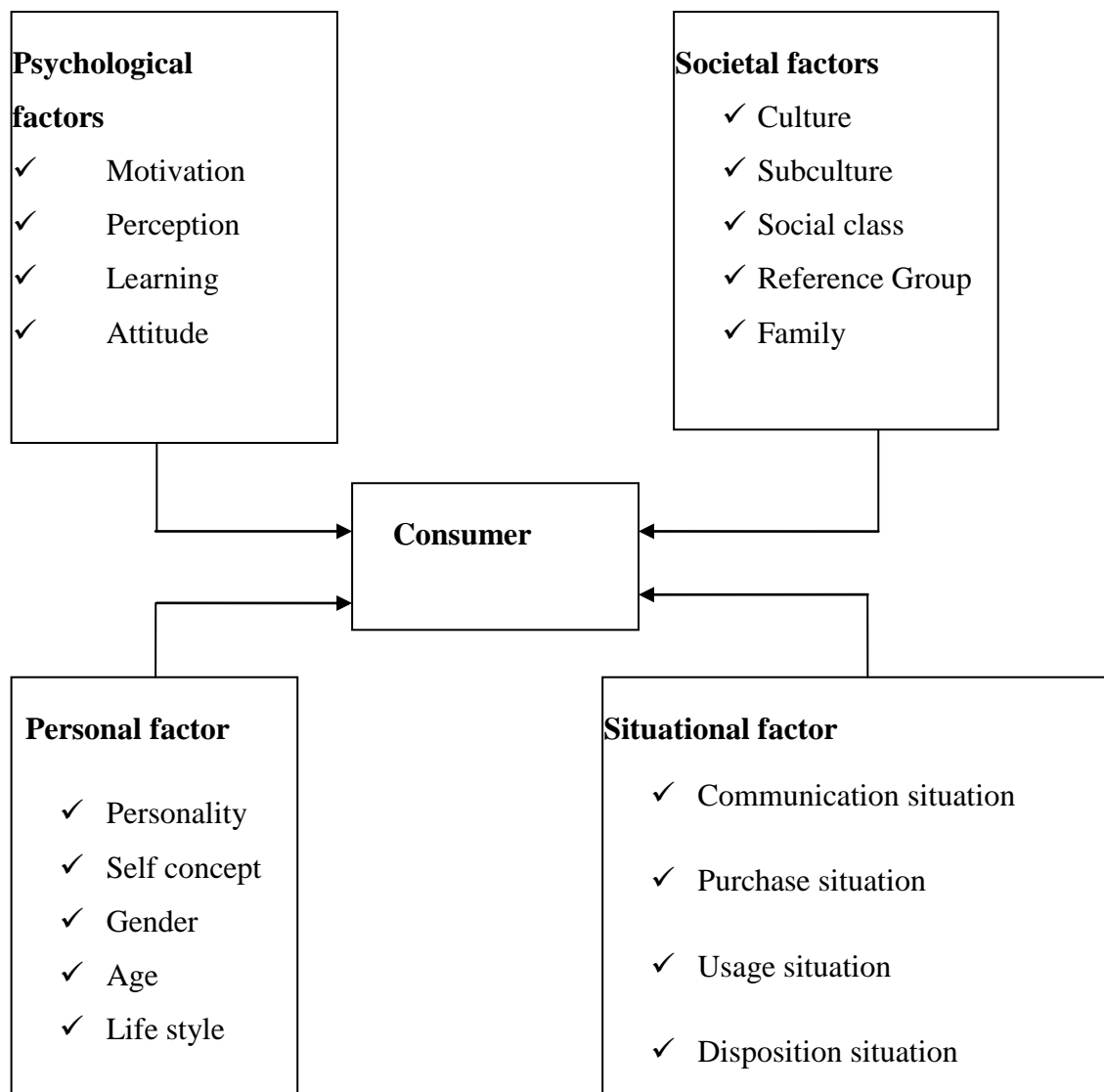
2.3 Factors effecting consumer purchasing behavior

The decision making process of the consumers are influenced by internal and external factors. It's important for marketers to understand why consumer behave in the manner he does, how his mind is conditioned and influenced; also an analysis of the basic variables influencing the consumer behaviour will be much useful to the marketers to frame suitable marketing strategies.¹¹⁹

¹¹⁹Hemanth, K.P and Shruthi V. K. (2013) "Determinant of consumer buying behaviour: A Theoretical framework of rural India" *Journal of exclusive management science. Vol.2 Issue*

Most of the scholars concluded that the major factors effecting consumer purchasing behaviour are four; namely: psychological factor, societal or social factor, situational factor and finally personal factor.

Figure 2.2: Factors affecting purchase decision



Source: Adapt from Khan, *consumer behaviour and advertising management*

2.4 Psychological factors effecting the purchase decision

Psychological factors are the elements of consumer's mental processes, comprising motivation, perception, learning or knowledge and capacities, attitude and personality of the consumer.¹²⁰ These are the four theories that explained psychological factors that affect consumer purchasing behaviour.

2.4.1 Motivation

Motivation is the driving force that causes the change from desire to will in life, for instance, hunger is a motivation that induces a desire to eat. In other words, motivation is the process that influences people to behave the way they do. Moreover, Motivation is an inner feeling that stimulates the action that is to be taken by an individual. A motive of behaviour is considered as the first stage in the analysis of human behaviour in general. From psychological perspective Solomon, opined that "motivation occurs when a need is arouse that the consumer wishes to satisfy."¹²¹ In consumer purchasing behaviour, motivation plays a vital role in making a decision. It provides a specific direction or, results in a response. Schiffman and Kanuk opined that:

"Human needs – consumer need – are the bases of all modern marketing. Needs are the essence of the marketing concept. The key to company's survival, profitability, and growth in a highly competitive marketplace is its ability to identify and satisfy unfulfilled consumer needs better and sooner than the competition."¹²²

¹²⁰ Lejneice, I. (2011) "Factor affecting consumer behaviour assuming and fulfilling credit in Latvia" *Journal of Economic and Management Vol. 16*

¹²¹ Solomon, M. *Consumer behaviour p. 90*

¹²² Schiffman, L. G and Kanuk, L. L. (2004) "Consumer behaviour" (8th Ed) US: Pearson Prentice Hall p. 85

The most popular and influential approach of motivation was founded by Abraham Maslow. The approach is popularly known as ‘Maslow’s hierarchy of needs’. Maslow pinpoints the underlying causes of behaviour.¹²³ The hierarchy of need states that people has different needs and these needs can be classified as primary and secondary needs or lower level need and upper level need. Khan, in his book *consumer behaviour and advertising management* opined that the need is usually done in sequential order as classified below.¹²⁴

- Physiological needs: this include; food, water, sleep, and sex
- Safety needs: Seeking physical safety and security; protection; safety of belongings; security of job, etc.
- Social needs: This includes; need to be approved in a society; love and be loved, friendship, love appreciation and group acceptance.
- Esteem needs: this include; desire for status, superiority, self-respect and prestige
- Self-actualization: this includes; self-fulfilment, the desire to become that entire one is capable of becoming or enriching experiences.

Maslow hierarchy of needs theorized that people have to fulfil their basic needs like need for food, water and sleep before climbing to fulfilling higher level needs. Example, it’s difficult to go for shopping while hungry or tired. Solomon, emphasized that; “one must satisfy basic needs before progressing up the ladder.”

¹²³ Maslow, A. H (1968) “Toward a psychology of being” (Second Edition) New York: Van Nostrand

¹²⁴ Khan, M. (2006) “consumer behaviour and advertising management” New Delhi: New Age International p. 104 -105

Figure 2.3 Maslow's Hierarchy of Needs



Adapted from Solomon, M R. et al (2006) "consumer behaviour: A European perspective"

As argued by the above mentioned scholars, it's impossible to reach the top level of Maslow hierarchy without undergoing the whole step one after the other. Reaching the top level of needs 'self realization' which means that the person has already achieved a lot throughout his life.

2.4.2 Perception

Perception is one of psychological factor that affects consumer purchasing decision; the way a consumer perceives things affects his decision. Perception is the way of how an individual sees the world and makes sense of it in his brain. A person perceives the world with his sense organs i.e. sight, hearing, touch, smell and taste. "Perception is the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world."¹²⁵

Two person may receive same message with same content but how each one selects, organize and interprets the message may be differ. Each person perceives the message base on his own needs, values and expectation. Perception depends on two factors: stimulus characteristics and consumer characteristics. Perception of the stimuli and the situation plays an important role on our behaviour. Perception is the critical activity that links the individual consumer to a group, situation and marketer influences. Khan asserts that a stimulus comes from the following processes.¹²⁶

- Exposure: When a stimulus comes under the range of sensory preceptors, nerve exposure occurs. Most of the stimuli to which an individual is exposed to, is 'self selected' example, switching television channels, skipping magazine pages, skipping unwanted information that one is not interested in. We deliberately seek and avoid information of our interest. It is done to achieve the goals we aspire for. It is challenge for the marketers to hold the interest of the consumer on his commercials and exposures.

¹²⁵ Schiffman, and Kanuk, *Consumer behaviour*

¹²⁶ Khan, *consumer behaviour and advertising management*

- **Attention:** This occurs when the sensory receptor nerves are activated by the stimuli and, the brain registers 'sensations' for processing. The market offers a lot of goods. It may take us long to go through all of them. Therefore, we selectively choose and attend to products and messages. One may not attend to warnings on cigarette packets or, may see the model more than the clothes. The same individual may devote different levels of attention to the same stimulus in different situations. Attention is determined by three factors: stimulus, the individual and the situation. These this factors play vital role in attracting an individual.
- **Interpretation:** The same message can be interpreted in different ways. It is how we assign meaning to sensations. Interpretation involves a competitive or factual component and, an effective or emotional response by cognitive or factual component. The stimulus is placed in different categories of meaning. For instance, when the company put low price on their product or brand, it can be interpreted that the product is of low quality; low price does not mean low quality.

When a person is exposed to a stimulus, he may show interest in the exposure. His attention is drawn towards the object and the nerves transmit the sensation to the brain for processing. Interpretation is the assignment of meaning to the received sensations. This is retained by the memory; only a part of the registered information may be retained by the memory. This leads may to consumption behaviour which may have positive or negative feedback for the individual. Solomon et al argued that; a perceptual process can be broken down into the following stages.¹²⁷

Primitive categorization: in this category the basic characteristics of a stimulus are isolated, male consumer feels he needs to strengthen his image, so he chooses aftershave.

¹²⁷ Solomon, M. *Consumer behaviour*

Cue check: in this stage the characteristics are analysed in preparation for the selection of a schema, everyone has his own unique, more or less developed schemas or categories for different types of aftershave, consumers use certain cues, such as the colour of the bottle, to decide in which schema a particular cologne fits.

Confirmation check: this is a stage in which the schema is selected, the consumer may decide that a brand falls into his 'mysterious' schema.

Confirmation completion: at this stage a decision is made as to what the stimulus is, the consumer decides he has made the right choice, and then reinforces this decision by considering the colour of the bottle and the interesting name of the aftershave.

Blythe comes up with six components that combine cue selection and cue interpretation to form overall impression. These six components of perception are: Stimulus, Input selector, Processing centre, Consumer current state, Consumer's stable characteristics, and response

It's important for marketers to pay attention on consumer perception in order to boost their market. Perception is an individual issue. The way one person select and interpret information will be differ from the way another person select and interpret. Consumer perception is an approximation of reality. Consumer brain attempts to make sense out of the stimuli to which we are exposed.

2.4.3 Learning

Learning involves the transformation of information in the environment into knowledge that is stored in the mind; where learning occurs when new knowledge is acquired. In other words, learning refers to the process by which consumers change their behavior after they gain information or experience a product. Internal needs motivate

consumers to seek products or services that will satisfy those needs. Consumers learn by experience that a particular brand will or will not satisfy those needs. “Learning refers to a relatively permanent change in behaviour which comes with experience. This experience does not have to affect the learner directly: we can learn vicariously by observing events that affect others.”¹²⁸

Solomon further explains the learning theory through behavioural perspectives, and cognitive perspective. Behavioural learning theorists assume learning occurs as a result of responses to external events. And in contrast of behavioural learning theory there is ‘cognitive learning theory’, cognitive learning theory emphasize the importance of internal mental processes. The cognitive perspective views individuals as ‘problem-solvers’ who actively use the information acquired to master the environment.

Khan classified learning into three categories namely physical behaviour; symbolic learning and problem solving and affective learning.¹²⁹

Physical behaviour: The way we walk and talk and conduct ourselves and interact with others. Some consumers adopt the behaviour of celebrities, like film stars, footballers, musicians, and business tycoons.

Symbolic learning and problem solving: Symbols convey meanings. Symbols and brand names communicate. Thinking involves mental manipulation of symbols to form various combinations and meanings. This leads to insight which is the new understanding of relationship involved in the problem. These factors allow consumers to mentally evaluate the product without purchasing them.

¹²⁸ Solomon, M. *Consumer behaviour* p. 62

¹²⁹ Khan, *consumer behaviour and advertising management* p 113

Affecting learning: This comes by experience and by using the products. One learns about the product and this goes into his memory.

Element of learning include:

- Motive: it is a strong internal need or intention that drives individual to perform a particular action.
- Stimulus: it is an external incentive in the organism's context, and it determines the type of response and how and where behaviour occurs.
- Response: it is the reaction to the connection between the motive and stimulus i.e. to buy or not to buy.
- Reinforcement: it is what occurs when the product or brand satisfied the needs of consumer; if the product satisfied consumer need, the consumer is likely to prefer the product over other product in the future i.e. repeat purchase.

