

The Impact of social Media on Consumer Behaviour in Nigerian marketing

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Abstract: The Impact of social Media on Consumer Behaviour in Nigerian marketing.

The study used a sample size of 130 populations, from accessible population of 200. (spss) was used to carry out the analysis. Data were analyzed using the regression of the correlation to own the t-test hypotheses. The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend of social media on consumer behaviour in Nigerian Marketing, whereas consumers are put back to the center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition;

Keywords: social Media, Consumer Behaviour, Nigerian marketing.

1. INTRODUCTION AND CHAPTER OVERVIEW

The introductory part of the study will focus on the following key points. It will open the background and context of the study, which is devoted to the general information and insights on The Impact Of social Media on Consumer Behaviour in Nigerian marketing.

The sub section will provide the existing information and knowledge on the topic on the Statement of the problem which will be examined in the next sub section, followed by research questions and objectives. The study will progress further with research hypothesis, significances, scope and limitations of the study. With the advent of the social media, brand are now compelled to be highly creative in how they design their advert messages to suit the taste of young user of social media. According to igboaka & Ha (2010), studies have shown that adopters of new communication technologies are young, more upscale and better educated. Social media offer different values to firms, such as enhanced brand popularity (de Vries, Gensler & C Leeflang2012), facilitating word-of-mouth communication (Chen et al, 2011b), increase sales (Agnihotri et al. 2012), sharing information in a business context (Lu & Hsiao 2010) and generating social support for consumers(Ali 2011; Ballantine & Stephenson 2011). In addition, the networking of individual through social media provides shared values, leading to a positive impact on trust (Wu et al, 2010).

BACKGROUND AND CONTEXT:

The Impact of social Media on Consumer Behaviour

A consumer Decision making: every consumer has the right and franchise to make a decision about a product, goods or services, where the message is not reaching their consumers and prospects, with the fact that, at times, consumers and prospects are facing significant blocks in their decision process. If not, each of them should be fully committed, loyal, enthusiastic, repeated consumers; however, this is not the case. Today the accessibility and transparency of information has profoundly influenced the decision making process; therefore, it is important to examine what are the hurdles and fiction points that hold prospects becoming consumers, or keeps consumers hesitating from repurchasing. (Silverman 2001.). They are demanding for accountability metrics to measure the effectiveness of their messages either in specifics

or generally. For the advertisers, the return-noninvestment (ROI) is critical to their understanding of a successful advertising campaign (Baran, 2013). Social media has become a public sphere wherein individuals share opinions, insights, experiences and perspectives. In this new world of social interaction, marketers connect and communicate with consumers in order to influence their purchasing decisions (Rammnarain et al, 2013).

Traditional advertising : via mass media is on decline; Sergio Zyman (1999), former Chief Marketing Officer, Coca Cola, believes, “The era of marketing as we have known it is over, dead, kaput – and most marketers don’t realize it” he further clarifies that technology has given people many more options than they had in the past and has created a consumer democracy in which people around the world constantly use social-media platforms to seek and share information from discussing consumer products to organizing political movements (see Chui and Manyika 2012). With more stimuli bombardments, individuals are more cautious and adept in allocating attention to information; thus it is essential for marketers to find the reasons that speak to particular customers’ concerns, and to seek ways to speak to customers individually, or in smaller communities (Zyman 1999). Internet offers favorable solutions to marketers these days. Marketing through social media would be an alternative perspective of interfacing with individuals, and yet the most influential applications of social technologies in the global economy are largely untapped (Chui and Manyika 2012). Social media puts consumers back to the center of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In essence, marketers have to understand how the social media has influence on consumer buying behavior.

The Adoption and impact of social Media on Consumer Behaviour in Nigerian marketing.

