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How Does Social Media Marketing Impact the Consumer Decision-making in Nigeria.



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Abstract

This study investigated the effect of social media marketing on consumer patronage decision making with specific focus on small businesses in Port Harcourt, Rivers State Nigeria. To achieve this, three specific objectives were created, such as to: ascertain the effect of social media marketing on consumer patronage intention; examine the effect of social media marketing on consumer patronage and determine the effect of social media marketing on repeat purchase. To accomplish the set objectives, data were obtained via the use of structured questionnaire, which were distributed and majority retrieved, sorted then the correctly filled copies typed into the SPSS software for analysis. The collected data were tabulated and represented in charts, this was followed with detailed explanations. Through the regression analysis, the study findings showed that; social media marketing significantly impact consumer patronage intention, consumer patronage and repeat purchase. Based on the findings the study recommended that small business owners should extensively leverage on the social media campaign for effective communication of their product/service offering to social media users. Small business owners should be consistent in engaging social media users as a means of marketing the benefits of their products because it helps to instill confidence in consumers who is showing interest in their product/service offering. Small business owners should endeavour to deliver quality experience to consumers as they eventually patronize their product offerings for the first time. Small business owners should be open to receive feedbacks after a consumer patronize their product offerings.



TABLE OF CONTENTS

CONTENT	PAGES
CHAPTER 1	1
INTRODUCTION	1
1.1 Background to the study	1
1.2 Statement of the Problem	3
1.3 Objective of the Study	5
1.4 Research Questions	5
1.5 Research Hypotheses	5
1.6 Scope of the Study	5
1.7 Significance of the Study	6
CHAPTER 2	8
LITERATURE REVIEW	8
2.1 Conceptual Review	8
2.1.1 Social Media Marketing	8
2.1.2 Consumer Decision Making	10
2.1.2.1 Consumer Patronage Intention	13
2.1.2.2 Consumer Patronage	14
2.1.2.3 Repeat Patronage	14
2.1.3 The Relationship between Social Media Marketing and Consumer Decision Making	15
2.1.4 How Social Media Marketing Affects the Patronage Intention of Consumers	16
2.1.5 The Role of Social Media Marketing in Influencing Consumer Patronage	18
2.1.6 The Impact of Social Media Marketing on Consumer Repeat Patronage	19
2.2 Theoretical Review	20
2.2.1 Rationality in Action Theory	20
2.2.2 The Acceptance of New Technologies Model Davis	21
2.2.3 Planned Behaviour Theory	22



2.2.4 The original research that this analysis is based on	24
2.3 Summary of Literature	24
CHAPTER 3	26
METHODOLOGY	26
3.1 Research Design	26
3.2 Research Approach	26
3.3 Research Paradigms	26
3.4 Data Collection	28
3.5 Population of the study	29
3.6 Sample size determination and Sampling Technique	30
3.7 Research Instrument	31
3.8 Research Instrument Validity and Reliability	31
3.9 Method of Data Analysis	31
3.10 Ethical Considerations	32
3.11 Limitation to the study	32
CHAPTER 4	33
EMPIRICAL FINDINGS	33
4.1 Data Presentation	33
4.1.1 Demographic Data of Respondents	33
4.2 Univariate Analysis of Responses Data Obtained from Respondents on variables	36
4.3 Bivariate Analysis	43
4.3.1 To what extent does social media marketing impact consumer patronage Intention	43
4.3.2 To what extent does social media marketing impact consumer patronage	45



4.3.3 To what extent does social media marketing impact consumer patronage	46
CHAPTER 5	48
DISCUSSION OF FINDINGS	48
CHAPTER 6	51
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION	51
6.1 Summary of Findings	51
6.1.1 Implication of the Findings	51
6.2 Conclusion	52
6.3 Contribution to Knowledge	52
6.3.1 Concepts	52
6.4 Recommendations	53
6.5 Suggestion for Further Studies	53



TABLE OF TABLES

CONTENT	PAGES
Table 3.1: Chronbach Reliability Analysis	31
Table 4.1: Gender of Respondents	33
Table 4.2: Age Bracket of Respondents	34
Table 4.3 Educational Qualification of Respondents	35
Table 4.4 Responses on Social Media Marketing	37
Table 4.5: Responses on Consumer Patronage Intention	38
Table 4.6: Responses on Consumer Patronage	40
Table 4.7: Responses on Repeat Purchase	41
Table 4.8: Result of Regression analysis which provide answer to Research Question One	43
Table 4.9: Anova Result for Testing Hypothesis one	43
Table 4.10: Coefficient of the Regression analysis on the Research Question one	44
Table 4.11: Result of Regression analysis which provide answer to Research Question Two	45
Table 4.12: Anova Result for Testing Hypothesis two	45
Table 4.13: Coefficient of the Regression analysis on the Research Question Two	45
Table 4.14: Result of Regression analysis which provide answer to Research Question Three	46
Table 4.15: Anova Result for Testing Hypothesis Three	46
Table 4.16: Coefficient of the Regression analysis on the Research Question Three	46



TABLE OF FIGURES

CONTENT	PAGES
Figure 4.1: Pictorial representation of gender of respondents	34
Figure 4.2: Pictorial representation of age bracket of respondents	35
Figure 4.4: Bar chart distribution on Social Media Marketing Survey Responses	37
Figure 4.5: Bar chart distribution on Consumer Patronage Intention Survey Responses	39
Figure 4.6: Bar chart distribution on Consumer Patronage Survey Responses	40
Figure 4.7: Bar chart distribution on Repeat Patronage Survey Responses	42



CHAPTER 1

INTRODUCTION

1.1 Background to the Study

Since inception of doing business, consumers have remained enthroned as the kings whose decisions are regularly sort-after and analysed to guide the approach of marketers. This is why forward thinking organisations, especially small and medium scale enterprise, must constantly undertake reviews of facts that help them know how and why consumer act in a certain way, making their buying decisions help organisations enhance their marketing strategies. It is generally agreed by scholars and practitioners that one of the greatest challenge faced by all marketers currently is how to influence the purchase decision of consumers in favour of their product and service (Hawkins, Motherbaugh & Best, 2007).

Invariably, the understanding of the consumer buying behavior exposes the marketing team of an organization on the psychology of the feelings, thinking, argument and selection of consumer towards retail outlet, brands and products choices. Also, this quest into the buying choice making of the consumer usually involve his/her environmental issues like culture, family as well as media. It further sheds light on the motives and unique approach the consumer utilizes in choosing a given product in the face of competition. Consequently, the accurate grasp of consumer decision making should effectively improve the marketing campaign strategies aimed at reaching target consumers.

Interestingly, the advent of internet has provided the platform for a thriving social media marketing concept which create a unique approach on how consumers can be engaged. The social medial marketing refers to a virtual business landscape that can leverage on several popular social networks to actualize set branding and marketing targets. Presently, the increasing information technological development have altered everything globally and as a result things are changing very fast. Also with the advent of social medial applications (like Facebook, Twitter, Likedin, Youtube, Google+ etc) and other digital communication devices, people's interactive space have drastically shifted from offline to almost 100% online (trattner & Kappe 2012). Obviously, with the growth in the information technological innovation, the level of dependence on the social media platforms is on the increase as many people become more addicted with the use of this space



to solve almost all their daily need (Ziyadin, Doszhan, Borodin, Omarova & Ilyas, 2019; Madhuhansi, 2019).

The social media frenzy have provided a unique opportunities to consumers to engage on the internet interaction irrespective of differences in distance, time, race, culture or background. It is now easier for customers to generate content, build valuable relationships, express emotions as they effectively communicate with other users in real time. Similarly, marketers takes advantage of this to gain vantage position in a market as they also signup on each of these networks with the aim of engaging target audience.

Today, firms now have special medial teams to manage their products or service on the internet, in some cases a whole department is setup for social medial to interface with other units in the organization so as to constantly push out campaigns about their offerings to engage their target audience. For example, floating a social medial contest aimed at engaging and growing followers, creating valuable resource via the social medial handle, championing thought provoking discuss that makes followers lend their opinions, going live as you keep series of conversation going etc. consist some of the marketing strategies leveraged on social media networks to grow and engage target audience.

The above social media marketing strategies finds its expressions through social media Ads, social media word of mouth, users' presence time on social media, user's exposure time on social media, user's number of social media account and user's level of trust in social media on a consumer buying decision making process. According to Kaplan and Haelein (2010) social media is the most popular new media platform today. The proliferation of social media, marketing messages are now very well individualized. Baines, Fill and Cage (2008) posited that social media promote immediate physical, cognitive and emotional responses in the audience. This shows how the advent of social media have revolutionalized the marketing practices and processes, because of obvious unique features. Indeed social media marketing brings about a new strategy in marketing which virtually all businesses are adopting to reach their target audience via several virtual networks (Khan and Jan, 2017), therefore, it can never be underrated (Terfa, Alu, Tarnong & Ogba 2013).