Understanding learning behaviour is very vital to marketers, learning is a psychological factor that affect consumer purchasing behaviour as disused above before consumer decide to buy product or not he undergo through learning processes. Many strategic decisions are based on the assumption that consumers are repeatedly acquire information about brand, product or service and consumers can be learn to prefer some product over others. It is important for organization to highlight the features of their products and service so as to make consumer aware about those features and in turn their behaviour may be influenced, it is through learning, attitudes, belief, values, feelings are influenced.

2.4.4 Attitudes

Consumers possess specific belief or attitude towards different products or services and this attitude have effect on consumers. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard. “Attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object”¹³⁰. Thus Blythe, breaks the concept of attitude into five phases:¹³¹

- i. Attitude is learned, not natural.
- ii. Attitude is not behaviour, it’s predisposition towards a particular behaviour.
- iii. It implies relationship between a person and an object. The object could be another person or institution.
- iv. Attitudes are fairly suitable; they do not change much with physical states or situation.
- v. The relationship between a person attitude and an object is not neutral. For instance, if you express attitude about something you either like it or you dislike it.

Most of the researchers agree that an attitude has three components: Effect behaviour and cognition. Effect refers to the way a consumer feels about an attitude object. Behaviour involves the person’s intentions to do something with regard to an attitude object; an intention does not always result in an actual behaviour. Cognition refers to the beliefs a consumer has about an attitude object.

¹³⁰ Schiffman, and Kanuk, *Consumer behaviour* p. 253

¹³¹ Blythe, J. (2008) “consumer behaviour” p. 138

Consumer attitudes are composite of a consumer's beliefs about, feelings about, and behavioural intentions toward some object within the context of marketing, usually a brand or retail store. In line with this view Perner explained the components of attitude.¹³²

Belief: The first component is *beliefs*. A consumer may have positive and negative beliefs toward an object; in addition.

Effect: Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs

Behavioural intention: The behavioural intention is what the consumer plans to do with respect to the object.

To sum it up, Attitude is a learned predisposition to respond in a constant favourable or unfavourable manner, in respect to a given object. Marketers try to bombard consumer with information. These may have positive or negative effects. As discussed from scholars view point attitude have three components: An attitude provides a series of insight to marketers. They predict future purchases, redesign marketing effort and make attitude more favourable. Attitudes indicate knowledge, feelings and intended action for the given stimulus.

2.5 Social factors effecting the purchase decision

As a social being, a consumer is highly affected by his environment. For instance, consumers often buy a product that enhances their image in the eyes of others. Society has great influence in consumer purchasing decision. Among the societal factors that affect consumer decision are: culture; subculture; social class; reference group; family among other factors.

¹³² Perner, L. (2010) "consumer behaviour" USA: Marshall School of Business

2.5.1 Culture

The definition of culture is very broad; it covers everything learned by humans: values, norms, and habits. Therefore, culture can be seen as what distinguishes the members of one group or category of people from others. From anthropological point of view, culture is described as the collection of knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by an individual as a member of society.¹³³

From the above view, we can define culture as the identity of the people, the customs and costumes, the characters and the characteristics, the manners and mannerisms, the philosophy and ideology of the people. Then we can argue that culture is the people's way of living. Your culture prescribes the way in which you should live. As a result, it has a huge effect on the things you purchase. For example in Nigeria, women can often be seen wearing miniskirts especially in the northern part of Nigeria. However, if the women wear miniskirt it consider as indecent and immoral.

It's important for marketers to know the culture of the people that they intend to target their product to. Marketers should know the characteristics of culture to identify how culture affects consumer behavior.¹³⁴ Khan, identify the features of culture as follows:¹³⁵

Culture is invented by three inter-dependent systems

- i. Ideological system or mental system: consist of ideas, beliefs, values and ways of reasoning good or bad.
- ii. Technological system consists of skills, techniques to produce.

¹³³Cemalovic, A. (2009) "Advertising as cultural mirror: A comparative analysis of calberg's printed beer advertisement in Denmark and Great Britain" A bachelor thesis submitted to Aarhus school of Business p.3

¹³⁴ Yakub, D et al (2011) "the impact of cultural factors on the consumer buying behaviour examined through an impirical study" *International Journal of Business and social science. Vol. 2 No.5*

¹³⁵ Khan, *consumer behaviour and advertising management p. 34*

iii. Organisational system: consist of family and social class.

The features of culture are:

- Culture is learned: It begins early in life and is learned through generations.
- Culture is socially shared by human beings living in societies.
- Culture as similar yet different. Athletics, sports language music rituals are observed by all but are different.
- Culture is gratifying and persistent: You get satisfaction yet change is difficult.
- Culture is integrated and organised.
- Culture forms no runs and is prescriptive.
- Culture is acquired. It can be acquired from the family, from the region or from all that has been around us while we were growing up and learning the ways of the world.
- Culture forms a boundary within which an individual thinks and acts. When one thinks and acts beyond these boundaries, he is adopting a cross-cultural behaviour and there are cross-cultural influences as well.

The dynamism in Cultures slowly changes over time. Marketing managers need to understand both the current cultural values and the emerging cultural values of the societies they serve or they intend to serve. A failure to understand cultural differences can produce negative consequences. Cultural values differ across cultures and affect consumption. Hawkins and Mothersbaugh, classified cultural values into three categories and they argued that; the most impact on consumer behaviour can be classified in one of these three general categories namely: other oriented; environment oriented and self oriented.¹³⁶

¹³⁶ Hawkins and Mothersbaugh, 44.

Other oriented values: this value reflects a society's view of the appropriate relationships between individuals and groups within that society. These relationships have a great influence on marketing practice. For instance, if the society values collective activity, consumers will look toward others for guidance in purchase decisions and will not respond favourably to promotional appeals.

Environment oriented values: these values prescribe a society's relationship to its economic and technical as well as its physical environment. As a marketer, you would develop a very different marketing strategy for a society that stressed a problem-solving, risk-taking, performance-oriented approach to its environment than you would for a philosophical, security and status oriented society.

Self oriented values: these values reflect the objectives and approaches to life that the individual members of society find attractive. Again, these values have strong implications for marketing management. For instance, the acceptance and use of credit is very much determined by a society's position on the value of postponed versus immediate gratification.

It's difficult if not impossible for marketers to survive by neglecting culture of the society. Why it is important for marketers to understand the cultural impact on consumer behaviour? Because culture satisfies needs, culture exists to satisfy the needs of the people within society. It offers order, direction and guidance in all phases of human problem providing method of satisfying physiological, personal and social needs. Example, culture provides standards and rules about when to eat, where to eat, what's appropriate to eat etc. Culture plays an important role in any society and effect consumer purchasing decision.

2.5.2 Subculture

A society is composed of several sub-cultures in which people can identify themselves. A Subculture is a group of people within a culture who are different from the dominant culture but have something in common with one another like common interests, religions, ethnic backgrounds, sexual orientations, and so on. In other words, Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contain smaller group of subculture that provide a specific identification and socialization for its members.¹³⁷

Subculture becomes part of the main culture due to immigration or temporary work stay; take for instance, United State of America is full of sub-cultural groups like Hispanic people (Spanish and Portuguese), Asian American and Blacks. The purchasing behaviour of these sub-cultural groups is not the same. Another example of sub cultural nation is Nigeria, Nigeria has over two-hundred ethnic groups with three as dominant one (Hausa, Yoruba, Igbo). As Hawkin and Mothersbaugh pointed out; ethnic groups are the most commonly described subcultures. The consumption pattern of these ethnic groups is not the same. Therefore, to market the product with the same marketing strategy in Nigeria, the company will automatically fail. In such situation marketers need ‘market segmentation’ in order to adapt a product or a communication strategy to the values or the specific needs of this segment. Marketing products based on the ethnicity of consumers is useful thus a need to familiarize with the different divisions embedded in a subculture. These include;

Nationality subculture: this is a group within a particular country or nation like in Nigeria; or Anglo- American in case of US.

¹³⁷ Pandey, S. K and Dixit, P. K (2011) “The influence of culture on consumer behaviour” VSRD *International Journal of Business and management research Vol. 1 (1) p.23*

Religious subculture: based on different faith, beliefs and religion. Like Muslims; Christians and Hindus.

Age subculture: gender as subculture all societies have assigned different traits and roles for male and female.

Identifying a subculture is an important determinant of behavior for a specific product is a key task for marketers. Sub-cultural analyses give marketers opportunity to focus on sizable and natural market segments; when carrying out such analyses, marketers must determine whether the belief, values, and customs share by members of a specific subgroup make them desirable candidate for marketing attention.¹³⁸

In nutshell, subculture has potential influence on all consumer behaviour. People are brought up to follow the belief, values and customs of their society and to avoid any behaviour that is unacceptable and consider taboo. Considering subculture when initiating marketing strategy is very important for marketers and it provide marketing opportunity. As discussed above sub-cultural division are base on a variety of socio-cultural and demographic variables like nationality, religion, age and gender.

2.5.3 Social class

Social class is a group of people who have the same social, economic, or educational status in society. Solomon support this assertion “social class is determined by a complex set of variables, including income, family background, and occupation.”¹³⁹ According to thus assertion, social class comprises a group of individuals who share

¹³⁸ Schiffman, and Kanuk, *Consumer behaviour* p. 438

¹³⁹ Solomon, M. *Consumer behaviour* p. 433

relatively the same values, interest, aspiration and ways of life. Schiffman and Kanuk opined that:

“Social class is division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status.”¹⁴⁰

In Nigeria for instance, there are many social classes and these divide the society into a hierarchy of classes, varying from the high class to low. The members within each group have almost the same status, income, buying characteristics. Social class influences the decision-making of groups and individuals. To some extent, consumer in the same social class display similar purchasing behaviour.¹⁴¹

However, scholars have categorized the concept of social class into three to four classes of upper class, middle class; and working or lower class.

- **Upper class:** include well established wealthy families, major entrepreneurs and professionals.
- **Middle class:** include relatively successful businessmen, owners of medium size company etc.
- **Working class/lower class:** working class include skilled and semi skilled labourers and service personal which normally depend on wage. While lower class, are workers with limited skills and unemployed individuals.

¹⁴⁰ Schiffman, and Kanuk, *Consumer behaviour*

¹⁴¹ Tenner, J. And Raymond, M. A. (2012) “Principle of marketing v. 2.0” New York: Flatworld Knowledge P. 42

Status difference also reflects on prestige, power and privilege, the buying behaviour of individuals and groups are strongly influenced by the social class to which they belong, or aspire to belong. (See Table 2.1 below)

Table 2.1 Purchasing Pattern of a Social class

Social class	Lifestyle orientation	Purchasing tendencies
Upper class	Good taste Graceful living Good things in life Individual expressions Interest in art and culture	Quality merchandise Expensive hobby Recreation equipment Travel
Middle class	Respectability, conformity, Propriety, social esteem	Items in fashion and related to self presentation; good clothing, neighbourhood and house items for children
Working class	Fun oriented parochial, Unsophisticated taste. Focus on possession not ideas	Newest appliances, Sporting events Newest and biggest items
Lower class	Close family relationships, No interest in world affairs Neighbourhood oriented, want immediate gratification	Status symbols products: enhancing self esteem

Adapted from Khan – *consumer behaviour and Advertising management* p.53

Social class is considered as an external influence on consumer behaviour because it's not a function of feelings or knowledge. Social class is often hard to define. Like in Nigeria many people argued that there is only two social classes 'upper class and lower class' what is certain is that; people are grouped in social classes according to income, wealth, education, or type of occupation. People in the same social class tend to have similar attitudes, live in similar neighbourhood, dress alike, and shop at the same type of stores.

2.3.4 Reference group

Reference group is an individual or group of people that significantly influences an individual's behaviour.¹⁴² From marketing view point "reference groups are groups that serve as frames of reference for individuals in their purchase or consumption decision."¹⁴³ Reference groups can be further classified into four categories, depending on the functions they perform and, the kind and degree of influence exerted by them. These groups lay down certain norms, roles and status that are followed by members. The categories of reference group are: normative, comparative, status and dissociative groups.¹⁴⁴

Normative Groups: These are groups that uphold the norms of the groups. There are values that must be adhered to, while exhibiting consumer behaviour. There is also the judgement or the perspective one uses in defining personal situations. These norms also influence the choice of clothing or how much a person should eat or drink. Normative influence may lead to normative behaviour. The influences are exerted on purchase of clothing, furniture, food, etc. Other items like toothpaste, perfumes, are used with the

¹⁴²Bearden, W.O and Etzel M. J. (2011) "reference Group influence on product and brand purchase decisions" *journal of consumer research* Vol. 9

¹⁴³ Schiffman, and Kanuk, *Consumer behaviour* p. 330

¹⁴⁴ Khan, *consumer behaviour and advertising management* p. 34

approval of group members. Normative influence is also known as ‘utilitarian influence’, which occurs when an individual fulfils group expectations to receive a direct reward or to avoid penalty. Moreover, an individual may avoid wearing the latest fashion for fear of being teased by friends.