The rapid adoption and evolution of social media networks across all countries of the world today has spurred many businesses to devising strategies in order to invite millions of active users of the networks to their product offerings usually on their own websites. Nigeria is not exempted of this growing phenomenon. Many businesses in the country now strive to replicate those online dealings and transaction patterns which their counterpart abroad practice. In Nigeria, a good number of similar online retailers such as Jumia, Konga, Dealdey, 3Stiches, Taafoo, Buyright.bz, etc have now emerged and some are still up coming. They also offer a broad range of lifestyle product brands such as electronics, computers, phones, books, home appliances, toys, etc. also at customers’ doorsteps but within Nigeria only. Apart from the rising competition among the currently existing rivals, there seems to be a daunting tendency that Nigerians would never dare transact business via the internet with any unseen person who displays many attractive pictures of product items, tagged with prices and might not physically exist anywhere but prompting prospective buyers to pay upfront so that the items would be delivered at their doorsteps anywhere in the country.

The Problem statement.

The Major problem statement on this is seems to be a daunting tendency that most Nigerian citizens would never dare transact business through the internet without seen the person who displays many attractive pictures of product items, tagged with prices and might not physically exist anywhere but prompting prospective buyers to pay upfront so that the items would be delivered at their doorsteps anywhere in the country. Because of so many online scam in Nigeria today, as a result of the pervasive menaces of Yahoo-Yahoo internet frauds which has shaped the perception of many Nigerians toward being careful when operating on the internet especially when it comes to their supply of certain personal information. Most times, people lose both their money, product and item they ordered. As a result of this situation it might affect their continued patronage of the online retailers.

RESEARCH QUESTIONS

The following research questions were proposed for the study.

RQ1: What is the relationship between the perceptions of consumers toward online shopping?

RQ2: How does the consumers patronize online retailers?

RQ3: Does consumers’ attitude and behaviors influence adoption of online shopping?

RQ4: How does user’s and consumer’s awareness affect the adoption of online shopping?

RESEARCH OBJECTIVES

By providing answers to the above questions, the following objectives will be achieved.

- 1: To discover the relationship between perception of the consumers toward online shopping.
- 2: To ascertain how perceived ease of use relate with the extent to which the consumers patronize the online retailers.
- 3: To uncover how consumers behavior and attitude affect the adoption of online shopping.
- 4: To find how consumer's awareness affect the adoption of online shopping?

RESEARCH HYPOTHESES

The following hypotheses will be tested to achieve the research objectives.

H1: To know if there is difference in the perception of consumers toward online shopping.

H2: To know how Consumers do significantly patronize online retailers.

H3: To know if there is a Positive attitude and behavior of consumers towards online shopping and how would the usage increase online shopping .

H4: To know how the Proportion of consumers affect and will increase if proper awareness and security of online shopping gate way and checkout page is created.

SIGNIFICANCE OF THE STUDY

Research significance is the unique contribution which a study is expected to make (Sekeran & Bougie, 2010). Specifically, Babbie (2010) argues that a study should contribute in improving existing knowledge, business impact or policy support. Substantial studies, which were conducted in the field with the social media which is formed based upon the interconnected elements – social interaction, content, and communication media. Protective gateway check out , exact items posted on the and Social media has created a new landscape in supporting the socialization of information (Solis 2007), as a result it has facilitated and enhanced communication flow by making it easier and to more people, and to spread useful information with potentially vast online audiences (Smith and Zook 2011, 10).

2. LITERATURE REVIEW

The literature reviews part of the study will be devoted to an exclusive review of past studies conducted on the theme. The chapter will begin with an understanding and history of The Adoption and impact of social Media on Consumer Behaviour in Nigerian marketing. Following this, will be the theoretical foundation upon The Adoption and impact of social Media on Consumer Behaviour in Nigerian marketing. This sub section will review the applicable theories supporting technology acceptance and or adoption. Past studies will be examined where the important gaps in the literature regarding the research constructs will be made. Finally, the chapter will end with a summary.

The Global system for Mobile communication (GSM) which was introduced in Nigeria in 2001 had literally transformed the pace of communication, social engagements and recently financial transactions (Tiwari and Buss, 2006). The newest advancement in modern information communication technology has enabled the new generation of smart phones to have supercomputing and multi-functional capabilities even more than a personal computer (Odumeru, 2013, p.9).