To this end, small business owners in emerging nations like Nigeria need to strategically leverage on the potentials of social media marketing so as to reach large amount of consumers seeing that they are have limited resources required to carryout big marketing campaigns for their product



offerings. The use of internet facilities through phones information, markets, technology and trainings can be accessed easily. This development in the Nigerian business space is attributed to the deregulation of its telecommunication sector in 2002 after the emergence of a democratic dispensation in 1999. Since then, Nigeria has joined the global space to leverage on the potentials of social media after it started from 2004. Thousands of retail outlets have emerged, marketers in highly competitive industries like the telecommunication, banking, hospitality, manufacturing etc actively engage social media users on daily bases with frequent social media marketing adverts, gossips, helpful contents and opinion sampling all in the bid to engage consumers. They also use the social media networks to prospect, close sales and facilitate effective deliveries of their products orderings.

Consequently, consumers are now engaged more than ever through series of activities like blogging, chatting, gaming and texting through the influence of social media. Data shows that about 200 million active Facebooks users log on every day and spend over 455 billion minutes on monthly bases on the internet (Chukwu & Uzoma, 214). This explains why every growth oriented firm now uses social media to undertake their marketing strategy, especially the retail marketing. So, with the advent of social medial creating virtual social networks in real time, consumer are able to expressively assert their position as the real essence why businesses are done globally. On the other hand social media provide organisations with access to new resources for having direct interaction with customers.

Therefore, small firms in Nigeria must understand how social media has affected consumer buying decision making (Ola and Reem, 2018). It has also become expedient to undertake this research with aim at examining the influence of social media marketing on the consumer decision making process in Nigeria, with focus of firms that user social media for the purpose of marketing.

1.2 Statement of the Problem

The Nigerian economy is largely run by the informal sector which is dominated by micro, small and medium scale enterprises. According to the report from the International Monetary Fund the informal economy in Nigeria employs more than 80 percent of the population. This informal sector of the Nigerian ecosystem is associated with a small or undefined workplaces which are mostly unsafe with unhealthy working conditions, not regulated, with low level skills and productivity, irregular incomes, they work longer hours and lack access to enough vital basic resources like



information, markets, finance, technology and trainings. All of these enumerated characteristics create a huge challenge for small businesses to thrive in the face of competition for customers against already established large firms, because these large firms have access to resources that help them fund marketing campaigns used in shaping consumer's decision making towards their product offerings.

It is on the heels of these challenges that a study on the effect of social media marketing on consumer buying decision is perceived necessary in order to understand the contributions of the social media technology in facilitating buying decision of consumers at the small business level. The advent of the internet have made the world a single global village where with little access to resources like android mobile phones an attractive marketing ads of a product offering can be promoted, target audience can be accessed directly and sales/purchases can be closed with very little cost. Through this innovation small businesses are able to access the right information, technology and trainings to access the same market.

It is evident that social media networks have come to stay and they are fast shaping the way people communicate as people spend most of their time more interacting through viewing of different pages, clicking to like, comment or share a post that interest them. This indeed shows that the social media is the future main stream for consumer marketing and have largely responded according to this fundamental shift. The most recent report from digital around the world in 2022 showed that social media has become the most visited destination on the internet. This report further revealed that 4.59 billion people use the internet, amongst which 4.62 billion people use the social media and this make up 58.4% of the world's total population. The growth rate of these social media users is estimated at 10.1% yearly and average social media user visit or use 7.5 different social media networks monthly. This is followed with the average global user spending 2 hours 27 minutes on social media daily. In addition, the report also showed that the world spends more than 10 billion hours using social media on daily bases, indicating the assertions on how the world is shifting their regular daily life to online platforms.

Therefore, for a city like Port Harcourt, the capital of Rivers State Nigeria, whose government have been able to achieve the successful registration of 1200 small businesses, it is important for these small business owners to understand the dynamics associated with consumer decision making online seeing the growth rate of social media users. This brought about the interest to



undertake a survey which helps to explain the effect of consumer decision making from the perspective of small businesses. Consumer is the life wire of any firm, so with small business (both registered and unregistered) providing 80 percent of work to the entire Nigerian economy. So knowing the role social media marketing play in shaping consumer patronage intention, actual consumer patronage and repeat purchase is very crucial to providing informed recommendation to small business owners within this region.

1.3 Objective of the Study

The main aim of this study is to examine the effect of social media marketing and consumer decision making of consumers in Rivers State Nigeria. The objectives of the study is as follows:

- i. To ascertain the effect of social media marketing on consumer patronage intention
- ii. To ascertain the effect of social media marketing on consumer patronage
- iii. To ascertain the effect of social media marketing on repeat purchase

1.4 Research Questions

- i. What effect does social media marketing have on consumer patronage intention?
- ii. How does social media marketing affect consumer patronage?
- iii. What effect does social media marketing have on repeat purchase?

1.5 Research Hypotheses

- i. H_{01} : Social media marketing have no significant effect on consumer patronage intention.
- ii. H_{02} : Social media marketing have no significant effect on consumer patronage.
- iii. H_{03} : Social media marketing have no significant effect on repeat purchase.

1.6 Scope of the Study

The aim of this study is fixed on social media marketing effect on consumer decision making. The study focused on Rivers State Nigeria. The population of this study comprised of all registered small business owners with online presence in Port Harcourt, Rivers State. The choice of small business owner was informed by the fact that larger population of small businesses in Port Harcourt are youth and in recent times the rate at which individual account holders engage in the advertising of either a product or service have become easy and regular occurrence. Also, seeing the growth



rate in the utilization of social media networks, it becomes expedient to study how effective it is to the success of small business in achieving patronage for the goods/services they sell.

1.7 Significance of the Study

The significance of this study is reflected in four vital points, which include; practices in management, industry, society and government and this is discussed as follows:

Practices in Management: the findings gleaned from this study will enable managers of firm to be informed of the relevance of the importance of leveraging on social media marketing at a globalize time as now. The findings will as well make it easier for management to maximize the impact of their efforts to increase online firm production in pursuit of their stated goals. In addition, new forms of electronic business, facilitated through the convergence of electronic devices, communication, designs and control technology play a vital role. By these managers will be enable to network production, marketing and distribution channels located all over the globe. This is especially useful to facilitate transactions and services, therefore, if this is handled well by management, it will improve prime changes for performance and profitability

Industries: Nigerian industry will reach an agreement because it would give them with the tools for significantly expanding commerce in the global market and exposing them to new stresses in the global trading environment. This will significantly contribute to the growth of the Nigerian economy and the internationalisation of Nigerian companies. In order to reap the advantages of global capital and the spread of specialist products and professional services via the so-called global marketplace of social media, corporate bodies will be assisted in finding a situation in which they must restructure and reposition themselves.

Governance: The study's author is certain that its findings will help policymakers in Nigeria see that the rise of social media is inevitable and appreciate the significance of developing an accurate understanding of the medium's potential effects and applications. By stimulating national economic growth, the changes in policy brought about by this study's recommendations will spark a new way of dealing with the e-commerce issue.

Social Responsibility: Insight into the process by which social media may be utilised to execute growth and education on the idea of social media as a tool to change market restrictions into positive business possibilities are both provided by the research. Researchers interested in



consumer spending habits or social media will also benefit from this study. As a result of adding to the existing body of knowledge, it would be of interest to academics. This is the starting point for every educated person in the area. University professors and scientists in far-flung labs may use this as a common resource.



CHAPTER 2

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Social Media Marketing

Marketing literatures describes social media as "platforms" where people may find and interact with others who share their interests and ideas. As "dynamic, interconnected, egalitarian, and interactive organisms" (Peters et al., 2013, p. 281), social media have caused three fundamental shifts in the market. To begin, social media makes it feasible for brands to directly interact with their desired demographic in ways that just weren't possible before. Microblogging and content communities like Facebook and Twitter make it simple for users to connect with others who share their interests (Kaplan & Haenlein, 2010). In this context, "social connectedness" refers to the same thing as "social ties" (Muller and Peres 2019; Quinton and Wilson 2016), with "strong" and "weak" denotations referring to the depth and breadth of the links, respectively (Granovetter 1973). Previous studies have shown that the strength of a customer's social ties has a considerable impact on their propensity to make referrals (Verlegh et al., 2013).

In addition, the proliferation of social media has dramatically altered the influence and interaction between companies and their customers. When individuals interact with one another, they engage in "actions," either proactively via discussion or receptively through observation, that influence the choices and behaviours of others (Chen et al., 2011). Nair et al. (2010) use the words "word-of-mouth" effect and "contagion effects" to explain the influence of such informal exchanges. The size and quality of a company's social network is correlated to the value of social interactions (also termed "social equity"), as stated by Muller and Peres (2019). Recent studies (e.g., Aral and Walker 2014; Katona et al. 2011) have shown that a person's social network activity may be gleaned from the strength and frequency of their connections to others. In line with the widely held opinion, this supports the hypothesis that social media has a substantial impact on consumers' decision-making processes.