Comparative Reference Groups: These are groups with whom the individual compares himself and his attitudes. He compares himself to other members of the group to find out whether they support his views and attitudes. Advertisers use spokesmen who are perceived by consumers as similar to themselves, because they reinforce existing attitudes and behaviour. Comparative reference groups provide the basis for validating beliefs, values and attitudes. Consumers need not be in direct social contact with a reference group to be influenced by it. In comparative reference groups, if values are expressed, they can be practised and one can come closer to the group and be accepted by it. This is known as ‘value expressive influence’, example, if drinking ‘Coke’ is prohibited and expressed by the group, whoever want join must accept before accepted by the group.

Dissociative Group: Some individuals do not want to be likened to, or identified by a group of individuals. They try to dissociate themselves from that group. These groups are known as dissociative groups. An individual dissociate himself from a group of people who he consider them as dishonest in his working place; and avoid purchasing any brand or product they used because he don’t want look like them.

Status reference group: When one refers to the status or a position of the people in a group, he is referring to status reference group. An individual who may not belong to this group may aspire to achieve that status and, want to be a member of that group.

Reference group has powerful influence on purchasing decision, people meet in a social setting and discuss their experiences with the products that they have used and,

express their likes and dislikes and preference and, attributes of the product. The individuals also buy products or use services which they see others using or buying.

2.3.5 Family

Family is two or more people living together who are related by blood or marriage. It is a part of a household which consists of individuals living alone or together with others in a residential unit. Study revealed that; consumer behaviour is influenced not only by consumer personalities, reference group and motivations; consumer behaviour is also influence by family. Abraham, opined that:

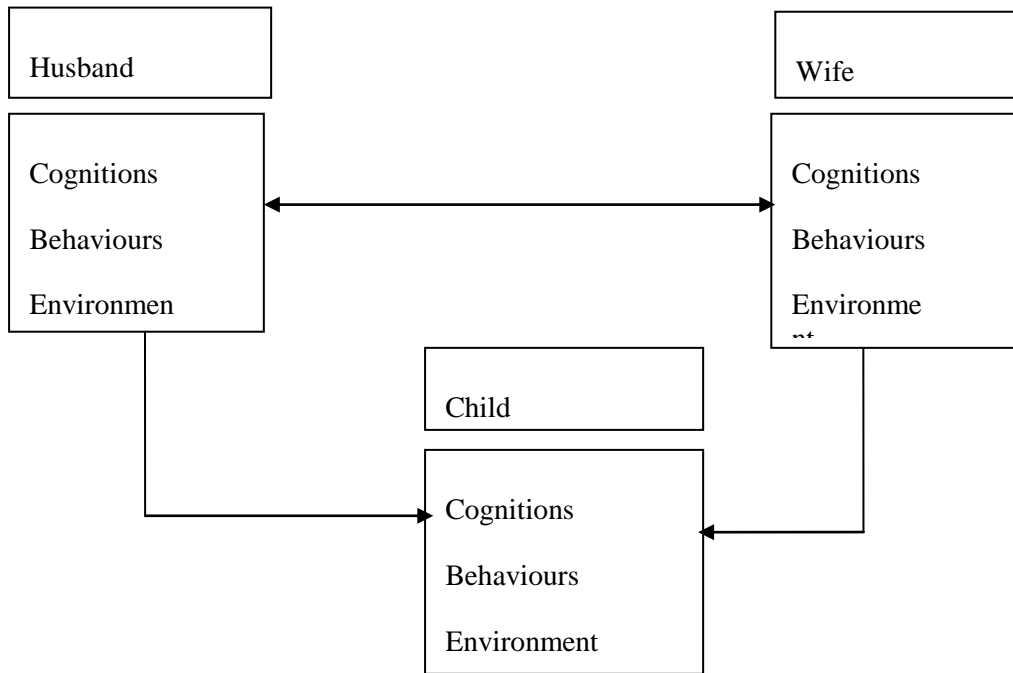
“The family influences affect individual’s personality characteristics. As a primary group the family is perhaps the ultimate face to face interaction and from the individual consumer’s point of view, it differs from larger Reference groups, in that family members must satisfy their unique and joint consumption needs from a common and relatively fixed amount of financial resources. Then, the family influences individual personality characteristics, attitudes and values as well as the decision processes utilised in the purchase of goods and services. Family structure or behaviour of nuclear family members at each stage in the decision making process is of fundamental importance to marketers...”¹⁴⁵

In a family setting, members must satisfy their individual and shared needs by drawing on a common and shared relatively fixed supply of sources. The individual family is a strong, most immediate and most pervasive influence on decision-making. The husband, wife and children influence each other and are influenced by others. The family influence is reciprocal. ¹⁴⁶ (See figure 2.4 for Influences of Family Members).

¹⁴⁵Abraham, K. (2011) “A study on consumer behaviour: with reference to V. B factors” *International Journal of enterprise computing and business systems Vol. 1 Issue 2*

¹⁴⁶ Khan, consumer behavior and advertising management

Figure 2.4 Influences of Family Members



Adapted from Khan – *consumer behaviour and Advertising management* p.68

It's important for marketers to conduct research about family purchasing behaviour. Family has an influence over certain purchases. Example children have a great deal of influence over many household purchases.

2.6 Personal factors effecting the purchase decision

Personal factor is another powerful factor that effect consumer purchasing decision. Each person receives information and processes it and evaluates it in his own faculty of thinking. This means that consumer evaluate the product or brand based on his own view irrespective of other influence group like reference group or family. Consumers own personality influences his decision. Each individual has his own personal likes and dislikes. Personal factors include: personality; self concept; gender; age and life style.

2.6.1 Personality

Personality is the inner psychological features or characteristics that determine and reflect how an individual responds to his environment; those characteristics differentiate one person to another. Personality reflects individual differences; personality consistent and enduring and personality change. There are three major theories of personality: Freudian theory; neo-Freudian theory and Trait theory. Each of these theories plays a vital role in relation between consumer and personality.¹⁴⁷

Freudian theory: this theory was built on the premise that unconscious need or drives, especially sexual and other biological drives are the heart of human behaviour and personality. Study shows that human drives a largely unconscious and consumers are basically unaware of their true reason for purchasing what they buy.

Neo-Freudian personality theory: neo-Freudian believed that social relationships are fundamental to the formation and development of personality

Trait theory: trait theory focus on the measurement of personality in terms of specific psychological characteristics i.e. ‘trait’ trait is any distinguishing, relatively enduring way in which one person differs from another.

Tenner, and Raymond opined that; there are five personality traits that discussed by psychologist. There are:¹⁴⁸

- Openness: How open you are to new experiences.
- Conscientiousness. How diligent you are.
- Extraversion. How outgoing or shy you are.

¹⁴⁷ Schiffman, and Kanuk, *Consumer behaviour p.120-131*

¹⁴⁸ Tenner, J. And Raymond, M. A. (2012) “Principle of marketing v. 2.0” New York: Flatworld Knowledge

- Agreeableness. How easy you are to get along with.
- Neuroticism. How prone you are to negative mental states.

Marketers developed interest in understanding how personality influences consumption or consumer purchase. Knowing 'personality' will enable marketers to understand consumers better and segment the product to target consumers who are anticipated to respond positively to the product or service.

2.6.2 Self concept

Self concept is how a person sees himself, be it negative or positive. In other words, Self-concept can be described simply as how one perceives himself and his behaviour in the market place. It is the attitude one holds towards himself. Self concept is not realistic because of an unconscious components is always present. Self concept can be divided into six categories.¹⁴⁹

- i. Actual self: How a person actually perceives himself.
- ii. Ideal self: How a person would like to perceive himself.
- iii. Social self: How a person thinks others perceive him.
- iv. Ideal social self: How a person would like others to perceive him.
- v. Expected self: An image of self somewhere in between the actual and ideal self.
- vi. Situational self: A person's self image in a specific situation.

Consumers purchase product to enhance how they feel about themselves or to get themselves closer to their ideal selves. There is strong relationship between self concept and the product one want to purchase. People like to use product or brand which match

¹⁴⁹ Khan, consumer behavior and advertising management p. 99-101

their self concept. Advertiser seized this opportunity to advertise in a way that's supposed to appeal to the ideal selves people are searching for.

2.6.3 Gender

Gender plays a vital role in purchasing behaviour. The purchasing behaviour of men and women is different; male and female need different products or brands. For instance as Tenner and Raymond, pointed out on a study; when shopping online, men prefer sites with lots of pictures of products; women prefer to see products online in lifestyle context. Women are also twice as likely as men to use viewing tools such as the zoom and rotate buttons and links that allow them to change the colour of products.¹⁵⁰ This shows that men and women are different in terms of their purchase be online or offline.

Therefore, when targeting consumers, marketers must take 'gender' into consideration. Men and women respond differently to marketing stimuli. Noel asserts that; when targeting men, marketers must present information that men respond to more positively. Usually, this means the information must be personally relevant. As dictated by agentic goals, men are very sensitive to information that is personally relevant. They like to view commercials that relate to products and services for themselves. On the other hand, women are interested in marketing communications that are relevant to both themselves and their family or close friends.¹⁵¹ In nutshell, men have a different attitude about shopping than women do.

¹⁵⁰ Tenner, And Raymond "Principle of marketing v. 2.0" New York

¹⁵¹ Noel, H. (2009) "basic marketing 01: consumer behaviour" USA: AVA publishing p.79

2.7 Situational factors effecting the purchase decision

The social situations in which consumers find themselves determine or influence his purchasing behaviour. “Situational influence is all those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior”¹⁵² Therefore, certain social situations can make consumer less willing to buy a products or patronize service. Consumer behavior occurs within four broad categories or types of situations: Communications situation, the purchase situation, the usage situation, and the disposition situation.¹⁵³

2.7.1 Communication situation

The situation in which consumer receive information has an impact on his purchasing behaviour. Communication situation include: physical situation; time situation.

- Physical situation: one of the examples of physical situation is store design and layout. Marketers need to take physical factors in to consideration when they are designing their facilities. Presumably, the longer you wander around a facility, the more you will spend.
- Time situation: Time: The time of day, the time of year and how much time consumers feel like they have to shop also affects what they buy.

Marketers are able to deliver an effective communication to consumers who are interested in the product and are in a receptive situation.

¹⁵² Hawkins, D. I and Mothersbaugh D. L. (2010) “consumer behaviour: building marketing strategy” (Eleventh Edition) New York: McGrawHill p. 470

¹⁵³ Hawkins, and Mothersbaugh “consumer behaviour: building marketing strategy”

2.7.2 Purchase situation

The situation in which a purchase is made can influence consumer behavior. In other words, a purchase decision can be strongly affected by the situation in which consumers find themselves. In summary, a situation is the circumstances a consumer faces when making a purchase decision, such as the nature of their physical environment, emotional state, or time constraints. Marketers can control some these situation but not all are controllable. For example, if a person needs a product quickly and a store does not carry the brand they normally purchase, the consumer may choose a competitor's product.

It is important for marketers to observe purchase situation of consumers, because they can take advantage from it. Marketers can take advantage of decision made in uncontrollable situation in two ways.¹⁵⁴

- i. Marketers can use promotional methods to reinforce a specific selection of products when the consumer is confronted with a particular situation. For instance, automotive services can be purchased that promise to service vehicles if the user runs into problems anywhere and at anytime.
- ii. Marketers can also use marketing methods that attempt to convince consumers that a situation is less likely to occur if the marketer's product is used. This can also be seen with auto products, where marketers explain that using their product will prevent unexpected damage to their vehicles.

¹⁵⁴ External influence purchase situation (2014) "consumer buying behaviour tutorial" retrieved July 24, 2014 from <http://www.knowthis.com/consumer-buying-behavior/external-influences-purchase-situation>

2.7.3 Usage situation

Usage situation is another important factor that influence purchase decision. It's important for marketers to know when consumers consume brand or product. Example, in Nigeria people consume bread only in the morning that is during breakfast. Moreover, some brands are exclusively bought for specific consumption, situations and which brands are bought for which situation varies between consumers and over time.¹⁵⁵

At this stage market segmentation need to be follow in a logical way to meet consumer's needs. Market Segmentation is the process of dividing a potential market into distinct subsets of consumers with a common need or characteristic and selecting one or more segments to target with a specially designed marketing mix or product, price, promotion, place etc.

2.7.4 Disposition situation

The disposition situation consumers must frequently dispose of products or product packages. Disposal can create significant social problems as well as opportunities for marketers. Some consumers consider ease of disposition an important product attributes. These types of consumers may purchase only items that can be easily recycled. Often disposition of an existing product must occur before or simultaneously with the acquisition of the new product. For example, most consumers remove their existing bed before using a new one.¹⁵⁶ Marketers need to understand how situational influences affect disposition decisions in order to develop more effective and ethical products and marketing programs.

¹⁵⁵ Sharp, B. (2014) Marketing science "consumption situations some perspective" retrieved July 24, 2014 from <http://byronsharp.wordpress.com/2009/10/05/consumption-situations-some-perspective/>

¹⁵⁶ Hawkins, and Mothersbaugh "consumer behaviour: building marketing strategy" p. 470- 475

2.8 Relationship between social media and consumer purchasing behaviour

Having discussed the possible components involved in the consumer decision process and purchasing behaviour, the research explore the relationship between social media and consumer purchasing behaviour; decision process; how consumers affected by social media.

The relationship between social media and consumer purchasing behaviour is never be emphasized. Social media is quickly developing and increasing assuming a significant role in the lives of consumers.¹⁵⁷ Like discussed is the previous chapter social media is the place where ‘billion’ of people meet, interact and exchange ideas. Moreover, social media allow users to create profile, upload pictures, send message, share videos and keep interact with all calibre of people around the globe.