Powered by the dominance of economic integration, mobile phone banking is attracting widespread global interests due to its capability to synch applicable platforms in other to deliver immediate and timely financial transactions. In US for example about 50% of the households used mobile phones to conduct financial transactions in 2012

With e-commerce being at an early stage in most third world countries of the world, online shopping trend in Nigeria is not as advanced as it is in other developed climes. Although, the people engage in online banking (e-banking), most people are still not open to the idea of shopping online and prefer to carry out their transactions traditionally, i.e. face-to-face. the reasons for such preference may not be unconnected to issues of distrust and poverty. Poverty has a role to play because online shopping does not allow for buy-today, pay-tomorrow; which is a common shopping trend among Nigerians under the offline shopping platform. Similarly, online shopping does not allow for haggling which is an inherent tendency among Nigerians, especially the usual request for what is popularly referred to as jara (meaning add a little of the purchased item to the gains of the buyer) as part of the sealing of any buying and selling transaction. In furtherance, previous studies on e-commerce and online shopping have

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identified several factors, especially poor internet accessibility as responsible for its slow adoption . In contrast, majority of the Nigerian population do not have access to the Internet. A major study on internet usage in Nigeria reveals that about 16.1% of the total populations (180,000,000. people) are internet users and less than 1% of the populace (i.e. 67,800 people) are broadband internet subscribers . From these percentages, it is evident that only a fraction of the population uses the Internet and even those who access it do so through numerous cybercafés scattered all over urban parts of the country . However, due to the public nature of these cybercafés, people were not comfortable carrying out e-commerce activities there for privacy, security and network reliability issues, and this negatively affected online shopping trends in the country .However, in recent times, things have relatively changed because, great populations of Nigerians now have access to the internet through their various gadgets, and hence the dependence on cybercafés has drastically plummeted. There is no surprise that many of the organization either large or small have got their access to different social media channel in order to respond towards a negative feedback in relation to business brand or products (McDonald & Sharp, 2003).

3. RESEARCH DESIGN AND METHODOLOGY

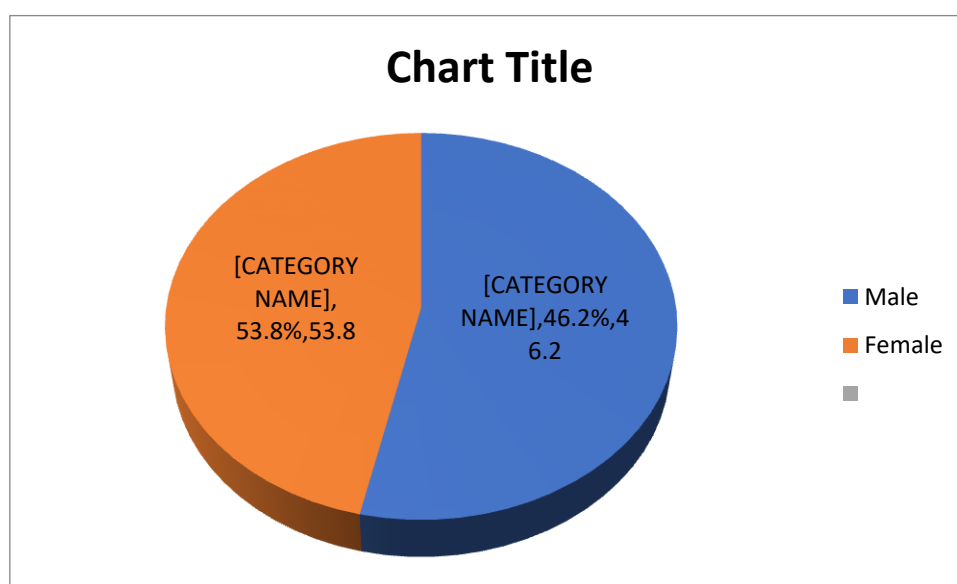
The Chapter three will focus on the methodology of carrying out the study. Following this, also data collection and analysis methods will be discussed by involving questionnaire distribution with Linkert scale and also focus group via quantitative method. The core objective of this chapter is to explain the overall method of carrying out the study, in other to answer the research questions.

4. DATA PRESENTATION, FINDINGS AND ANALYSIS

The chapter will begin with the descriptive segment of the study, where the respondent’s demography will be explained. This will be followed by reliability estimates of the instruments. Once the reliability of the instruments is ascertained, inferential part of the study will be presented, with the particular reference to correlation and regressions analysis of the variables.