Furthermore, companies can now better manage their relationships with customers and make informed business decisions because to the wealth of information available via social media (Libai et al., 2010). Data from social media and other digital sources are commonly described using the



"3Vs" (Alharthi et al., 2017): volume, variety of sources, and velocity (how often data is updated). With the help of modern information technology, as pointed out by Moe and Schweidel (2017), it is possible to easily extract and profitably use a massive amount of information gleaned from social networking sites, blogs, and forums, in written, visual, and auditory formats. Therefore, the ability to capture and create value from social media data is a new strategic resource that has the potential to improve marketing outcomes (Gnizy, 2019). Useful for consumer research, market analysis, and idea generation through crowdsourcing.

MySpace and Facebook are credited with popularising the term "social media" (Duangruthai & Leslie, 2018). Web 2.0 allowed users to form networks and share information such as text documents, video clips, and even whole websites (Constantinides, 2014). According to the explanations of Web 2.0 and UGC offered by According to Kaplan and Haenlein (2010), social media is the "interconnected web of technologies that enables the production and sharing of works by ordinary people." UGC refers to data that has been produced by users. Content communities (such as YouTube), social networking (such as Facebook), and community projects (such as Wikipedia and blogs) are how Kaplan and Haenlein (2010) categorise the many types of social media.

"Consumer Media" (Kohli, Suri, & Kapoor, 2014) defines social media as "a wide range of new information sources produced and used by consumers that wish to share information on any subject of interest with others" Approximately About a quarter of humanity, or 1.73 billion people, are active social media users; by 2017, the number is expected to rise to 2.55 billion worldwide (Schivinski, Christodoulides, & Daly, 2017). As a marketing tool for the investigation of social media, many experts see cellphones and the internet (Kohli, Suri, & Kapoor, 2014) because of how users report, co-produce, analyse, and edit User content. This change in perspective has resulted in businesses using their consumers as the primary focus of their marketing and branding activities (Kohli, Suri, & Kapoor, 2014).

Businesses have a harder time gauging the effect of their social media presence on brand recognition and engagement than they do with traditional media such as print or television commercials. It may be challenging for firms to respond to negative feedback when marketing on social media (Ho-Dac, Carson, & Moore, 2013; Kohli, Suri, & Kapoor, 2014), yet such feedback is an inevitable and integral part of the brand conversation. Consumers are often referenced in



discussions and debates about branding, yet their contributions to the branding and advertising processes are typically downplayed or ignored (Kohli, Suri, & Kapoor, 2014).

There are three major social networking sites: Facebook, YouTube as well as Twitter used by firms to promote their brand, some assert that Facebook is "a holy grail to marketing operators" (Michael, 2017). As proposed by Nelson-Field, Riebe, and Sharp (2012) and Shen and Bissell (2013), marketing strategies that use Facebook reviews for specific items and brands (or "as" content) produce more content in general. Facebook users are more likely to see ads for things they've showed interest in (Shen & Bissell, 2013). Marketers may utilise this information to improve their tactics, target audiences, and advertising in hopes of getting the best reaction possible from their consumers.

Marketing Using Social Networks

This is an element of material shared on social media platforms with the goal of inspiring action and raising awareness, as described by Hanaysha (2016). Paid social media advertising, or paid social for short, is the practise of promoting a business or product on social media sites in exchange for financial compensation (Raza, Mohamad, & Abubakar, 2017). Advertising is seen positively by consumers because it provides them with useful information about products, allowing them to make well-informed purchases (Pollay & Mittal, 1993). Consumers' perceptions of companies and their willingness to buy are influenced by commercially accessible social media advertising (Yang & Wang, 2015). Instagram (which optimises photographs and videos), Twitter, YouTube (through short video stories), Tiktok, Pinterest (which has a mostly female audience), and LinkedIn (which has a largely professional audience) are just a few of the numerous social networking networks accessible.

2.1.2 Consumer Decision Making

Given its importance, the consumer decision-making process has been described in a variety of ways by many experts, each of whom has proposed their own unique set of models to explain it. Consumers' choices and purchases are seen as means rather than ends by Rassuli and Harrell (1990). This concept takes into account the influence that consumers' choices have on their subsequent actions. Consumers' decisions may be influenced by any or all of the functional, conditional, social, epistemic, and emotional values proposed by Sheth, Newman, and Gross



(1991). Considering the external impacts of the pre-purchase, in-store, and post-purchase phases of the consumer journey all include online marketing, the social-cultural setting, and psychological challenges on consumer tasks and attitude. Smith and Rupp (2003) suggested an internet-based definition of consumer decision making as such. Consumer decision making, as described by Court, Elzinga, Mulder, and Vetnik (2009), follows a circular pattern, with pre-purchase research and consideration, an evaluation or research phase to determine whether or not to purchase, and finally, post-purchase reflection on the product's usefulness. Kotler and Keller's (2012) five-stage model for explaining the buyer's journey includes: identifying a need, gathering relevant information, weighing available options, making a purchase, and adjusting behaviour thereafter. Additionally, Belch and Belch (2009) elaborated by describing the critical, inward psychological processes that occur at each of the five phases of the consumer purchasing process. Motive, perception, attitude development, integration, and education all fall under this category.

Stankevich (2017) elaborated on the consumer decision making models proposed by Kotler and Keller (2012) and Belch and Belch (2009). According to Stankevich (2017), a customer has entered the need recognition stage once they realise they need a product or service. Meanwhile, it is up to marketers to figure out how to bridge the gap between where customers are now and where they would want to be in the future. It's important to remember that the internal stimuli might be anything as simple as an instant need, or as complex as an impulse. There is also the possibility of environmental factors acting as a trigger. So, using tools like advertising and sales promotions, marketers manufacture demand. However, a desire is born when a customer realises that a product will meet a previously unfulfilled need (Stankevich, 2017).

Marketers need to know when their intended consumers have these needs so that they may best advertise to them. Marketers will sometimes aid customers in determining what it is they really need. Similarly, marketers fabricate conditions or needs that make consumers feel vulnerable without the goods. There are a variety of elements, such as the desire for a specific status and the availability of information about their new status, such as a new product version, rival or complementary items.

When a need is identified, it triggers a chain reaction that culminates in a search for available solutions that meet that need. At this point, the shopper is doing research from both inside and beyond in order to make a well-informed decision. Using one's own memory is an example of an



internal information search, while searching externally entails scanning the environment, inquiring of other people, searching libraries, archives, the internet, and any relevant social media sites or blogs. Customers' time spent researching options is critical in this situation. It's up to marketers to grasp the opportunity and provide a detailed explanation of the product, updated discounts, and other incentives. We will also take into account comments left by past customers and suggestions made by friends and relatives. Personal experience with the product or one like it, as well as sample testing conducted during the search, will also play a role.

Based on Kotler and Keller's (2012) explanation of the consumer decision-making process, the third stage is when consumers assess the merits of the many options they have been presented with. In the third and final stage of decision making, the question "Do I actually need the product?" may enter the mind of the buyer. Is there anything else we can try? Is it true that the original version is terrible? When making a purchase, consumers often place more weight on some factors than others (price, quality, brand name recognition, etc.). Moments of decision may include forming an emotional connection with a product, caving in to advertising, or any combination of these. At this point, it's vital for businesses to make sure buyers are acquainted with their product and, preferably, knowledgeable about the trait on which they base their purchase decision. The onus is on the consumer to take the initiative and look for the best deal. Customers have different standards for what they consider to be a good deal based on factors like as price, quality, brand, positioning, where to buy (location), possible consequences of usage, and so on.

The purchase phase is the fourth and final stage in Kotler and Keller's (2012) consumer buying process model. At this stage, the buyer has decided on a product and is ready to make a purchase. After making up one's mind on a certain brand, the following step is to make the actual buy. Similarly, buyers may first determine that they want to acquire a thing but change their minds before actually buying it. Possible alternatives include deciding whether or not to haggle over the price, how much to spend, and when to go shopping. The period between deciding to buy something and actually making the purchase may be rather long, especially for larger ticket items like automobiles, computers, and consumer durables. Nondurable commodities, including many low-involvement items like everyday consumables, may have a relatively short period between the time of decision to buy and the time of purchase. It is now more crucial than ever to engage a consumer so deeply that they are prepared to wait for a transaction.



Kotler and Keller's (2012) model for decoding the buyer's journey includes a post-purchase phase as the fifth stage. What matters most now is how the product makes the customer feel after they have used it, which might be a positive or negative experience. Customers rate their satisfaction with a product after they've used it. The customer may have concerns such as whether or not the product satisfied the demands of the intended audience. Have their expectations been met? In the second phase of the customer journey, after the customer has had success with the product, they may become an advocate for the product and urge others to make a purchase. The same is true for unfavourable remarks, which, if brought to light during stage two, may cause a potential customer to reconsider their interest in your products. If the customer is unhappy at this stage, it is critical to act quickly. If the customer is satisfied, they are more likely to purchase from you again. In this case, the items either lived up to or beyond customer expectations. Customer loyalty may be strengthened by follow-up actions after a transaction is made.