The connection of social media and purchasing behaviour and purchasing process is that; some of the factors that influence purchasing behaviour are on social media and advertising agencies and companies keep bombarding social media with their advert and used such influencers to influence prospective consumer. In social media there are reference groups in which consumers are part of, or aspire to be part of. And in turn such groups influence purchasing behaviour of a consumer. Linnell, categorized these groups into three.¹⁵⁸

- **Primary group:** the primary group is a reference group that an individual has regular or frequent contact with and whom they turn to as a key influencers during a decision making process. An example of primary group is friends and relatives

¹⁵⁷ Govender, K. K and Ramnarain, Y. (2013) “Social media browsing and consumer behaviour: Exploring the youth market” *African Journal of Business Management* Vol. 7 pp 1885 - 1893

¹⁵⁸Linnell, N. (2010) “ social media influence on consumer behaviour” accessed 9th August, 2014 from <http://searchenginewatch.com/article/2049190/Social-Media-Influence-on-Consumer-Behavior>

(family). Social media users are connected with family and friends and purchase products or make decision to buy or not based on friends and family recommendation. This considers as one of the powerful reference group that effect consumer purchasing habit.

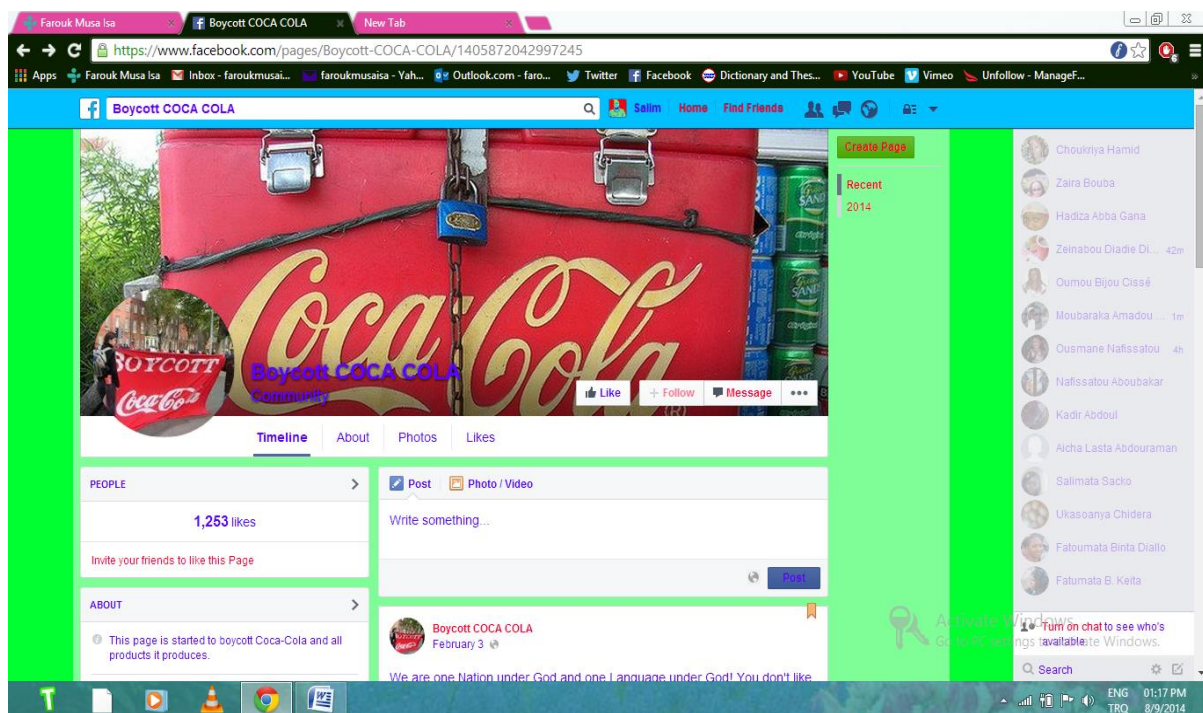
- **Secondary group:** this is a reference group that an individual has limited contact with but will turn to as a reference during certain decision making process. Example of secondary group is ‘celebrities’. Celebrities include: artist, athlete or sport person etc. The fans of such celebrities always want to imitate them therefore; their view or endorsement of a brand or product is significant to the marketers because such celebrities have multiple numbers of fans in social media all over the globe.
- **Aspiration group:** this is also a kind of reference group that an individual has zero or little contact with but has positive attraction to and often make a purchase decision based on what they believed or what they recommend. Example of aspiration group is ‘opinion leaders’. Opinion leader is a well known person or organisation that has the ability to influence public opinion on the subject matter for which the leader known. Opinion leader can be religious leaders; political leaders; business leaders; journalists and educators. Celebrities are often used as opinion leaders. Such calibre of individuals has many followers and admirers. Therefore, they are used in promoting a brand or products.

Chakravarthy and Prasad argued that; opinion leaders play their role when people look for products to purchase, use to evaluate before they buy or dispose of products and services in which they expect will satisfy their need.¹⁵⁹ Meanwhile, when state or group has an issue with company they lunch campaign against it in social media, this also shows how

¹⁵⁹ Chakravarthy, S and Prasad, G. V. (2011) “ The impact of opinion leader on consumer decision making process” *International Journal of Management and Business Studies Vol. 1 issue 3 p.61*

the relationship between the two concepts i.e. social media and purchasing behaviour. For example, some groups and Islam states launched a campaign in social media calling to boycott Coca-cola product as a result of Israel attacks on Gaza. (See figure 2.6). The members of such group might abide by such call and in turn affect their purchasing habit

Figure 2.5 How social media affect purchase



Source: print screen from Facebook page

Nevertheless, there is strong connection between social media and consumer purchasing behaviour and consumer decision process. Web 2.0 gives consumers opportunity to examine the products, label them and criticize them. Therefore companies today have pages on social media to complement the information held about product. Govender, and Ramnarain argued that:

“Social media which represents the online technologies and practices that individuals make use of to share opinions, insights, experiences and perspectives with each other, affects how

marketers connect and communicate with consumers and, influence their purchasing decisions.”¹⁶⁰

To sum it up, Social Media is a Channel on which Consumer Behavior is reflected directly and is visible to everyone on the real time basis.

2.8.1 Effect of social media on consumer and decision process

Studies have been made by other researchers on the effect of social media on consumer behaviour or how social media affect purchasing decision. This is a new phenomenon that is why it derived attention of researchers; most of the researches concerning the impact or effect of social media on consumer are recent. This research would explore other researches and examine how social media affect consumer purchasing behaviour.

Studies show that there is connection between social media interaction and framing consumer's opinion. Some consumers rely on friend's recommendation before purchasing a product. A study conducted by Return on Investment (ROI) cited in Hu and Wei shows that 58% of users in Twitter and 53% of users in Facebook will likely to buy a product after following on a company's product on the social networking sites. In addition, 59% of users in Twitter and 53% of users in Facebook will recommend the product online and there is a high possibility that they will be actively involved in conversations related to the product.¹⁶¹

Another study conducted by Deloitte Touche USA cited in Ioanas and Stoica revealed that; 62% of US consumers read consumer generated online reviews and 98% of

¹⁶⁰ Govender, K. K and Ramnarain, Y. (2013) “Social media browsing and consumer behaviour: Exploring the youth market” *African Journal of Business Management* Vol. 7 pp 1885 – 1893

¹⁶¹ Hu, F and Wei, G. (2013) “ the impact of the knowledge sharing in social media on consumer behaviour” *The Thirteen International conference on electronic business, Taipei Dec 1, 2013*

them find these reviews reliable enough; 80% of these consumers said that reading these reviews has affected their buying intentions; furthermore, in their paper the found that consumers check available information about product before purchase. 39% of the respondents admitted that they check product information on social media before purchase while 33% check occasionally; 26% sometimes and 2% of the respondents make purchase without checking any information on social media.¹⁶² This shows how social media affect consumers purchasing behaviour Ioanas and Stoica research figure out that before purchasing product consumers usually inform themselves from forums, company's webpage, Facebook account etc.

Another research conducted by Martinka has also indicated that, it was found that Facebook communities have a significant influence on a consumer's online purchasing behavior.¹⁶³ Lee also figure out that individual pursue an active role in information search on social media but information is selective and subjective during the course of information search.¹⁶⁴

Looking to aforementioned researches social media effect consumer decision process and buying habit, social media change purchasing behaviour of consumers. Social media provide two way communications between company and consumers, not like mainstream media. Consumers can add their voice; make review about the product and company respond to the consumer's inquiry and give first hand information. This means that social media has an impact to consumers and in turn it effect consumers decision.

¹⁶² Ioanas, E and Stoica I (2014) "social media and its impact on consumer behaviour" *International Journal of economic practices and theories*, Vol. 4 No. 2, 2014

¹⁶³ Martinka, L, (2012) "How social media communities impact consumer behaviour" MA program in communication and leadership studies. Thesis submitted to Gonzaga University: Washington

¹⁶⁴ Lee, E (2012) "impact of social media on consumer behaviour: decision making process" Thesis submitted to Turku University of applied sciences.

Hessan and Stringer sum it up. “Consumers are screaming to be more engage with the companies that affect their lives.”¹⁶⁵

Social media sites are likely to continue effecting consumer’s decision process as many companies engaged themselves in social media and the users are also increasing and the existing users are using social media sites constantly.

2.9 Theoretical perspective

There are different theories of media effects which demonstrate the power of the mass media in influencing and shaping public’s views. Social media has increased our informational and interactive capabilities in many ways. Therefore, this study proposes to use ‘social network theory’ and uses and ‘Gratification theory’. Social network is the study of how the social structure of relationships around a person, groups or organization affects beliefs or behavior. Uses and gratification on the other hands, explain that people use media to get specific gratification.

2.9.1 Uses and gratification theory

Most of the theories on media explained about the effects media had on people. Uses and gratification, is the theory which explains of how people use media for their need and gratification. In other words we can say this theory states what people do with media rather than what media does to people.

Blumler and Katz concur in this conclusion. They suggest that media users play an active role in choosing and using the media. Users take a vigorous part in the communication process and are goal oriented in their media use. The theorist says that a

¹⁶⁵ Hessan D. and Stringer, R. (2007) “ what marketing can learn from the field of leadership” Communispace

media user seeks out a media source that best fulfils the needs of the user. Uses and gratifications assume that the user has alternate choices to satisfy their need.¹⁶⁶ Uses and gratification theory emphasize on humanistic approach to look at the media use.

Blumler and Katz further argued that, there is not only one way that the people use media. Instead, they believe there are as many reasons for using the media as there are media users. Media clients have a free will to decide how they will use the media and how it will affect them. Blumler and Katz values are clearly seen by the fact that they believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a means to an end.¹⁶⁷ Uses and gratification is the optimist's view of the media. The theory takes out the possibility that the media can have an unconscience influence over people's lives and how people view the world.

Papacharissi and Mendelson noted that; uses and gratification examines how individuals use mass media, on the assumption that individuals select media and content to fulfil their needs or wants.¹⁶⁸ Uses and gratification theory allow consumer to determine what media they consume, with the assumption that the users has clear objective. This is what makes uses and gratification unique among other media theories. Papacharissi and Mendelson Assert that:

“Contemporary uses & gratification research is grounded in the following five assumptions: (a) "communication behavior, including media selection and use, is goal-directed, purposive, and

¹⁶⁶ Blumler, J.G and Katz, E. (1974) “the uses of mass communications: Current perspectives on gratifications research” Beverly Hills: CA Sage p.19

¹⁶⁷ Blumler, J.G and Katz, E. (1974) “the uses of mass communications: Current perspectives on gratifications research” Beverly Hills: CA Sage p. 20-32

¹⁶⁸ Papacharissi, Z. And Mendelson A. (2010) “Towards a new (er) sociability: uses, gratifications and social capital on Facebook” *Media perspectives for the 21st century* p.212

motivated"; (b) "people take the initiative in selecting and using communication vehicles to satisfy felt needs or desires"; (c) "a host of social and psychological factors mediate people's communication behavior"; (d) "media compete with other forms of communication (i.e., functional alternatives) for selection, attention, and use to gratify our needs or wants"; and (e) "people are typically more influential than the media in the relationship, but not always."¹⁶⁹

Additionally, Wimmer and Dominick proposed that the uses and gratification began in 1940s, when researchers developed interest on why people engage in different forms of media like reading newspaper or listening radio. To them, uses and gratification perspectives takes the view of the media consumer; it examines how audience use the media and gratification they search and receive from their behaviours.¹⁷⁰ The assumption of uses and gratification researchers is that audience are aware and have specific purpose for consuming media content. Nevertheless, uses and gratification studies were basically descriptive, seeking to classify the responses of audience members into meaningful categories.¹⁷¹

Uses and gratification according to McQuail, is concerned with how the mass media is used to satisfy various needs and wants. It focuses on how audience is formed on the basis of similarities of individual need, interest and taste, many of which appear to have a social psychological origin.¹⁷² Media users play an active role in choosing and using the media.