Table 4.1: Gender of Respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	60	46.2	46.2	46.2
	female	70	53.8	53.8	100.0
	Total	130	100.0	100.0	



Tables Figure 4.1, the result of gender of respondents are presented. It is seen that most of the respondents are female constituting 53% of the total respondent sampled, while the male constitute 46% of total respondents sampled. The total is 100%

Table 4.2: Marital of Respondents

		Marital			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	65	50.0	50.0	50.0
	Single	65	50.0	50.0	100.0
	Total	130	100.0	100.0	

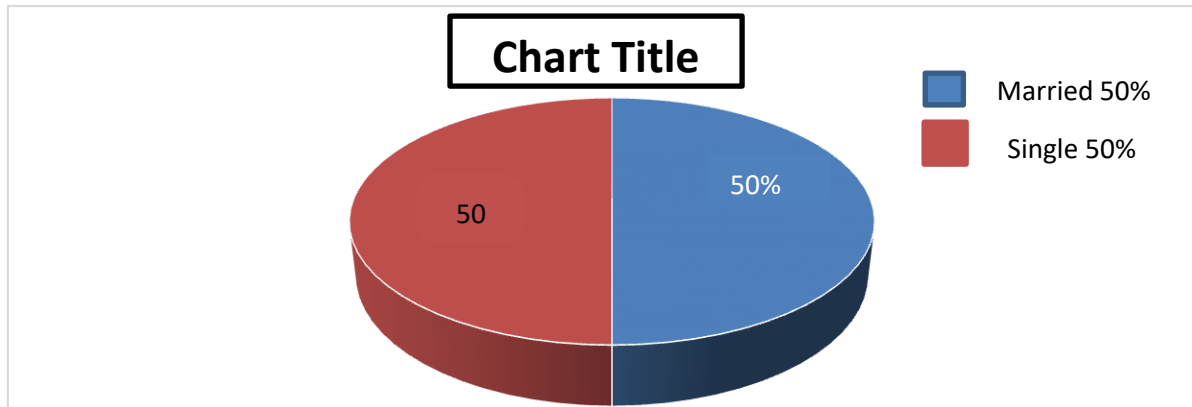


Table 4.2: the result of age of the respondents are presented. It seen that almost of the respondents of the marital status is married 50% and single 50% the total respondent is 100%.

Table 4.3: I do have a social media accounts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	20	15.4	15.4	15.4
	Agree	56	43.1	43.1	58.5
	Strongly Agree	54	41.5	41.5	100.0
	Total	130	100.0	100.0	

Tables 4.3, the result of I do have a social media account respondents are presented. It shows that in the respondent that 15.4% is are Neutral, 43.1% is Agree, and 41.5% strongly Agree. This is the total respondent sample.

Table 4.4: You spend time in social media per day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	18	13.8	13.8	13.8
	Agree	58	44.6	44.6	58.5
	Strongly Agree	54	41.5	41.5	100.0
	Total	130	100.0	100.0	

Tables 4.4, the result of spending time in social media per day respondents are presented. It shows that in the respondent that 13.8% is are Neutral, 44.6% is Agree, and 41.5% strongly Agree. This is the total respondent sample.

Table 4.5: You often post on social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	19	14.6	14.6	14.6
	Agree	53	40.8	40.8	55.4
	Strongly Agree	58	44.6	44.6	100.0
	Total	130	100.0	100.0	

Tables 4.5, the result of often post on social media respondents are presented. It shows that in the respondent that 14.6% is are Neutral, 40.8% is Agree, and 44.6% strongly Agree. This is the total respondent sample.

5. CONCLUSION

The concluding chapter of this journal focuses on conclusion and recommendation, which would focus on the summary of the findings in reference to the research objective which would serve as a means to solve the problem statement, which the main aim is to know if the research objective is been achieved. Recommendation on this would be made to improve the overall research strategy and to help both the consumer to be more enlighten and exposed that social media would help for easier purchase, use and means to be more careful on the checkout gate way when buying things online so as to bring both the consumers and the sellers more closer.

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