The evaluated model proposed by Kotler and Keller (2012) suggests that the buy intent, customer patronage, and repeat purchase rates are the best indicators of the quality of the consumer decision making process. Customer patronage intention is the likelihood that a customer would buy a specific product or brand given the level of knowledge currently accessible to them, as stated by Sam, Fazli, and Tahir (2009). This description reflects the model's steps of identifying a need, locating relevant information, and evaluating the merits of potential solutions. Meanwhile, consumer patronage occurs when a buyer selects a product of their choosing and afterwards makes a purchase and pays for it (Grewal & Levy, 2010). Then, the concept of repeat purchase addresses consumers' propensity to buy again from an established business. As a result, we conduct a comprehensive assessment of consumer decision making metrics.

2.1.2.1 Consumer Patronage Intention

Sales may be increased by a service provider by improving their products in ways that better meet customer needs. According to Fishbein and Ajzen (1975), consumers' propensity to purchase is an excellent indicator of their actual purchasing behaviour. Purchase intent describes a consumer's propensity to make a future purchase of a service or item.

Zeithaml (1988) claims that the value that customers place on a product is the deciding factor for whether or not a company would buy it. An abundance of literature has been produced on the topic of regulatory focus theory (Wirtz & Lwin, 2009; Brockner, Higgins, & Low, 2004). Consumer



decision making study show that consumers' perceptions of a product's value determine whether or not they intend to make a purchase at a physical store. As a result, it seems reasonable to infer that customers' tendency to buy is influenced by the value of the goods in question. Intentions to purchase are reflective of the emotional connection between a product and its purchasers. To measure customers' intent to purchase, Fishbein and Ajzen (1975) offer three separate components: "possible buy," "intended buy," and "consider buy."

2.1.2.2 Consumer Patronage

In order to create, manufacture, and disseminate items that meet customers' actual wants and requirements, it's crucial to have a firm grasp of the psychological factors that play a role in their purchase choices. There are five stages that customers go through before settling on a product or brand to support. There are five stages in the purchasing process: need recognition, information collection, consideration of alternatives, selection, and post-purchase management (Grewal & Levy, 2010). Customers are always making choices that need them to select one course of action from many alternatives. Even though all decisions are made with some level of thought, the choice of the economic man is quite different from the choice of the passive, cognitive, or emotional man. Each shopper's decision to purchase is affected by their own set of biopsychosocial factors.

2.1.2.3 Repeat Patronage

When clients repeatedly buy from the same business or remain with the same brand over a long period of time, they demonstrate intellectual, emotional, and physical assurance in the service's or good's quality via their "repeat purchase." Re-patronage intention, also known as repeat purchase, is a term proposed by Wirtz and Lwin (2009) to characterise a customer's inclination to shop from a certain services provider again in the future. When a buyer and a seller have faith in one another, it increases the likelihood that the transaction will occur. Customers are more likely to return to a business if they have faith in the integrity of its service providers (Caudill & Murphy, 2000). Increases in the value of subsequent purchases made by a client are signs that they are happy with their experience with the company and want to continue doing business with it.

Since the cost of acquiring a new customer is not included in, a rise in the percentage of sales made to current customers may have a substantial influence on a company's bottom line. Increasing the likelihood that customers will buy from a company again may be accomplished in part by listening



to and acting on suggestions, ideas, feedback, and complaints about the product or service given. Companies should emphasise fostering client loyalty, which may be shown by frequent purchases. Repeat business from pleased and satisfied consumers is a strong indicator of a company's continued success.

2.1.3 The Relationship between Social Media Marketing and Consumer Decision Making

A consumer's ultimate purchasing decision is heavily influenced by the product or service's qualities, quality, price, and characteristics. No of the results of prior transactions, research shows that consumers remember their experiences for as long as feasible (Keller, 2008). The internet's broad availability makes checking one's social media pages a snap. Social media's meteoric rise has made it an attractive option for brands seeking to reach their target audience (Renu, 2018). Better customer service, product variety, price, and individualised recommendations are all feasible because of the real-time data and interactive nature of social media platforms. Internet stores have a competitive advantage via the utilisation of social media platforms compared to conventional stores (Turban, King, Lee, & Liang, 2015).

The effect of social media on customer decision making is widespread and might affect any service or product. The quality, reputation, marketing, and cost of a product may all be affected by consumer choice. Customers' reactions to advertisements, brand loyalty, and purchase intent may be influenced by social media connections. Purchasing and its accompanying activities have been revolutionised by social media. There are many benefits to which social media marketing poses but conventional advertising lack (Renu, 2019). Since consumers are increasingly shopping for products online through social media. There are certain positive aspects of social media marketing. An overwhelming majority (89%) and a sizable majority (75%), respectively, of marketers believe that social media advertising has enhanced both brand awareness and website visits.

Brand actions, and hence consumers' purchasing choices, might be influenced by social media. The first impression that a product or brand makes on a consumer may have a significant impact on their subsequent purchase choices. What other users of a certain social media network think about a brand may be heavily influenced by a customer's positive review of that brand on that platform. However, consumers' perceptions and behaviours of brands may change as a result of promotional marketing on social media (Yang, 2012). Marketers may use this data as a starting



point for their strategies. To promote their wares, several companies have turned to social media. It's a simple and inexpensive method of reaching out to clients and promoting offerings.

Connecting businesses with their target audiences is another useful use of online networking sites. Customers both current and prospective may reach a company's representative directly via social media. According to a separate research by Vinerean, Cetina, and Tichindelean (2013). Brands and services utilise social media to sell their wares since that is where the majority of their consumers do their product research and ultimately make their purchases. Despite this, the internet user market is expanding fast throughout the globe and is highly segmented along cultural lines (Vinerean, Cetina, & Tichindelean, 2013). Customers who are having issues with the company's products or services are encouraged to reach out through social media for prompt assistance. Businesses' responses to comments made on social media are problematic. Their responses and thoughts will help build the brand's credibility and encourage additional consumers to try it. When a consumer is trying to make a purchase, even the smallest piece of information may make a difference.

Chukwu and Uzoma (2014) conducted an analysis of the impact of social media on purchasing decisions. It all began in Nigeria, where an increase of online distributors has been seen, especially on social media platforms like Facebook, Twitter, YouTube, and Google Stores. The research is based mostly on information gathered from Jumia and Konga Nigeria Ltd staff and consumers in Enugu and Lagos. In this cross-sectional study, information was gathered via the use of a questionnaire. The hypothesis was tested using an ANOVA and a chi-square analysis at a 5% level of significance. Among other things, the findings reveal a dramatic change in customer preferences. Consumers have varying opinions on the internet, but the survey found that they still support online shopping.

2.1.4 How Social Media Marketing Affects the Patronage Intention of Consumers

Trends in consumer behaviour towards the acquisition of goods or services are referred to as consumer decision making (Voramontri & Klieb, 2018). Several distinct types of consumer behaviour exist.

1. Complex purchases require extensive research on the part of the buyer, consideration of several options, the expenditure of substantial funds, and the assumption of substantial risk.



2. Considerable customer participation, little brand differentiation, and considerable risk all contribute to a low dissonance in this sort of transaction.

3. Customers are not actively engaged, there is no differentiation between companies, and transactions are made on a consistent basis.

4. Customer engagement is low, consumer trust in brands is low, and brand switching is common. According to Voramontri and Klieb (2018), there is a greater need to gather data while making complex purchases due to the increased risk involved. Voramontri and Klieb (2018) define a community as a group of people who share content and work together to monitor and tally views. Customers are increasingly invested in difficult purchases, but they are taking more time than ever to research topics on social media before making a purchase.

Optimisation and satisfaction of a decision are what decision-making is all about. Several researchers, including Schwartz Monterosso, Lyubomirsky, White, and Lehman (2002), "maximizers want the best possible outcome; satisfiers want an outcome which is strong enough to meet every criterion." Products are reviewed and tested by the Satisfiers until they locate one that is excellent enough to fulfil the requirements or limitations set by the Satisfiers. Maximizers, compare this to taking your time to think about and assess your alternatives for the best possible measurement (Schwartz, et al., 2002). The method of decision-making has evolved to provide for control over the amount of time spent considering options and the quality of those options' assessment (Karimi, Papamichail, & Holland, 2015). Marketers kept a close eye on the social media activities of their advertising partners, but few understand the effects on consumers. The social effect in various decision-making processes is often overlooked by researchers who focus on client behaviour instead (Darley, Blankson, & Luethge, 2010).