¹⁶⁹ Papacharissi, Z. And Mendelson, A. (2007) "An exploratory study of Reality Appeal: uses and gratifications of reality TV shows" *journal of Broadcasting and Electronic media* 51(2) p.356

¹⁷⁰ Wimmer, R. And Dominick, J. (2011) "Mass media Research: An Introduction" *media effects* p.12-13

¹⁷¹ Ruggiero T. E (2000) "uses and Gratification Theory in the 21st century" *mass communication & society* 3(1) p.4

¹⁷² McQuail, D. (2005) "media communication theory" London: Sage Publication p.423 -424

McQuail further emphasized that; the basic assumption of uses and gratification approach are:

- Media and content choice is generally rational and directed towards certain specific goals and gratification.
- Audience are conscious of the media related needs which arise in personal and social circumstances.
- Personal utility is a more significant determinant of audience formation than cultural factors.
- Most of the relevant factors for audience formation can be measured.

Folarin notes that the uses and gratification theory is basically concerned with the questions of whom, which media, which content, under which conditions and for what reason.¹⁷³ West and Turner summarize the assumption of the theory as providing: “A framework for understanding when and how individual media consumers become more or less active and the consequences of that increased involvement.”¹⁷⁴

Uses and gratification approach is use for this research, because the theory figure out that people use media for many purposes as explain above by different scholars. Social media played a large part in the way the uses and gratifications theory is perceived. Facebook, blogs and other social websites enable us to socialise while online; social media enables us to have freedom and escape all our worries at a click of a button.

¹⁷³ Folarin, B. (2001) “Theories of mass communication: An Introductory Text” Abeokuta: Link Publication

¹⁷⁴ West, R. & Turner, L. H. (2010) “Introducing Communication Theory: Analysis and Application” (4th Edition) Boston: McGraw-Hill p. 392

Many scholars criticised the theory, some scholars assert that the theory had its great influence in 1970s and 1980s.¹⁷⁵ But the theory is still extremely valid as technology moves the world into an information age. Advances in media technology have allowed consumers to be in control of the media. Uses and gratification is based on the concept of an active audience; that's why it's relevant for studying social media as new communication phenomenon.

2.9.3 Social Network Theory

Social network is theoretical bridge used mostly in social sciences to study relationships between organizations, groups, and individual; sometimes the entire community or society. It is used to explain or portray social structure establish by such interactions. Social network analysis is currently popular and making reference with 'social network' by scholars has been increasing over time.¹⁷⁶ This means that social network theory is used by social scientist to analyze social behavior.

The network approach is originated from mathematical graph theory; the main strength of the theory is to address population level or cross population level problems by building up complex social structures from individual level interactions. Networks tell us who is connected to whom in the population and by what relationship. An individual's network position may also have important fitness consequences.¹⁷⁷ Rogers characterizes a communication network as consisting of interconnected individuals who correlated by patterned communication flows; network analysis studies the interpersonal linkages

¹⁷⁵ West, R. & Turner, L. H. (2010) "Introducing Communication Theory: Analysis and Application" (4th Edition) Boston: McGraw-Hill p. 406

¹⁷⁶ Halgin, D. S. (2011) "An introduction to social network theory" *journal of organization science* vol. 22:1157 p.2

¹⁷⁷ Krause, J. Croft, D. P and James, R. (2007) "Social network theory in the behavioural sciences: potential applications." *Behave Ecol Sociobiol* Ivol 62 p.16

created by the sharing of information within interpersonal communication structure.¹⁷⁸
That is the network.

Conclusively, there are few core concepts and theoretical frameworks that should be applied to a communication perspective on social media. Re-conceptualizing the social media from this perspective allows researchers to continue to use the structures of traditional media studies and develop new ways of thinking about those structures. Social network analysis maps relationship between individuals in social networks. Such individuals are often person, but may be groups, organizations, state or web page.

Furthermore, social network theory deals with connectedness, integration, diversity and openness of the social interaction network sites and the users, on the other hand, uses and gratifications theory sees user as an active participant, influencing the effect process by selectively choosing, attending to, perceiving and retaining the media messages on the basis of his or her belief.

It is within the line of these two theories this study examines ‘the effect of Facebook advertising on Nigerian students’ purchasing behavior.

¹⁷⁸ Rogers, E. M. (1986) “Communication Technology: The new media in society” New York: Free Press

CHAPTER THREE

Research Design

3. Introduction

In carrying out this research, the researcher focuses on examining the effect of Facebook advertising on Nigerian students' purchasing behaviour. This chapter presents objectives of the study, hypothesis; methods employed in data gathering, validity of the instrument, sampling techniques and explains the limitations encountered during the carried research.

3.1 Methodology

This study aims to explore effect of Facebook advertising on Nigerian students' purchasing behaviour. In order to achieve the aim of this research, 'survey research method' was adopted, and it is most suitable for this research because it allows for the study of a fair random representation of the entire population. Survey method is mostly used to assess thoughts, ideas, opinions and feelings. "Surveying is a research method that we use to get information about certain groups of people who are representative of some large group of interest to us."¹⁷⁹ Khotari, defined survey as the method of securing information concerning a phenomena under study from all or selected number of respondents of the concerned universe.¹⁸⁰ Furthermore, Scheuren describe survey method as:

¹⁷⁹ Berger, A. A (2000) "Media and Communication Research Method: An Introduction to Qualitative and Quantitative Approaches" Sage Publication: London p. 187

¹⁸⁰ Kothari, C. R. (2004) "Research Methodology: Method and techniques" (2nd Edition) New Age International Publishers: New Delhi p. 95

“...the word “survey” is used most often to describe a method of gathering information from a sample of individuals.”¹⁸¹

Looking at the scholars views of ‘survey’, survey is simply focuses on definite person or persons with a view to determining their whole characteristics or features, identifying and describing an individual. Wimmer and Dominick emphasized the use of survey saying:

“...survey attempt to describe and explain why situations exist. In this approach, two or more variables are usually examined to investigate research questions or test research hypotheses. The results allow the researcher to examine the interrelationships among variables and to develop explanatory inferences.”¹⁸²

This also aptly describes what this study aims at doing. The method is therefore appropriate to this study which aims at collecting data on student’s purchasing behaviour and decision processes in relation of Facebook advertising. The survey was conducted online i.e. through mail. Moreover, the scale of the questionnaire is adapted from the works of Yang, T. (2012) “the decision Behaviour of Facebook Users” *Journal of computer Information systems*, Yakub, D et al (2011) “the impact of cultural factors on the consumer buying behaviours examine through an empirical study” *International Journal of business and social science*.

¹⁸¹ Scheuren, F. (2004) “ what is a survey” American Statistical Association p.9

¹⁸² Wimmer, R. D. And Dominick, J. R (2011) “Mass Media research: An Introduction” Wadsworth: Canada p.185

3.1.2 Data collection method

The instrument of data collection for this study is ‘questionnaire.’ Questionnaire elicits information that enables the researcher to answer objectives of the survey.¹⁸³

Kothari assert that:

“A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms; questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself.”¹⁸⁴

Specifically the study uses a questionnaire research design tool that enables the researcher to, accurately and comprehensively, test and measure the variables of the research hypothesis.

The designed research tool had questions which the respondent answered. A series of structured questions helped the researcher to ably gather relevant detailed information in a spell of a short period of time. The designed questions relate to the purchasing behaviour; effect of Facebook advertising on purchasing habit. In using the research tool, among issues considered were the demographics data, purchasing habit, decision process, the affect of advert on purchasing behaviour.

The researcher wrote short introduction at the beginning of questionnaire to give respondent background information. Wimmer and Dominick suggested that; the best way to increase response rate in any questionnaire is to prepare persuasive introduction. The

¹⁸³ Brace, I. (2013) “Questionnaire Design: How to plan, structure and write survey material for effective market research” Kogan page publisher: UK p.6

¹⁸⁴ Kothari, C. R. (2004) “Research Methodology: Method and techniques” (2nd Edition) New Age International Publishers: New Delhi p. 100

introduction should be short, simple, clear neutral, nonthreatening, and pleasant but firm.¹⁸⁵

The data gathered from answered questionnaire is analyzed using Statistical Package for Social Science (SPSS) software.

3.2 Population and Sampling techniques

A sample is a subset of the population that is representative of the entire population. And a population is an aggregation of all survey elements. The population of this study is Nigerian students. The sampling techniques employed for this study is ‘simple random sampling’. As traditionally accepted in random sampling technique, each student is chosen randomly and entirely by chance, this means that each student has the same probability of being chosen at any stage during sampling process. Dorofeev and Grant opined that; simple random sample has two requirements:¹⁸⁶

- i. Every member of the defined population has an equal chance of selection
- ii. Each member of the sample is selected independently of all others.

A simple random sampling is the most appropriate method for this study because of the following reasons:

- i. Simple random sampling is considered as unbiased techniques.
- ii. Simple random sampling is less time consuming, and data can be collected in a comparatively shorter duration.

By using simple random sampling techniques, the researcher took 400 samples of respondents. According to surveymonkey.com, if the population of the sample is over 1

¹⁸⁵ Wimmer, R. D. And Dominick, J. R (2011) “Mass Media research: An Introduction” Wadsworth: Canada p.195

¹⁸⁶ Dorofeev, S. And Grant, P. (2006) “Statistics for real life sample survey: non-simple random samples and weighted data” Cambridge University Press: UK P. 16

million; 384 respondents are appropriate and it constituted 95% confidence level.¹⁸⁷ The population of Nigerian students is over 1 million; therefore, the researcher applied the rule suggested by survey-monkey.

3.3 Objectives and Aims of the study

The main objective of this study is to examine the effect of Facebook advertising on Nigerian students' purchasing behaviour. In order to do so, this research will try:

- To analyse the influence of Facebook advertising in purchasing behaviour and decision process.
- To examine how Facebook advertising create awareness about brands or products.
- To examine how friend recommendation and celebrity endorsement determine purchasing behaviour.

3.4 Research Question

How do the Nigerian students perceive Facebook advertisement on their purchasing decision?

3.5 Hypotheses

H1: Gender is an important factor on how students perceive the effectiveness of Facebook advertisements

H2: Education level of the students is an important factor on the perceive effectiveness of Facebook advertisement

¹⁸⁷ SurveyMonkey (n.d) "Survey sample size: Survey of exactly how many people need to send?" accessed 8th October, 2014 from <https://tr.surveymonkey.com/mp/sample-size/>

H3: Geographical difference is important factor on the perceive effectiveness of Facebook advertisement

H4: When the monthly average household income of the students increase their perception on the effectiveness of Facebook advertising decreases

3.6 Limitation of the study

This study is limited to Nigerian students only, that is to say, the study doesn't include students of other country like Turkish students, because it will be too broad and the result may vary. Moreover, the research limit to students because they are consider as an 'active users' of Facebook. However, the study narrows itself to examine effect of Facebook advertising among social media advertising, because during the time of conducting this study Facebook is the contemporarily leading social media network. Furthermore, the study ignores other social media networks and focuses on Facebook only because of the insufficient time of the researcher to monitor other social media networks. Another limitation of this study is the sample and method of selecting it. The time frame also presents the study with another limitation as data collection for the study was conducted within one academic session. Data could be obtained from Nigerian students ranging from higher school to post-graduate students.

3.7 Findings

This section gives the findings of the study; all the data collected for this study are analyzed here. Research findings are based on the study carried out about the effect of Facebook advertising on Nigerian students' purchasing behavior. A total of 400 questionnaires were distributed to respondents via mail, and 389 questionnaires were filled-in and returned via my mail. The eleven questionnaires that were not filled, were

removed from the data being analyzed leading to 389 questionnaires being used. For the purpose of presenting the finding, the results of the research findings have been discussed including running frequencies, percentage and cross-tabulation towards descriptive statistics.

3.7.1 Demographic data results

Demographic information of the respondents has been presented and revealed in charts and tables below.

Table 3.1: gender of respondents

	Frequency	Valid Percent
Male	283	72.8
Female	106	27.2
Total	389	100.0

Table 3.1 shows that male respondents scored 72.8 percent compared with 27.2 percent of female respondents in the sample that contained 283 and 106 respectively totalling a number of 389 respondents. This means that the number of male respondents is greater than female respondents. Study shows that, males in Nigeria acquire higher education more than females especially in Northern part of Nigeria; and many parents did not allow their female children to further their education. Although there has been a dramatic changes about girl-child education but the number of male students in colleges and universities remains higher.

Table 3.2 ages of respondents

	N	Minimum	Maximum	Mean	Std. Deviation
age of respondents	389	15.00	37.00	26.9563	4.45778

On the age of respondents, Table 3.2 shows that the minimum number of respondents 15.00; maximum 37.00 where as the mean number of respondents constitutes 26.9, SD = 4.45778 the statistics revealed that the mean age of respondents is 26 years old, this category of age are considered as young adults; studies shows that young adult are the ‘active users’ of Facebook. Moreover, in Nigeria this age group of 26 are mostly students of high institutions learning i.e. polytechnics, colleges and universities; this category engaged themselves in using social network sites especially Facebook. When looking at the minimum age (15.00) the student of this category of ages were mostly in secondary school/high school; in Nigerian context high school students has minimal access to social network sites. While the maximum age of respondent (37.00) were passive users of social media.