Customers were able to make more educated purchasing choices, as reported by Aksooy and Cooil (2006), and new information search possibilities were made possible by the cheap cost of searching for information (Jepsen, 2007). User-generated content and views are having an ever-increasing impact on search engine rankings (Smith, 2009). The media's sway is influenced by the location of the decision-making process. The media's promotion of new forms of social media, online decision-services, and advising systems has enhanced the influence of social media on decision-making at all levels, while also emphasising the need of intelligence analysis (Karimi, 2013).



Factors that influence the effectiveness of online decision making include the possible hazards involved, the sensitivity and trust in the product, and the time and cognitive costs of information acquisition and delivery. The more individuals use decision they end up making (Jepsen, 2007) is the more time they spend on the internet. Comparison of offline and online decision-making processes and outcomes are different because of the technology accessible online that assist consumers make better decisions. To examine how people's views on social networks have evolved over time, Duangruthai and Leslie (2018) conducted a thorough poll. According to the results, consumers are more likely to remain loyal throughout the purchase process if they are involved in the social media conversation throughout the full journey, from initial interest to post-purchase satisfaction.

2.1.5 The Role of Social Media Marketing in Influencing Consumer Patronage

Customers must make a decision after considering a number of alternatives, thus it is essential that they have access to all the information they need (Hawkins & Mothersbaugh, 2010). Customers are drawn to these products, making them popular. Decisions may be swayed by the sum of information from several sources, which is why social media is such a potent instrument. Expectations and projections expressed in social media marketing have an impact on decision-making. According to the research on social media marketing, 83% of business owners consider social media to be very important to the success of their business (Stelzner, 2013). Long-term purchase behaviour is more nuanced now than ever because of the impact of social media. Not only do internet marketplaces pose a threat to established retail networks, but also conventional ones. User-generated material such as analysis, citations, blogs, and social networks (as opposed to those affected by internet advertising) provide the process of prioritisation and decision-making.

There is an unending amount of sharing, tracking, and analysing of products, services, and events taking place within the "participatory community" that has emerged on social media platforms (Ashman Solomon and Wolny, 2015). Comparable to perceived knowledge and attractive numbers, online product reviews have been proven to significantly influence consumers' purchase decisions (Zhou Liu, and Tang, 2013; Zhang, Zhao, Cheung, and Lee, 2014). The data published on social media is trustworthy, in contrast to the propaganda spread by corporations.

According to Constantinides (2014), scepticism of the media is at an all-time high. As a result, consumers are turning away from traditional sources of information like TV, periodicals, and



newspapers (Mangold and Faulds, 2009) while making purchases. The informational deluge is a major obstacle in online decision making. Because of the overwhelming nature of the Internet and the wealth of information it contains, customers are paralysed in their quest for answers (Power, Advincula, Austin, Graiko, and Snyder, 2012). Individuals' limited rationality means they can't take in as much data or give every option a thorough analysis as they'd want (Karimi, 2013).

Michael's research (2017) demonstrates that businesses which use social media in a planned manner is more likely to bring in new business and keep existing clients happy. Companies are always experimenting with new methods of boosting brand loyalty and retaining customers' interest in their products. The emergence of social media sites like Facebook, YouTube, and Twitter in the modern era to let individuals interact with each other and brands via user-generated content.

2.1.6 The Impact of Social Media Marketing on Consumer Repeat Patronage

Consumers now have more options than ever before for learning about products and services because to the rise of social media (Voramontri and Klieb, 2018). Through social media, customers can maintain constant communication and share their opinions about brands at all times. Customers may also hang out and have conversations, write letters, and create weblogs. Alsubagh (2015) posit that consumers may now freely discuss their ideas, opinions, and experiences with one another. Dellarocas (2002) argues that social media marketing has made digital communication easier for people all over the world. Online evaluations posted by community members about a certain product, topic, or community have an impact on customers' purchase choices (Zhang et al., 2014). Services and goods are discussed and ranked based on written and uploaded internet content. Because of the Internet, these suggestions and ideas may now reach a larger audience than ever before (Voramontri and Klieb, 2018).

According to Trusov, Bucklin, and Pauwels (2009), traditional connections are becoming less effective, and as a result, marketers are eager to comprehend online language. Reviews left on websites are a powerful kind of online word of mouth (Zhou, et al., 2013). According to Jackson (2009), network effects on behaviour should be taken into account when modelling networks. Nolcheska (2017) found that consumer social contact affected all stages of the purchasing process, from problem identification and information search through alternative appraisal, purchase, and post-purchase satisfaction.



The impact of social networks (digital marketing) on consumer compliance was studied by Joneda (2019), who found a negative association between social media use and customer happiness. Social media and search engine-focused customers are less loyal and less likely to consider brand values when making purchases. These consumers have lower tolerance for poor service than the typical user of social media or a search engine. The investigation also discovered a link between market research and social media. As a result, customers are more likely to make a purchase (either of a new product or an existing one) (Jonida, 2019). Companies that prioritise their customers' commitments and online presence tend to have happier customers and a higher retention rate. Primary data was gathered using questionnaires in this research. For statistical analysis, correlation, and regression, SPSS was widely utilised in the field of research statistics. Social media content attracts greater attention than news reports in traditional media, according to Ola and Reem (2018), however the results of their searches are restricted and arbitrary.

2.2 Theoretical Review

Technology Acceptance Model (TAM), Theory of Planned Behaviour, and Theory of Reasoned Action (TRA) were explored as they pertain to social media marketing and consumer patronage decision making.

2.2.1 Rationality in Action Theory

This theory was promogagted by Fisbeing and Ajzen (1975) for forecasting behaviours exhibited by individuals. This emerged from prior studies that began with an examination of attitude theory and moved on to analyse the relationship between theory and practise. A person's TRA will be affected by their Behavioural Intention (B1), their Attitude (A), and their Subjective Norm (SN). TRA ($B1 = A + SN$) is defined by an individual's own standards and perspective on a given task. In most cases, a person will act in accordance with his own wishes. The intensity of an individual's conduct is determined by the goals they are trying to achieve.

Above, we see that the customer's subjective norms and their attitude towards the product's transactions combine to form the customer's behavioural goal. The concept of subjective norm (Solomon, 2006) allows for the recognition of other people's influence on the development of acts within theoretical frameworks. It factors in public opinion on a certain action, which is constrained



by the customer's level of motivation. Predicting future actions may be difficult since the weight given to beliefs and observed behaviour varies widely.

Reasoned action theory holds that individuals act sensibly when they want to maximise their own and others' happiness and satisfaction. This idea explains how individuals may be influenced and shaped in their actions. Participation in these activities affects how a person behaves. Both the action and its results may be considered to have a purpose (Amaro & Duarte, 2015). An attitude, as defined by Ajzen (1991), is a purposeful mental stance that may be either good or negative depending on the circumstances. According to research by Leeraphong and Mardjo (2013), motivational factors that shape behaviour may often be deduced from the actor's stated goals.

As a result, one's physical capacity to make an effort might serve as a proxy for moral intent. Since rational action may be applied to consumer behaviour, it is reasonable to assume that customers have goals in mind while considering various options (Kim and Park, 2013). One of the most prominent approaches to characterise consumer behaviour is via the lens of rational action theory (Lo, Frankowski, & Leskovec, 2016). This theory may be seen as as a depiction of "attitude intentcompartment: a system of continuum." Researchers in Malaysia and Saudi Arabia used this paradigm to examine the effect of customers' trust and attitude on online purchasing (Al-Nasser, Yusoff, Islam, and ALNasser, 2014).

The theory is crucial to the research because it gives a frame of mind about decision-making that clarifies behaviour. The theory is relevant to our investigation because it provides a neurological explanation for intentional and experience-based human conduct.

2.2.2 The Acceptance of New Technologies Model Davis,

To investigate the primary variables that motivate consumers to embrace and accept a new information system, Bagozzi and Warshaw (1989) created the TAM. The The primary objective of TAM is to provide light on the factors that lead to the broad adoption of business software programmes. This framework may also be used to evaluate the shortcomings of a process (Davis, 1989). Davis claims that users' intents when interacting with an information system are heavily influenced by users' attitudes and perceptions of the system's usefulness and in turn, on the system's success. Actions and usefulness are influenced by the perceived ease of application. Companies under this model achieve their objectives via the use of social media and online commerce.



When it comes to modelling how people utilise and apply when it comes to managing data and information, the technological acceptance model is a cornerstone of the field. It strengthens the case for technological determinism. In this model, the two most important factors in whether or not a system is adopted are the degree to which its users find it useful and how easy it is to use. According to Ekwueme and Akagwu (2017), an individual's perception of a system's usefulness in achieving professional objectives is known as its perceived utility (PU). But how a user feels about an interface's simplicity is captured by the term "perceived ease of use" (PEOU). According to the paradigm for technology adoption, the way a person thinks about and feels about using an information system has a major impact on their intent to actually use the system. Consumers still consider a variety of sources in addition to online marketing. Inaccessibility of the Internet or a poor Internet connection, a lack of trust, an inconvenient time frame, and a problem with making a payment are all examples (Ekwueme & Akagwu, 2017).

Since customers were able to make educated purchasing choices without physically visiting a business, the TAM-Model for technology adoption is relevant to this study. Even though social media and the internet are relatively new forms of networking technology, this helps to explain why they are so widely used in promotional campaigns. Most customers will adopt a product or service if they find it to be both beneficial and simple to use. The extent to which one trusts it also plays a role in its usefulness. According to Asemah (2011), the receiver manipulates the control process by choosing which commercials to see, focus on, and keep. In spite of this, the concept is interesting because it sheds light on the question of whether consumers welcome or reject social media in contrast to online merchants, irrespective of the monetary gain from advertising and web commerce. The theory is relevant to the study because social media (technology as described by the TAM) has allowed customers to make purchases online rather than in physical stores.

2.2.3 Planned Behaviour Theory

According to Ajzen, the goal of an action what influences actions, values, and self-perceptions of safety (Ajzen, 2002).. Attitude (ATT) refers to a person's general sentiments about how desirable or unwelcome an activity is. The term "subjective norm" (SN) is used to describe a person's desire to operate in accordance with a preconceived set of rules established by an institution or society. A person's level of perceived behavioural control (PBC) indicates how easy or challenging they believe a certain behaviour to be. Adoption of new information systems may be understood and



predicted with the use of TPB, which has been demonstrated to be a useful theoretical framework (Ajzen, 2002). The TPB was the subject of a meta-analysis conducted by Armitage and Conner (2001). The primary value of the theory is that it substantiates the usefulness of the TPB and calls for to improve the model's predictability, further research into additional components is required. The notion of deliberate action is used in this study to businesses are responding to the needs of their customers through social media (online sales).

The theory also attempted to account for all behaviours that are motivated by wants. An important part of this paradigm is the focus on behavioural intent, which is grounded in an individual's consideration of the pros and cons of a potential action. The TPB was used to the prediction and explanation of various health behaviours, such as cigarette, alcohol, drug, and healthcare usage. The TPB (behavioural control) influences behavioural performance through motivation (intention) and capability. It classifies actions into three categories: emotional, social, and influential. The TPB's six systems stand in for the real norms by which people are expected to behave.

1. A person's attitude might be defined as the degree to which they are optimistic about, or pessimistic about, the pursuits that pique their attention. One result of taking these steps is to think about what could happen next.
2. The more strongly one feels the motivations for committing a certain conduct, the more likely it is that the action will be taken.
3. Standards based on the opinions of the general public, which may or may not be objective. The respondent is asked about themselves, their close circle of friends and family, and whether or not they think the behaviours are appropriate.
4. Norms of conduct are formed by a group of individuals or a larger cultural environment and are known as social standards. In a society, norms are what you would call "natural" or "customary."
5. Assumed authority, or the assumption that some external factor may influence how well an individual's behavioural regulator works, is a sort of perceived power.
6. An individual's perception of their own behavioural control indicates how easy or difficult they believe the perfect act to be. Changes in one's perception of their own ability to exert control over their behaviour as a result of their actions in different contexts. The development of planned



behaviour stemmed from the transition from reasoned action theory. Theory is significant because it provides evidence for the TPB's efficacy and highlights the need for further investigation into the identification of new variables to further the model's predictive power. The concept of planned business is used in this study to uncover how traditional company demands are satisfied by means of social media (online sales).

2.2.4 The original research that this analysis is based on

However, the Technology Acceptance Model (TAM) was selected for this analysis following a thorough evaluation of relevant theories. Consumers' acceptance and usage of a technology via social media or online transactions are examples of how the information system theory describes how people deal with information. Davis established the TAM in 1989; it was the most influential theoretical model for comprehending user adoption of technology since it was based on the idea of reasoned action (Fishbein & Ajzen, 1975). Therefore, one might say that the goal of this model is to foresee whether or not a fee would be accepted and to identify the changes that must be made to the system so that it is suitable to users (consumers' purchasing habits). The Technology Adoption Model (TAM) is by far the most popular framework for doing so. According to this theory, two things—ease of use and perceived utility—decide whether or not an information system will be widely adopted. The arrangement of the data is satisfactory. How much a user enjoys working with a system and how certain they are that it will improve their productivity are both factors in user satisfaction. TAM reveals two convictions—perceived ease of use and perceived practicality—to evaluate the desire to utilise a technology. One's level of activity determines the intensity of their dedication to a certain course of action.

This demonstrates why it was considered that the TAM was suitable. This is because the model places an emphasis on the fundamental requirements for providing excellent service. When a consumer makes an online purchase from a business they have certain expectations about the service they will get. If the service this consumer receives falls short of their expectations, a void will exist.

2.3 Summary of Literature

In this chapter, we surveyed existing research on how social media has impacted consumers' propensity to make purchases online. Major ideas such as online consumer patronage decision



making, as well as the relation and mutual influence of the two from the perspectives of earlier writers, were discussed and reviewed. Consumer purchase decision making and technology adoption theories were also utilised to explain how social media impacts customers' purchasing decisions. The following section of this research will describe the procedures used throughout the investigation and provide an explanation of why they were chosen.



CHAPTER 3

METHODOLOGY

This section present the methodology adopted in this research. The discussions in the segment include the research design, research approach, research paradigms, and population of the study, method of data collection, sampling strategy, research instrument, validity and reliability of instrument, method of data analysis, consideration of ethical issues and limitation to the study.

3.1 Research Design

Research design deals with the strategy and structure utilized in examining the nexus existing amongst study variables (Asika, 2006). In the views of Sekaran (2003) research design is fundamentally concerned with the social scientist relate research work with logic. It is also perceived as the overall method used in executing a study. According to Ahiazu (2016) the objective of a study exact influence on the choice of research design. Therefore, to achieve the objectives of this study and provide the right response to the research questions, this study utilized an explanatory survey design. The explanatory survey are type of studies intended to ascertain the frequency of a given attribute within a specified population per time and they are valuable tool in understanding beliefs, knowledge, behavior as well as practices relating to a population (Saunders, Lewis & Thornhil, 2009).

3.2 Research Approach

The views of Saunders et al (2009) on research approach to be adopted for a research must be such that will help the theory that rightly applies to the study. This study adopts a deductive research approach. According to Silverman (2013) research assumptions and methodology of a deductive method build of an existing hypothesis. The positivist approach is well-suited to the deductive technique for hypothesis formation and statistical evaluation of projected results to an acceptable degree of probability (Snieder & Larner, 2009).

3.3 Research Paradigms

This is a collection of hypotheses on the investigated phenomenon's actual character. It's the theory that explains why knowledge is what it is. According to Saunders et al, (2009) identifying the



research paradigm used in a study enable one to understand the ideal applicable theory in the research. What and how should be researched might be seen differently by various schools of thought. Understanding the research's guiding philosophy may provide light on its underlying assumptions and its practical application.

Positivism holds that there is truth independent of the objective of study. Thus, we may be certain that the occurrences are consistent with reality across disciplines. Constructivism, on the other hand, advocates for the fabrication of the universally shared interpretation of social phenomena (Saunders et al., 2009). According to this theory, it is essential to look for variances and subtleties in the way respondents interpret what is seen rather than assuming that their interpretations are same.

The research philosophy takes an epistemological, ontological, and axiological stance, as stated by Saunders et al. (2009). These three main methods illustrate the different perspectives kept during the research process. The field of ontology investigates the nature of reality, whereas epistemology investigates how knowledge works. Axiology is the study of value judgements. The quality of a study may be affected by the researcher's ideology, thus it's important for them to identify and name it (Burns & Burns, 2008). The setting of the study shapes the researcher's analytical choices. When one has a firm grasp of the research philosophy, it becomes much easier to see the forest for the trees in terms of the many research methods accessible and the best one to use in a given study.

There is no "best" research design since each design is unique and must be tailored to the specific research topic at hand. At this point, many approaches were tried out to see which one would work best for this research. Positivism, realism, and interpretivism are the three primary research philosophies, as stated by Saunders et al. (2015).

As Bryman and Bell (2011) note, positivist philosophy serves as a foundation for the scientific method. Kumar (2011) argues that the key tenets of the positivist philosophy are the attempt to analyse and comprehend occurrences in a measured social reality. Positivism is also characterised by its logical aspect, which it uses to seek to verify hypotheses and develop theories. According to Saunders et al. (2007), there is a high likelihood that positivism will be adopted without attaching any value judgements to the process. Most people, according to research (Burns & Burns, 2008), subscribe to the positivist view of human and social behaviour.



Though, positivism may pass for realism in a few different contexts. When it comes to expanding our body of knowledge, realism is both useful and pragmatic. The collection and description of data is moving in the direction of positivism (Bryman & Bell, 2011). A fundamental tenet of realism is the validity of direct sensory experience. What we perceive through our senses is always true, independent of the existence of human souls. The realist tradition includes both empirical and critical aspects. According to Bryman and Bell's (2011) definition of empirical procedures, they are how we make meaning of our sensory experiences. Critical realism, based on practise and experience, illustrates the dynamics of the natural order and social processes.