Table 3.3: Education of respondents

	Frequency	Valid Percent
High school	21	5.4
College	32	8.2
Bachelor Degree	122	31.4
Graduate degree	214	55.0
Total	389	100.0

Table 3.3 shows that; 5.4 percent of respondents are high-school students with 21 responses followed by college students with 8.2 percent with 32 responses; however, 31.4 percent of the respondents are bachelor degree students with 122 responses while 55.0% of the respondents are graduate degree students (Masters and PhD). Base on the statistics the data revealed that graduate students have highest number followed by bachelor degree students. This means that graduate and bachelor students have more access to internet compared to their counterpart; high school and college students

Table 3.4: Geographical zone of respondents

	Frequency	Valid Percent
North	292	75.1
South	97	24.9
Total	389	100.0

On the geographical zone of respondents, figure 4.3 shows that 75.1% (292) of the respondents are from Northern part of Nigeria, while 24.9% (97) are from Southern part.

Table 3.5: Income of respondents

	Frequency	Valid Percent
Poor	14	3.6
Middle class	291	74.8
Rich	84	21.6
Total	389	100.0

Income is one of the factors that determine purchasing behaviour. As can be seen on the table, out of 389 respondents only 3.6% (14) identified themselves as poor; 74.8% (291) as middle class; while 21.6% (84) of the respondents identified as rich. The highest number of students' income falls to the middle class and this revealed that most of the Nigerians students are belonging to middle class families. Also the students that have an access to education and access to social media are either from middle class or rich; students from poor class have minimal access to both.

Poor individuals in Nigeria are workers with limited skills who works in government organisations or private companies without education certificate; they normally works as cleaners, drivers, messengers etc. Their monthly income is not more than \$100 per month; unemployed individuals are also categorized as poor. Middle class in Nigeria are owners of medium size company or enterprises also working class individuals

are also considered as middle class; they depend on monthly wage but they worked with education certificate, their monthly salaries vary from one organisation to another; while rich are well established families, like successful business men or top government officials.

RQ 1: How do the Nigerian students perceive Facebook advertisement on their purchasing decision?

Table 3.6: Mean values of questionnaire items

Item	Mean	SD
Facebook advertising influences my purchasing behaviour	2.7326	1.13994
Facebook adverts prompt me to purchase a product unintentionally	2.9254	1.17846
Facebook advert change my purchasing decision process	2.9177	1.20925
I often made decision base on Facebook advert	2.9486	1.25074
When intend to buy expensive product, I check advert to see the risk involve	3.3239	1.18972
I bought only expensive brands that are advertised On Facebook	2.3985	1.13886
I bought only cheap brands that are advertised On Facebook	2.5656	.98124
Do you think Facebook is useful when looking for opinions about what products to purchase	3.6069	1.15610
I click on advert message to seek information About new product or brand	3.2674	1.35292
Only read advert on product or brand that I'm familiar with.	2.3702	1.10609
Only read advert on product or brand that I'm not familiar with.	3.2416	1.09507
I subscribe Facebook advert base on friend Recommendation	2.6401	1.10250
I sometimes purchase a product, when a friend likes, comment or share	3.2468	1.13781
I check on adverts base on celebrity endorsement	3.3830	1.06723
I check on adverts, and sometimes purchase a Product, when a celebrity likes or comment	3.6838	1.22696

For the general research question “how do the Nigerian students perceive Facebook advertisement on their purchasing decision?” the statistics above shows that; Nigerian students are not subscribed advertising messages or try to purchase when celebrities likes or comment. The mean is 3.6838 which is the highest with SD of 1.22696, the mean value is negative based on the coding data from strongly agree to strongly disagree (1- 5) that is from lowest to highest.

Moreover, the result indicates that the minimum number of mean is 2.3702 (SD=1.10609). The mean value is visibly closer to the positive end from the negative end. The Nigerian students read advertisement messages on product or brand that they are familiar with. This indicates that Nigerian students has less curiosity about unfamiliar brand or products, and in most cases consumers in general patronized advertisement from famous product or brand; and most of the famous brand or products are produced by big name companies, consumers specifically young adults associate themselves with such companies. Therefore, Nigerian students joined the band-wagon of reading advertisement on popular and familiar product in Facebook. Putting all these together, it could be said that; Facebook advertisement influence Nigerian student purchasing decision.

3.7.2 Analysis of Data in terms of hypothesis

At this stage, the stipulated hypotheses are tested by using statistical analysis of mean; standard deviation and correlation.

H1: Gender is an important factor on how students perceive the effectiveness of Facebook advertisements.

Table 3.7: Mean of gender effectiveness of advertisement

gender of respondents		Facebook advertising influences my purchasing behaviour	Facebook adverts prompt me to purchase a product unintentionally	Facebook advert change my purchasing decision process	I often made decision base on Facebook advert	When intend to buy expensive product, I check advert to see the risk involve	I bought only expensive brands that are advertised On Facebook	I bought only cheap brands that are advertised On Facebook	Do you think Facebook is useful when looking for opinions about what
male	Mean	2.7809	2.9470	2.9682	3.0212	3.2509	2.3675	2.6113	3.7420
		283	283	283	283	283	283	283	283
female	Mean	1.09223	1.20608	1.25579	1.17882	1.21921	1.14201	.94013	1.16109
		2.6038	2.8679	2.7830	2.7547	3.5189	2.4811	2.4434	3.6132
Total	Mean	1.25493	1.10476	1.06909	1.41294	1.08874	1.13163	1.07863	1.14285
		2.7326	2.9254	2.9177	2.9486	3.3239	2.3985	2.5656	3.7069
		389	389	389	389	389	389	389	389
		1.13994	1.17846	1.20925	1.25074	1.18972	1.13886	.98124	1.15610

As revealed by the table 3.6 the sum of difference is 3, while 15 is the number of items, $3/15 = 0.2$. The average of the differences of the mean between male and female according to the table is 0.2 which is negligible number. Therefore, the hypothesis is rejected. The assumption is that, gender is an important factor on how students perceive the effectiveness of Facebook advertisement. The assumption is rejected based on the finding of the study; the result shows that there is no difference between genders in terms of effectiveness of Facebook advertisement 0.2 value proved that male and female do not differ in this sense. Thus, we can conclude that gender is not an important factor of

determining purchasing decision among Nigerian students, the purchasing pattern between male and female is almost the same as research revealed.

Even though, the perceive effectiveness of Facebook advertisement is the same between men and women in Nigerian context. but the way they perceive information is differ, men do not pay much attention on cosmetics and fashion while women does. In his paper Ifezue figure out that, there are fundamental differences in the way men and women process information. According to him Women tend to process more extensively, more different pieces of information; whereas men tend to rely more on mental shortcuts.¹⁸⁸

H2: Education level of the students is an important factor on the perceive effectiveness of Facebook advertisement

The hypothesis is also tested by using mean value technique. The aim for posting this hypothesis is to figure out how educational levels of respondents affect their perceived effectiveness of Facebook advertisement. (See Table 3.8)

¹⁸⁸ Ifezue, A. N (2010) “What makes an effective advertising for a man or woman? *Journal of communication I (1) p. 13-18*

Table 3.8: Mean of education effectiveness of advertisement

educational level of respondents		Facebook advertising influences my	Facebook adverts prompt me to	Facebook advert change my	I often made decision base on Facebook	When intend to buy expensive product, I	I bought only expensive brands	I bought only cheap brands that are	Do you think Facebook is useful
high school	Mean	2.1905	3.1905	2.4286	3.1905	3.0000	3.1429	2.9048	3.0476
		21	21	21	21	21	21	21	21
College		1.07792	.98077	1.46872	1.16701	1.00000	1.23635	.88909	1.46548
	Mean	2.5937	2.4063	3.0312	2.9688	3.0625	2.9063	3.0938	2.9063
Bachelor Degree		32	32	32	32	32	32	32	32
	Mean	1.16007	1.52102	1.17732	1.28225	1.13415	1.11758	1.14608	1.57315
Graduate degree		2.1639	2.6885	2.5082	2.3770	3.4590	2.2049	2.4426	3.6967
	Mean	.91236	1.06081	.99790	1.20829	1.22067	.99535	1.13581	1.09763
Total		3.1308	3.1121	3.1822	3.2477	3.3178	2.3598	2.5234	3.8972
	Mean	214	214	214	214	214	214	214	214
Total		1.10129	1.16141	1.22550	1.17060	1.19150	1.16541	.83183	1.00641
	Mean	2.7326	2.9254	2.9177	2.9486	3.3239	2.3985	2.5656	3.7069
Total		389	389	389	389	389	389	389	389
		1.13994	1.17846	1.20925	1.25074	1.18972	1.13886	.98124	1.15610

In using the hypothesis “Education level of the students is an important factor on the perceive effectiveness of Facebook advertisement”, the research is aimed at finding out whether educational level is important factor on perceive effectiveness of Facebook advertising. Based on the table the researcher used range (highest - lowest), the result is

1.3; if the number is > 1 the hypothesis is supported; and the highest mean score according to the table is graduate students.

According to the finding, graduate students perceive effectiveness of Facebook advertisement more than high school, college and bachelor students. This hypothesis is accepted; educational level is an important factor on the perceive effectiveness of Facebook advertisement, this is because graduate students are using internet more for their academic activities and also for leisure like using social media Facebook inclusive, as a result of that they perceived effectiveness of Facebook advertisement more compare to high school and bachelor students. Also the level of maturity contribute to this; most graduate students are belongs to twenty-five years and above.

According to the literature consumer level of education effect his purchasing pattern and perception of Facebook advertisement is not the same between education levels, as the study indicate graduate students has high perception on Facebook advertisement followed by bachelor students. To sum it up, the study proved that, level of education is an important factor on the perceive effectiveness of Facebook advertisement

H3: Geographical difference is an important factor on the perceive effectiveness of Facebook advertisement

By using the hypothesis geographical difference of students is an important factor on the perceive effectiveness of Facebook advertisement, the research is aimed at finding out whether geographical difference is vital factor on effectiveness of Facebook advertisement.

Table 3.9: Mean of geographical zone effectiveness of advertisement

Geographical zone of respondents	Facebook advertising influences my purchasing behaviour	Facebook advert prompts me to purchase a product unintentionally	Facebook advert change my purchasing decision process	I often made decision base on Facebook advert	When intend to buy expensive product, I check advert to see the risk involve	I bought only expensive brands that are advertised On Facebook	I bought only cheap brands that are advertised On Facebook	Do you think Facebook is useful when looking for opinions about what products to purchase	I click on advert message to seek information About new product or brand	Only read advert on product or brand that I'm familiar with.	
North	Mean	2.8870	3.0514	2.9623	3.1130	3.2055	2.4349	2.6199	3.8562	3.2260	2.2500
		292	292	292	292	292	292	292	292	292	292
South	Mean	1.04087	1.16688	1.25808	1.16547	1.16311	1.10880	.89444	1.15166	1.28309	.97168
		97	97	97	97	97	97	97	97	97	97
Total	Mean	1.29515	1.13670	1.04310	1.36946	1.20370	1.22439	1.19600	1.05355	1.54486	1.38079
		389	389	389	389	389	389	389	389	389	389
		1.13994	1.17846	1.20925	1.25074	1.18972	1.13886	.98124	1.15610	1.35292	1.10609

Nigeria is divided based on political zone or geographical zone i.e. north and south, the ethnicity and culture of the two zones are different. The study is aimed to find out if geographical difference is an important on how students perceive the effectiveness of Facebook advertisement. To achieve this, compare mean statistical method is used.

Table 3.8 indicate that, the sum of difference is 5 and the sum of item is 15; ($5/15 = 0.3$). The average of the differences of the mean between north and south is 0.3, the number is negligible. Base on the finding the assumption is not supported; the result shows that there is no difference between north and south in terms of effectiveness of Facebook advertisement. 0.3 values proved that north and south do not differ in this sense. Thus, we can conclude that geographical zone is not an important factor of determining purchasing decision among Nigerian students, the purchasing pattern between north and south is almost the same as research indicate.

H4: When the monthly average household income of the students increase their perception on the effectiveness of Facebook advertising decreases

For the above hypothesis the correlation statistical analysis technique used to measure the relationship between variables. The correlation coefficient is a measure that determines the degree to which two variables movements are associated.

Table 3.10: Correlation Coefficients for the income I

Correlations			
		Income of respondents	Facebook advertising influences my purchasing behaviour
Income of respondents	Correlation Coefficient	1.000	-.410**
	Sig. (2-tailed)	.	.000
	N	389	389
Spearman's rho Facebook advertising influences my purchasing behaviour	Correlation Coefficient	-.410**	1.000
	Sig. (2-tailed)	.000	.
	N	389	389

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis result obtained show with a figure $-.410$; indicate that there is moderate correlation between income and student perceived influence purchase on Facebook. The figure shows in negative value ($-.410$) but based on the coding system its positive value, because the coding start from lowest to highest. (Strongly agree to strongly disagree). The result revealed that when student's income increases; the influence to purchase also increases or his influence increases as his income increases. For instance, if students' income increases from \$500 to \$700 he will have a moderate positive effect of his influence to increase his purchase as he will tend to spend more of his income. However, the increase in students' income assume from \$500 to \$300 will have a negative effect on his influence to purchase, that is he will tend to spend less of his income.

Moreover, going by the results of correlation analysis the hypothesis is rejected or not supported which says that "When the monthly average household income of the students increases their perception on the effectiveness of Facebook advertising decreases.

Table 3.11: Correlation Coefficients for the income II

Correlations			Income of respondents	I bought only expensive brands that are advertised On Facebook
	Correlation Coefficient		1.000	$-.130^*$
	Income of respondents	Sig. (2-tailed)	.	.010
		N	389	389
Spearman's rho	I bought only expensive brands that are advertised On Facebook	Correlation Coefficient	$-.130^*$	1.000
		Sig. (2-tailed)	.010	.
		N	389	389

*. Correlation is significant at the 0.05 level (2-tailed).