On the other hand interpretivism epistemology is considered as the antipode of positivism. It is important to understand consumer behaviour and how social media influences consumer decision making. One interpretation of the interpretivism philosophy is that it entails the study of real-life social dynamics and interactions. When it comes to objectivity, Saunders and Lewis (2015) argue that interpretivism falls short. The philosophical school known as interpretivism places emphasis on mental and emotional states of individuals.

This dissertation was written in a positivist vein. In order to conduct his study and gather data from respondents through online surveys, the researcher has adopted this theory since it offers him with a more comprehensive view of social reality. This theory sheds light on the current situation and the historical developments that led to the current social reality. The impact of social media marketing on consumer decision making in Port Harcourt Rivers State, Nigeria, may be better understood with the aid of this concept. Research questions and hypotheses that may be tested are necessary due to positivism's emphasis on empirical evidence.

3.4 Data Collection

The data type required for this study is the primary data. The primary data for this study was acquired through semi-structured interviews. The main method utilized in this research to gathered data was via the use of a questionnaire. A questionnaire is an inquiry tool consisting of a set of questions, assertions, and answer alternatives. It is a technique for researchers and respondents to exchange information in an impersonal fashion and may be sent by mail, a third party, or the researcher themselves (Zeb-Obipi, 2007). The semi-structured questionnaire will serve as the primary method of data collection in this research. A semi-structured questionnaire is a kind of questionnaire that is given to certain persons, groups, or businesses and comprises a predetermined



collection of questions, indicators, or, more often than not, empirical referents of other latent categories. and comprises a predetermined collection of questions, indicators, or, more often than not, empirical referents of other latent categories.

All survey participants in this study were asked the same set of questions in the same order, as was required by the research protocol. Participants in the questionnaires were not identified. The questionnaire was distributed to residents of Port Harcourt, more of the attention was focused on university students, middle age workers with corporate organisations like the university staff, bankers as well as small business owners who buys goods regularly through the internet. The questionnaire was designed in three segment: the first segment elicit the respondents demographic attributes, the next segment focused on questions relating to the social media marketing, while the third segment focused on questions relating to each of the measures of consumer decision making. The 5-point Likert scale (5 strongly agree, 4 agree, 3 undecided, 2 disagree and 1 strongly disagree) was utilized for each of the questions on the second and third segment of the questionnaire.

3.5 Population of the study

Population of this study comprise of individual consumers who use the different social medial handles to buy products. The study coverage include active online users who are small and medium scale business owners in Port Harcourt Rivers State of Nigeria. The engaged active users were individuals who regularly buy their needed items and sell products online. This category of respondents are important because they poses the experience required for this study. So the study focused on small business owners in Port Harcourt, Rivers State.

Port Harcourt is the metropolitan city of Rivers State, Nigeria. It is the most developed city in Rivers State and as such the State capital. The city three established universities, polytechnic and monotechnic has made endeared it to thousands of persons who migrate in and out of the state on daily bases. Also, being a capital city for a rich crude oil producing state, it present a viable environment for business and this explains the reason there are several thriving small and medium scale businesses (startups) within the environs. It is estimated that there are about 1200 registered small businesses in Port Harcourt city offering various products and services to the general public.



3.6 Sample size determination and Sampling Technique

According to Mondal and Ray (1999) any amount of individuals, units or objects selected to represent the population according to similar plan or rules, meanwhile sampling comprise of a process of selecting a portion of the population in a manner that represent the entire population. So using Taro Yamane formulae to arrive at a sample for this study population and this is presented below:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample Size

N = Population of the Study

1 = Constant

e = significance level (5%) = 0.05

Therefore:

$$n = \frac{1,200}{1 + 1200(0.05)^2}$$

$$n = \frac{1200}{4}$$

$$n = 300$$

So the sample size for this study population is three hundred small and medium enterprises. On the issues of sampling technique, two methods exist: probability sampling and non-probability sampling (Saunders et al., 2015). This research made use of a probabilistic sampling technique. Probability sampling was used because, unlike the non-probability sampling, it allows for the collection of data from a population with whom it is consistent. The random sampling technique



was used in this study and according to Bryman et al., (2011) it guarantees that every member of the sample has an equal chance of becoming a part of the research.

3.7 Research Instrument

This study used a semi-structured questionnaire as the instrument of research. The hard copy of the questionnaires were distributed to all the respondents at different locations in Port Harcourt. The respondents filled the survey instrument and returned the filled copies back.

3.8 Research Instrument Validity and Reliability

The validity of a measurement system is defined as the extent to which it accurately measures the target phenomenon (Asika, 2006). Face validity, content validity, and construct validity were utilised to evaluate the reliability and validity of the research instrument that was employed in this study. In contrast, reliability calculates an estimate of the degree to which a measuring device consistently produces the same results when employed on the same subjects or components under the same circumstances. Therefore, the researcher used Cronbach's alpha, a measure of internal consistency dimension, to assess dependability.

Table 3.1: Chronbach Reliability Analysis

Predicting/Criterion Variables	No. of Items	Cronbach Alpha Value
Social Media Marketing	5	0.821
Patronage Intention	5	0.742
Consumer Purchase	5	0.764
Repeat Patronage	5	0.812

Source: SPSS Output on Cronbach Alpha Value

3.9 Method of Data Analysis

The study relied on the analysis and interpretation of the questionnaire data. The survey data was analysed using statistical and comparative approaches for visualisation and interpretation. For the purpose of statistical analysis, data acquired from respondents was processed by a programme named SPSS (Denscombe, 2007). The study used this methodology to analyse the data collected on the impact of social media on consumers decision making (Saunder et al., 2015) and to quantify



the responses received from respondents into numbers. As a consequence, this research used both descriptive and inferential techniques of data analysis. Descriptive statistics were used to characterise the data and illustrate the range of responses and perspectives. Throughout the study, inferential analysis using regression analysis in SPSS was used to draw conclusions about how social media marketing might influence consumers' final purchasing decisions. Regression analysis was used to evaluate factors that indicate connections between variables and to simplify and summarise data with minimal loss of information. In this analysis, we utilised a large number of different factors.

3.10 Ethical Considerations

The study was conducted in an ethical and professional way, and the researcher took many measures to ensure the security of the collected data. No identifying information about the responder was collected since we wanted to protect their anonymity. Second, the researcher asked a consent-related question to ensure the participants' high levels of interest in taking part in the research. Concerns concerning the responders' anonymity and confidentiality were also raised. Responsible conduct was maintained throughout this investigation by first seeking informed permission from the respondents. However, all information provided by research participants was treated as strictly private.

3.11 Limitation to the study

This study's demographic data collection was complicated by the short time frame in which the research had to be completed. Therefore, only those who meet the requirements for the research's distribution of questionnaires (active accounts on at least one social media platform) were contacted for participation in the study. As a result, it took longer than expected to send out all of the surveys. Another significant obstacle faced by the researchers was the issue of recruiting, training, and supervising research assistants to aid in the distribution of the surveys.



CHAPTER 4

EMPIRICAL FINDINGS

This chapter present the data gathered from the survey in table and charts, then the analysis of these obtained data in both descriptive and inferential statistics. The percentages were used to analyze the attributes of the respondents, meanwhile, univariate which describe how respondents responded to the questionnaire item. The regression analysis in this chapter explained the effect of social media marketing on consumer decision making in Rivers State Nigeria. The data being analysed in this segment were obtained from 250 respondents after 270 questionnaire were retrieved from the filled out of the 300 questionnaires that were distributed.

The retrieved questionnaires were screened and properly sorted, during this process it was discovered that 20 questionnaires were not properly filled as there were double filling for a single item, while others were due to omissions.