From the analysis result, the table shows the figure obtained is $-.130$ which means there is slight negative correlation between student's level of income and intention for purchasing expensive brand advertises on Facebook. This means that even if there is a huge change on student's income (increase or decrease) it will only affect the student habits to purchase expensive brands on Facebook.

3.8 Discussion and Conclusion

In today's dynamic and interactive world, the notion of advertising goods and services through traditional media of newspapers, television and radio stations are increasingly changing as the internet creates a forum on which social media networks have joined the wagon to lure potential advertisers to reach out to billions of subscribers.

Internet was originally designed for research and military usage, but it is now used across almost all activities of humanity ranging from popular entertainment, mail delivery, business and financial transactions. "The undoubtedly increasing number of internet users puts it in a position of being able to oversee who uses it, when; how and records when one makes use of it"¹⁸⁹. Such ability of keeping records enabled social media networks to venture in advertising, which completely changes the definition of how one understands and interprets how to market goods and services.

Though Peter Drucker a renowned management theorist describes marketing as "a process in which one knows and understands the customer well to easily produce a product or service that fits his wishes,"¹⁹⁰ this study explores how Social Media especially Facebook impacts on Nigerian student's purchasing behaviour. Like in the traditional

¹⁸⁹Marchese, M. Surlinelli, R. & Zappatore, S. (2011) "Monitoring unauthorized internet accesses through a 'honeypot' system" *International Journal of Communication systems John Wiley & Sons, Ltd: 24, p.75.*

¹⁹⁰ Kottler, P. et el (2009) "Marketing Management" USA: Pearson Education Inc, Prentice Hall, p.8

media that depends on adverts for revenues and sustainability, so is the Social Media. The basis of the study creates an understanding on how Facebook as social media network impacts on a student's life through its adverts done on the social network whose usage is globally increasing.

The findings of the study have shown that Facebook advertising influences Nigerian student's purchasing behaviour and their purchasing decision process, the mean values of the research proved that. The finding of this study is similar with Martinka finding; he found that Facebook communities have a significant influence on a consumer's online purchasing behavior; another study conducted by Lee also figure out that individual pursue an active role in information search on social media but information is selective and subjective during the course of information search. Looking to aforementioned researches social media effects consumer decision process and buying habits, social media changes purchasing behaviour of consumers. Social media provide two way communications between company and consumers, not like mainstream media. Consumers can add their voices; make review about the products and companies respond to the consumer's inquiry and give first hand information.

The study further reveals that using celebrities for product promotion or aiming at reaching target consumers for marketers is not an appropriate in Nigerian market, because most of the respondents are not giving value by advertisement endorsed by celebrities. Furthermore, the study sets four hypotheses to figure out the effectiveness of Facebook advertisement on gender; educational level; geographical zone as well as income.

Hypothesis 1: Gender is an important factor on how students perceive the effectiveness of Facebook advertisements

Outcome: from the mean value table, it's clearly evident that there is no difference between genders in terms of effectiveness of Facebook advertisement

Hypothesis 2: Education level of the students is an important factor on the perceive effectiveness of Facebook advertisement

Outcome: The finding, indicate that educational level is an important factor on how students perceive the effectiveness of Facebook advertising, H2 is partially supported.

Hypothesis 3: Geographical difference is important factor on the perceived effectiveness of Facebook advertisement

Outcome: Based on the mean value the result shows that there is slight difference between North and South in terms of the perceived effectiveness of Facebook advertisement and H3 is partially supported.

Hypothesis 4: When the monthly average household income of the students increase their perception on the effectiveness of Facebook advertising decreases

Outcome: The hypothesis is tested by correlation technique, the result obtained show with a figure -.410; indicated that, there is moderate correlation between income and student influence purchase on Facebook

3.8 Recommendation for the future research

Since Facebook is the destination of mass number of people, it's good for both big and small enterprises to have Facebook page in order to meet their target audience; or prospective customers, it's also important for any organisation whether public or private to provide unit that monitor the activities of Facebook in order to meet consumers or customers demands; this recommendation is from marketing perspective.

From academic perspective, there is need for academicians to conduct more and more researches about Facebook and social media networks at large because it touches lives of millions. For instance, the studies of negative effect of social media network need to be conducted. Moreover, research need to be done about age and gender i.e. how social media advertising effect age and gender; how age and gender determine purchasing behaviour. Also similar research needs to be conducted by expanding number of samples, since Nigeria is multi-cultural nation with multi-ethnic groups. This research has insufficient time and recourses to go deep into such angles.

REFERENCES

Books

- Al-jaraisy K. A. (2008) "consumer behavior: an analytical study of the Saudi Family's purchase Decisions" 3rd Edition, Saudi Arabia: Riyadh p. 43-44
- Anderson, B. F. (2002) "The secrets of wise decision making" Portland: Single Reff Press p.1
- Barefoot, D. And Szabo, J. (2010) "Friends with benefits: A social Media Marketing Handbook" San Francisco: No starch press.
- Berger, A. A. (2000) "Media and Communication Research Method: An Introduction to Qualitative and Quantitative Approaches" London: Sage Publication p. 187
- Blumler, J.G and Katz, E. (1974) "the uses of mass communications: Current perspectives on gratifications research" Beverly Hills: CA Sage p. 20-32
- Blythe, J. (2008) "consumer behaviour" London: Thomson Learning p.259
- Brace, I. (2013) "Questionnaire Design: How to plan, structure and write survey material for effective market research" Kogan page publisher: UK p.6
- Danziger, P. N. (2004) "Why people buy things they don't need: understanding and predicting consumer behaviour" USA: Dearbon Financial Publishing
- Deborah, M. and Charles, S. (2010) "Understanding Computers: Today and Tomorrow, 2009 update" USA: Cengage technology

- Dorofeev, S. And Grant, P. (2006) "Statistics for real life sample survey: non-simple random samples and weighted data" Cambridge University Press: UK P. 16
- Dunay, P. Krueger, R. And Elad, J. (2011) "Facebook Advertising for dummies" Canada: Wiley Publishing Inc
- Folarin, B. (2001) "Theories of mass communication: An Introductory Text" Abeokuta: Link Publication
- Giddens, A. (1991) "the consequences of modernity" Cambridge: Polity Press
- Hartman, K. and Ackermann, E. (2010) "searching and researching on the internet and the World Wide Web" (5th Edition) Franklin, Oregon: Beedle and Associates, Incorporate.
- Hawkins, D. I and Mothersbaugh D. L. (2010) "consumer behaviour: building marketing strategy" (Eleventh Edition) New York: McGraw-Hill p.44
- Humphrey, C and Hugh-Jones S. (1992) "Barter, Exchange and Value: An Anthropological approach" New York: Cambridge University Press p. 42
- Ike, N. (2005) "Dictionary of mass communication" Nigeria: Eldemak LTD
- Khan, M. (2006) "consumer behaviour and advertising management" New Delhi: New Age International p. 104 -105
- Kothari, C. R. (2004) "Research Methodology: Method and techniques" (2nd Edition) New Age International Publishers: New Delhi p. 95
- Kottler, P. et al (2009) "Marketing Management" USA: Pearson Education Inc, Prentice Hall, p.8

- Lake, L. A. (2009) "consumer behaviour for dummies" Canada: Wiley Publishing, Inc. P.9
- Lapham L. H. (1994) "Understanding Media: The Extension of man - Marshall McLuhan",
London: MIT Press Cambridge
- Lister, M. Et al (2009) "New Media: a critical Introduction" (2nd Edition) New York:
Routledge
- Maslow, A. H (1968) "Toward a psychology of being" (Second Edition) New York: Van
Nostrand
- McQuail, D. (2005) "media communication theory" (5th Edition) London: Sage Publication
- McQuail, D. (2005) "media communication theory" London: Sage Publication p.423 -424
- Muroyama, J. H and Stever H. G (1988) "Globalization of technology: International
perspective" Washington: National Academy Press
- Noel, H. (2009) "basic marketing 01: consumer behaviour" USA: AVA publishing *p. 132-
134*
- Perner, L. (2010) "consumer behaviour" USA: Marshall School of Business
- Ritzer, G. (2010) "Globalization: A Basic Text" USA: Blackwell
- Rogers, E. M. (1986) "Communication Technology: The new media in society" New York:
Free Press
- Ryan, D. And Jones, C. (2009) "Understanding Digital Marketing: marketing strategies for
engaging the digital generation. London: Koganpage

- Schiffman, L. G and Kanuk, L. L. (2004) “Consumer behaviour” (Eighth Edition) US: Pearson Prentice Hall p. 21
- Solomon, M R. et al (2006) “consumer behaviour: A European perspective” (Third Edition), New Jersey: Prentice Hall p.6-7
- Solomon, M. (2007) “Consumer behaviour: Buying, Having and Being” (seventh Edition) New Jersey: Pearson Prentice Hall p. 7
- Tenner, J. And Raymond, M. A. (2012) “Principle of marketing v. 2.0” New York: Flatworld Knowledge P. 42
- Tuten T. L (2008) “Advertising 2.0: Social media Marketing in web 2.0 world” London: Westport
- Wankel, C. (2010) “social media approaches to Business Education: teaching with LinkedIn, Facebook, Twitter, Second life and Blog” USA: IAP Inc
- Wells, W. et al (2007) “Advertising: Principles and Effective IMC Practice” Singapore: Prentice Hall,
- West, R. & Turner, L. H. (2010) “Introducing Communication Theory: Analysis and Application” (4th Edition) Boston: McGraw-Hill p. 392
- Wimmer, R. And Dominick, J. (2011) “Mass media Research: An Introduction” *media effects* p.12-13
- Wimmer, R. D. And Dominick, J. R. (2011) “Mass Media Research: An Introduction” (9th edition) Canada: Wadsworth

Zajda, J. (2005) “International Handbook on Globalization, Education and Policy Research”
Springer: Netherlands

Zarella, D. (2010) “The social media marketing book” Canada O’reilly media Inc

Journal Articles, Dissertations, Conference and Research reports

Abraham, K. (2011) “A study on consumer behaviour: with reference to V. B factors”
International Journal of enterprise computing and business systems Vol. 1 Issue 2

Al Khoury, P. et al (2014) “Future of Social Media in Advertising: A feedback from
Lebanon” *International journal of modern business issues of global market*
(IJMBIGM) Volume 2. No. 2

Arca, C. (2012) “social media marketing: benefit for business” MA Dissertation

Barry M. Leiner et al (2009) “A brief history of internet” ACM SIGCOMM Computer
Communication Review volume

Barry, T. E (n.d) “the Development of the Hierarchy of Effect: An historical perspective”

Bearden, W. O and Etzel M. J. (2011) “reference Group influence on product and brand
purchase decisions” *journal of consumer research Vol. 9*

Boyd, D. M and Ellison, N. B. (2009), “Social Network Sites: Definition, History, and
Scholarship” *Journal of Computer-Mediated Communication P.2*

Brosekhan, A.A and velayutham, C. M (n.d) “Consumer buying behaviour – A literature
review” *Journal of Business and management (IOSR – JRM) 2319 – 7668 P.8*

- Cemalovic, A. (2009) “Advertising as cultural mirror: A comparative analysis of Carlsberg’s printed beer advertisement in Denmark and Great Britain” A bachelor thesis submitted to Aarhus school of Business p.3
- Chakravarthy, S and Prasad, G. V. (2011) “The impact of opinion leader on consumer decision making process” *International Journal of Management and Business Studies* Vol. 1 issue 3 p.61
- Çoklar, A. N. (2012) “Evaluations of students on Facebook as an Educational Environment” *Turkish online journal of quantitative inquiry* 3(2) p.43
- Criddle S. McNab A. (2000) “The public librarian’s Guide to the internet, Library Association Publishing
- Cruz, R. (2012) “Social media To Go” A Compilation of Best Practices, Policies and How-To Guides, Public service & outreach: University of Georgia
- Dalberg (2013) “Impact of the internet in Africa” Establishing conditions for success and catalysing inclusive growth in Ghana, Kenya, Nigeria, and Senegal p.3
- Durmaz, Y. (2014) “the impact of psychological factors on consumer buying behaviour and an empirical Application in Turkey” *Asian Social Science* Vol. 10, No. 6 P.194
- Edosomwan, S. Et al (2011) “The History of Social Media and its Impact on Business” *the journal of Applied Management and entrepreneurship*, vol. 16 No: 3 p. 4
- Edwards, S. M. (2011), “A social media mindset”, *Journal of Interactive Advertising*, VOL 12 No1

- Georg, D. G. and Fernando V. (2010) “social networks, institutions and the process of globalisation” *p.2 JEL Classif. Code D83*
- Ginger, J. (2008) “the Facebook project: Performance and construction of digital Identity”
Masters Dissertation
- Global Internet Report 2014: open and sustainable access for all – Internet Society
- Govender, K. K and Ramnarain, Y. (2013) “Social media browsing and consumer behaviour: Exploring the youth market” *African Journal of Business Management Vol. 7 pp 1885 – 1893*
- Haghshenas, L. et al (2013) “Review consumer behaviour and factors affecting on purchasing decisions” *Singaporean Journal of business Economics, and Management studies Vol. 1, No. 10 p.18*
- Halgin, D. S. (2011) “An introduction to social network theory” *journal of organization science vol. 22:1157 p.2*
- Heinrichs, J. H., Lim, J-S. and Lim, K-S. (2011), “Influence of Social Networking Site and User Access Method on Social Media Evaluation”, *Journal of Consumer Behaviour*, 10: 347–355.
- Hemanth, K.P and Shruthi V. K. (2013) “Determinant of consumer buying behaviour: A Theoretical framework of rural India” *Journal of exclusive management science. Vol.2 Issue 3 P.2*
- Hensel, K. And Deis, M. H. (2010) “Using Social Media to Increase Advertising and Improve Marketing” *the Entrepreneurial Executive, Volume 15*

- Hessan D. and Stringer, R. (2007) “what marketing can learn from the field of leadership”
Communispace
- Hu, F and Wei, G. (2013) “the impact of the knowledge sharing in social media on consumer behaviour” *The Thirteen International conference on electronic business, Taipei Dec 1, 2013*
- Ifezue, A. N (2010) “What makes an effective advertising for a man or woman? *Journal of communication 1 (1) p. 13-18*
- Ioanas, E and Stoica I (2014) “social media and its impact on consumer behaviour”
International Journal of economic practices and theories, Vol. 4 No. 2, 2014
- Jeff, G. (2008) “The Facebook project: performance and construction of digital identity” MA
Dissertation
- Kaplan, A. M and Haenlein, M. (2010) “Users of the world, unite! The challenges and opportunities of Social Media” *Business Horizons, 53*
- Kesavan, R. Bernacchi, M. D and Mascarenhas, O. A. (2013) “Word of Mouse: CSR Communication and the Social Media” *International Management Review Vol. 9 No. 1*
- Krause, J. Croft, D. P and James, R. (2007) “Social network theory in the behavioural sciences: potential applications.” *Behave Ecol Sociobiol I vol 62 p.16*
- Lee, E (2012) “impact of social media on consumer behaviour: decision making process”
Thesis submitted to Turku University of applied sciences.

- Lejneice, I. (2011) “Factor affecting consumer behaviour assuming and fulfilling credit in Latvia” *Journal of Economic and Management Vol. 16*
- Lonerolle, I. (2012) “The New Wave: who connect to the internet, how they connect and what they connect” South African Network Society Project
- Lyudmila, M. et al, (n d) *business research – literature review on consumer behaviour*
- Marchese, M. Surlinelli, R. & Zappatore, S. (2011) “Monitoring unauthorized internet accesses through a ‘honeypot’ system” *International Journal of Communication systems John Wiley & Sons, Ltd: 2*
- Marchese, M. Surlinelli, R. & Zappatore, S. (2011) “Monitoring unauthorized internet accesses through a ‘honeypot’ system” *International Journal of Communication systems John Wiley & Sons, Ltd: 24, p.75.*
- Martinka, L, (2012) “How social media communities impact consumer behaviour” MA program in communication and leadership studies. Thesis submitted to Gonzaga University: Washington
- Mir, I. A. (2012) “Consumer Attitudinal Insights about Social Media: A South Asian Perspective” *The Romanian Economic Journal Year XV No. 45*
- Mizuko Ito et al, (2008) “Living and Learning with New media: Summary of findings from the digital Youth Project. *The John D. And Catherine T. MacArthur Foundation Report on Digital media and learning – November 2008 P.1*
- Mon, G. E. (2013) “Advertising and promotions in social media” *practical Law the Journal/Transaction & Business*

- Naidoo, T. (2011) “The effectiveness of advertising through the social media in Gauteng”
MA Dissertation
- Packer, R. (2011) “Social Media Marketing: The Art of conversational sales” *We Simplify the Internet (WSI)*
- Pandey, S. K and Dixit, P. K (2011) “The influence of culture on consumer behaviour”
VSRD International Journal of Business and management research Vol. 1 (1) p.23
- Papacharissi, Z. And Mendelson A. (2010) “Towards a new (er) sociability: uses, gratifications and social capital on Facebook” *Media perspectives for the 21st century* p.212
- Papacharissi, Z. And Mendelson, A. (2007) “An exploratory study of Reality Appeal: uses and gratifications of reality TV shows” *journal of Broadcasting and Electronic media 51(2)* p.356
- Paquette, H. (2013) “Social media as a marketing tool: A literature Review” University of Rhode Island *digitalcommons@URI* P.4
- Polat E. et al (2003) “Internet in Education: Support materials for educators” UNESCO institute for information technologies in education: Moscow P.6
- Rawal, M. S (2013) “AIDA Marketing communication model: stimulating a purchase decision in the minds of the consumers through a linear progression of step” *IJRSMS* Volume: 1
- Ronald, D. F. and Matthias, S. (2002) “Advantages and disadvantages of Internet Research Survey: Evidence from the literature” *field methods vol.14 No. 4 p.1*

- Ruggiero T. E (2000) "uses and Gratification Theory in the 21st century" *mass communication & society* 3(1) p.4
- Scheuren, F. (2004) "what is a survey" American Statistical Association p.9
- Selwyn, N. Stephen G. and John, F. (2005) "whose Internet Is it Anyway? Exploring Adults (Non) use of the internet in Everyday Life" *European journal of communication* 2005: 20:5 London: Sage Publication
- Sey, A. and Castells, M. (2004) "from media politics to networked politics: the internet and political process" *The Network Society: A cross-Cultural Perspective Cheltenham: Edward Elgar*
- The convergence of marketing, Advertising and PR on the web (2010) 2days conference on social media marketing: Sheraton Imperial Hotel, Kuala Lumpur
- Todi, M. (2008) "Advertising on social networking websites" *Wharton Research Scholars Journal*, University of Pennsylvania Scholarly Commons
- Uncles, D. M. Et al (1998) "Consumer loyalty marketing in repeat – purchase markets", London Business School: Centre for Marketing working paper
- Usun, S. (2003) "Educational Uses of Internet in the World and Turkey (A Comparative Review)" *Turkish online journal of Distance Education –TOJDE* July 2003 Volume: 4 Number 3
- Waugh, J. P. (2011) "Does Advertising Shape or Reflect popular culture? M.Sc thesis submitted to the Edinburgh Napier University, Edinburg p.13

Yakub, D et al (2011) “The Impact of cultural factors on the consumer buying behaviour examined through an empirical study”. *International Journal of Business and social science Vol. 2 No.5*

Yang, T. (2012) “The Decision Behaviour of Facebook Users” *Journal of computer Information systems*

Online and other resources

Alma, R. (2010), the importance of internet. StudyMode.com. accessed March 27, 2014 from <http://www.studymode.com/essays/The-Importance-Of-Internet>

Associate Press (2014) “Timeline: Key dates in Facebook’s 10-year history” accessed 12nd May, 2014 <http://phys.org/news/2014-02-timeline-key-dates-facebook-year.html>

Bandl, J. (2007) “Decision making process” retrieved 16th July, 2014 from <http://consumersbehavingbadly.blogspot.com.tr>

Bendror, Y. (2014) “why social media is so important for your business in 2014” Business2Community accessed April 27, 2014 <http://www.business2community.com/social-media>

Boyutta, T. (2012) “globalization through social media”, retrieved 13 March, 2014 from Oohsoosavvy’s mental donations to the world <http://oohsoosavvy.blogspot.com.tr/2012/05/globalization-through-social-media.html>

Burnside, K. (2014) “How Globalization and Technology change business” retrieved 11 July, 2014 from <http://smallbusiness.chron.com>

Chen, et al (n.d) “Marketing and Advertising through social media” Practical Law Company

- Cister, E. (2010) "Study reveals what times Facebook users are most active" accessed 20 May 2014 from <http://allfacebook.com>
- Croft, C. (2007) "A Brief History of Facebook" accessed 13th May 2014 from <http://charlenegagnon.files.wordpress.com>
- Davy, S. (2010) "How Technology changed American Politics in the Internet Age" *media shift your guide to the digital media revolution*, accessed March 27, 2014 www.bbs.org/mediashift/2010/04
- Education for Global Independence (n.d) retrieved 11 July, 2014 from <http://e4gi.weebly.com/globalization--technology.html>
- Emily, G. (2010) "History of internet in Nigeria" accessed March 24, 2014 <http://introductiontomasscommunication2.blogspot.com.tr>
- External influence purchase situation (2014) "consumer buying behaviour tutorial" retrieved July 24, 2014 from <http://www.knowthis.com/consumer-buying-behavior/external-influences-purchase-situation>
- Facebook for business (n.d) "reach all the right people more efficiently" accessed May 02, 2014 <https://www.facebook.com/business/products/ads>
- Facebook statistics (n.d) "About Facebook statistics" accessed 14th May, 2014 <https://www.facebook.com/pages/Facebook-statistics>
- Grahl, T (n.d) "the 6 Types of Social Media" Out:Think accessed April 29, 2014 <http://outthinkgroup.com/tips/the-6-types-of-social-media>
- How advertising and sponsored stories work*, accessed November 14, 2013

<https://www.facebook.com/about/privacy/advertising>

Internet World Stats (2014), “Global digital statistics” (2014 Edition) accessed March 24, 2014 <http://etonpreneurs.com/uploads/Global>

John C. (2013) “why advertise on Facebook?” accessed 7th May, 2014 www.digitalfireflymarketing.com

Linnell, N. (2010) “social media influence on consumer behaviour” accessed 9th August, 2014 from <http://searchenginewatch.com/article/2049190/Social-Media-Influence-on-Consumer-Behavior>

Marshall, P. and Maloche, T. (n.d) “Ultimate guide to advertising: How to access 600 million customers in 10 minutes” Entrepreneur magazine.

Mitchell, B. (n.d) “www – world wide web” wireless/networking, accessed March 24, 2014 www.compnetworking.about.com

Nigerian Press (2000) “Nigeria” accessed 11 December 2023 from www.pressreference.com

NYC Department of Education (2012) “social media guidelines” A Compilation of Best Practices, Policies and How-To Guides, Public service & outreach: University of Georgia p.92

Phillips, S. (2007) “A brief History of Facebook” *the guardian* accessed 14th May 2014 <http://www.theguardian.com/technology/2007/jul/25/media.newmedia>

Sharp, B. (2014) Marketing science “consumption situations some perspective” retrieved July 24, 2014 from <http://byronsharp.wordpress.com/2009/10/05/consumption-situations-some-perspective/>

Social media today (2013) “social media increases online use as traditional media suffer”
accessed 8th May 2014 from <http://socialmediatoday.com/socialbarrel>

Statistic Brain (2014) “Facebook statistics” accessed May 02, 2014
<http://www.statisticbrain.com/facebook-statistics>

Suggett, P. (n.d) “Get To Know and Use AIDA: Attention-Interest-Desire-Action” accessed
4th July, 2014 from <http://advertising.about.com>

SurveyMonkey (n.d) “Survey sample size: Survey of exactly how many people need to
send?” accessed 8th October, 2014 from <https://tr.surveymonkey.com/mp/sample-size/>

World Bank (2012) “Nigeria: country at a glance” retrieved 20th December 2013 from
http://www.corporate-nigeria.com/index/country_profile

Appendix I

QUESTIONNAIRE FORM

Title: The Effects of Facebook Advertising on Nigerian Students' Purchasing Behaviour

Dear Respondent,

I am Qaribu Yahaya Nasidi, a graduate student of Communication, Yaşar University Izmir - Turkey. I am conducting a study in partial fulfilment of the requirement for the award of Master Degree in Communication. I would appreciate it, if you would assist in answering these questions. I assure you all the information you provide will be treated as confidential and will not identify you as an individual.

Thanks for your anticipated cooperation.

Qaribu Yahaya Nasidi
Graduate candidate
qaribuyahaya@gmail.com

Instructions: Please tick (✓) the option (box) that most likely represents your answer

Section A: Demographic data of respondent

1. Please indicate your gender
Male
Female
2. Please specify your age.....
3. Educational level
Secondary/High school
College/Diploma
Bachelor Degree
Post – Graduate Degree
4. Geographical zone.
North
South
5. How do you position yourself in the category below
Very poor
Poor
Middle class
Rich
Very rich

Section B: Perceptual items

Please indicate your own perception by ticking (√) the response that best describes the extent to which you agree or disagree with each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6. Facebook advertisings influences my purchasing Behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Facebook adverts prompt me to purchase a Product unintentionally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Facebook advert change my purchasing decision process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I often made decision base on Facebook advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. When intend to buy expensive product, I check advert to see the risk involve.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I bought only expensive brands that are advertised On Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I bought only cheap brands that are advertised on Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Do you think Facebook is useful when looking for Opinions about what products to purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I click on advert message to seek information About new product or brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Only read advert on product or brand that I'm familiar with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Only read advert on product or brand that I'm not familiar with.
17. I subscribe Facebook advert base on friend Recommendation
18. I sometimes purchase a product, when a friend likes Comment or share
19. I check on adverts base on celebrity endorsement
20. I sometimes purchase a Product, when a celebrity Likes or comment

Thank you for taking time to complete this questionnaire

NB: The scale is adapted from:

Yang, T. (2012) "the decision Behaviour of Facebook Users" *Journal of computer Information systems*

Yakub, D et al (2011) "the impact of cultural factors on the consumer buying behaviours examine through an empirical study" *International Journal of business and social science*

Lejniece, I. (2011) "Factors affecting consumer behaviour assuming and fulfilling credit liabilities in Latvia" *Journal of Economics and Managemen*

Appendix II

CHARTS