4.1 Data Presentation

4.1.1 Demographic Data of Respondents

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage
Male	180	72%
Female	70	38%
Total	250	100%

Source: Field Report 2023

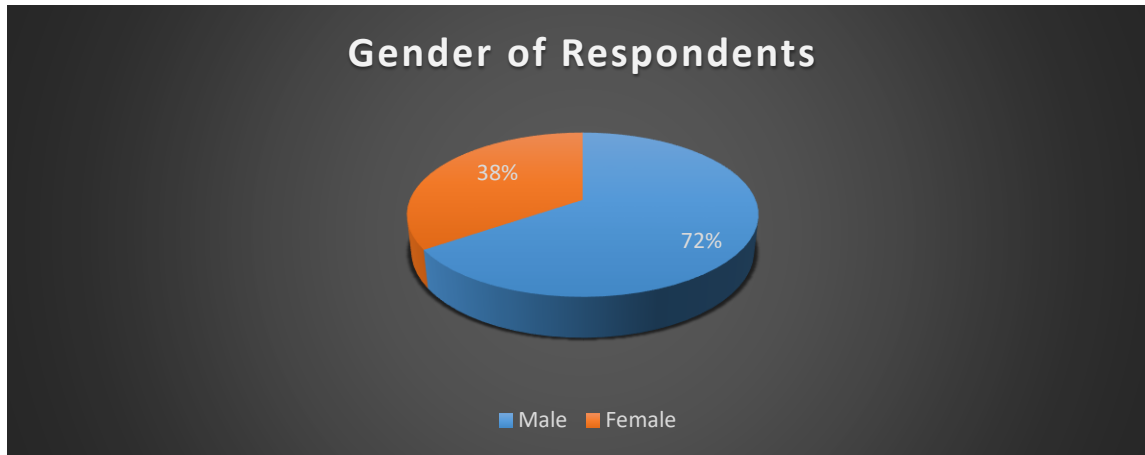


Figure 4.1: Pictorial representation of gender of respondents

The above table and chart 4.1 show the gender distribution of respondents for this study as 72 percent of all the responses were obtained from male small and medium business owners, while the remaining 38 percent respondents were female. This showed that there are more male social media users who shop online that were interested in this study.

Table 4.2: Age Bracket of Respondents

Option	Frequency	Percentage
25 – 34 years	72	31%
35 – 44 years	95	38%
45 – 54 years	53	21%
55 years and above	25	10%
Total	250	100%

Source: Field work 2023

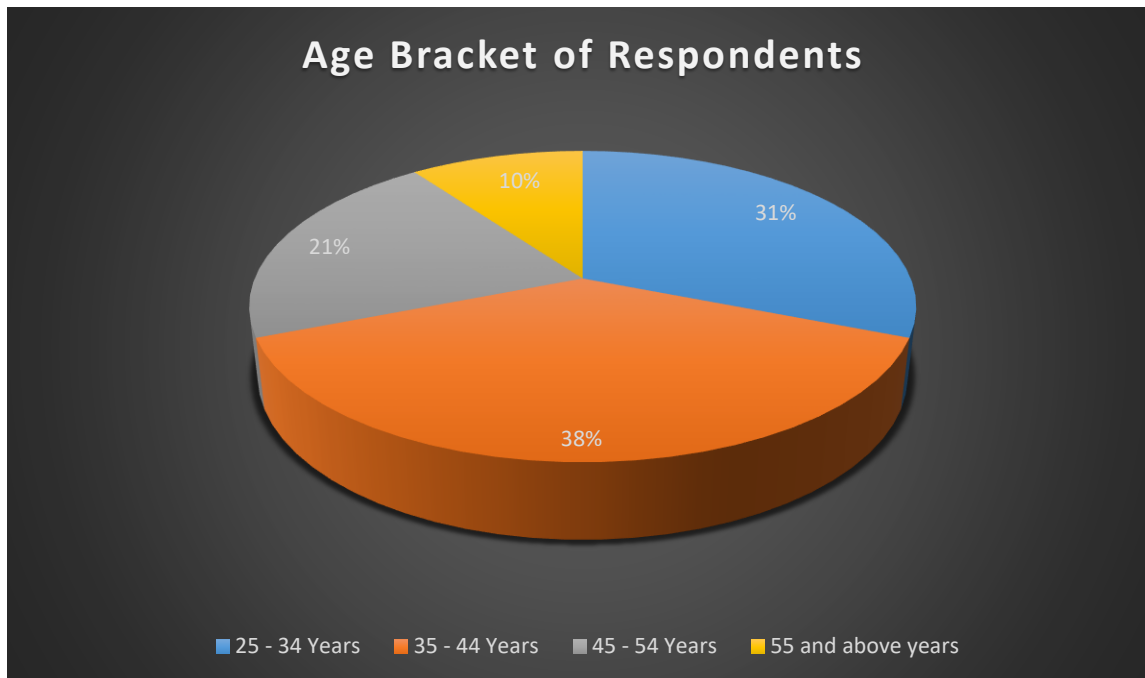


Figure 4.2: Pictorial representation of age bracket of respondents

The table and chart 4.2 above show that the responses were obtained from different age groups as 31 percent response rate fall between 25 – 34 years, this was followed by 38% of respondents being between 35 – 44 years of age, 21 percent responses were gotten from ages 45 – 54 years, while 10 percent responses came from 55 years and above. The implication of this is that majority of responses were gotten from younger generation and these group of persons are more active participant in online shopping.

Table 4.3 Educational Qualification of Respondents

Option	Frequency	Percentage
Post Graduate	67	27%
Graduate	100	40%
Diploma	38	15%
Others	45	18%
Total	250	100%

Source: Field work 2023

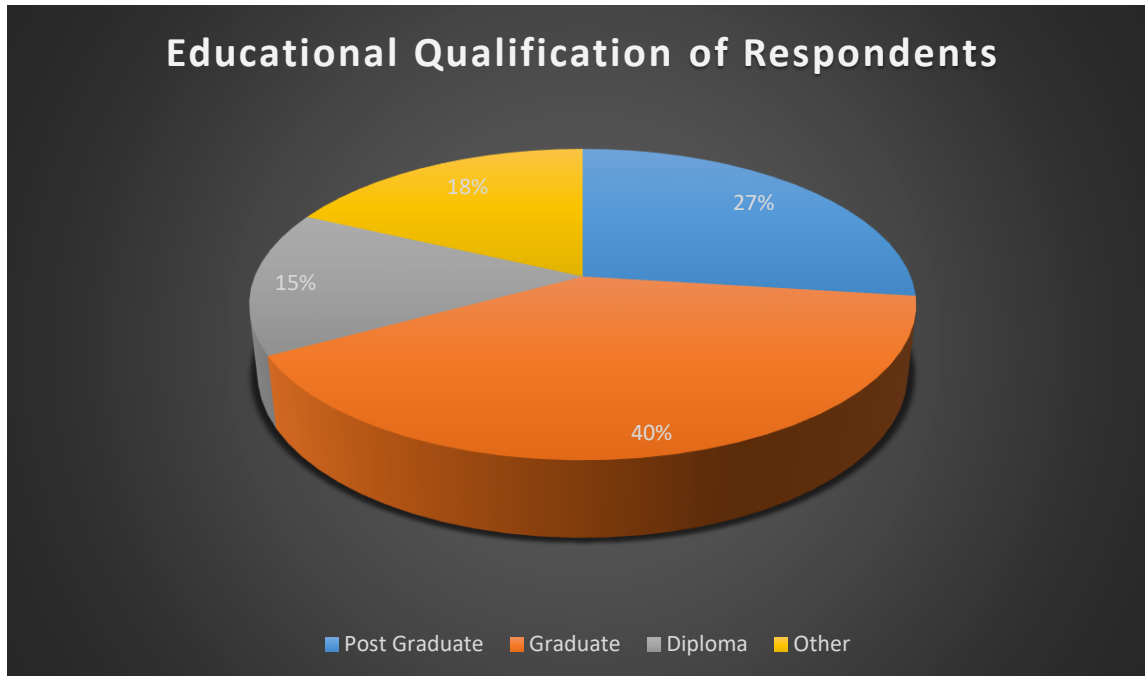


Figure 4.3: Pictorial representation of educational qualification of respondents

The table and chart 4.3 above show the educational qualification of the response rate the indicate that 40 percent hold bachelor's degree as their the level of education, followed by 27 percent of the response rate being post graduate degree holders, next is 15 percent of respondents having diploma as their highest educational qualification, while 18 percent respondents hold other levels of education qualification.

4.2 Univariate Analysis of Responses Data Obtained from Respondents on variables

Using the survey instrument to elicit data for this study, each item is patterned to align with Likert scale as this help to get data required to relate with the variables. On individual variables (both the predicting and criterion) there are five items used to obtain response relating to each of the variables. The responses were categorized as: 5 for strongly agree, 4 for agree, 3 for undecided/Neutral, 2 for disagree and 1 for strongly disagree. This descriptions are provided in the respective tables below.



Table 4.4 Responses on Social Media Marketing

	Social Media Marketing	5	4	3	2	1	Total
Q1	I find it easy to use the social media to decide on what to buy.	121 48.6%	84 33.7%	26 10.3%	9 3.5%	10 3.9%	250 100%
Q2	The social media afford me the opportunity to evaluate what to buy online.	115 46.2%	86 34.4%	22 8.8%	20 7.9%	7 2.7%	250 100%
Q3	I find the process of discovering product on the internet very interesting.	117 46.7%	60 24.1%	8 3.1%	44 17.6%	21 8.5%	250 100%
Q4	Social media help me build confidence with a product offering.	133 53.1%	65 26.1%	18 7.3%	18 7.2%	16 6.3%	250 100%
Q5	Social media provide me the opportunity to express my opinion about a product.	136 54.5%	62 24.7%	13 5.4%	25 10.1%	13 5.3%	250 100%

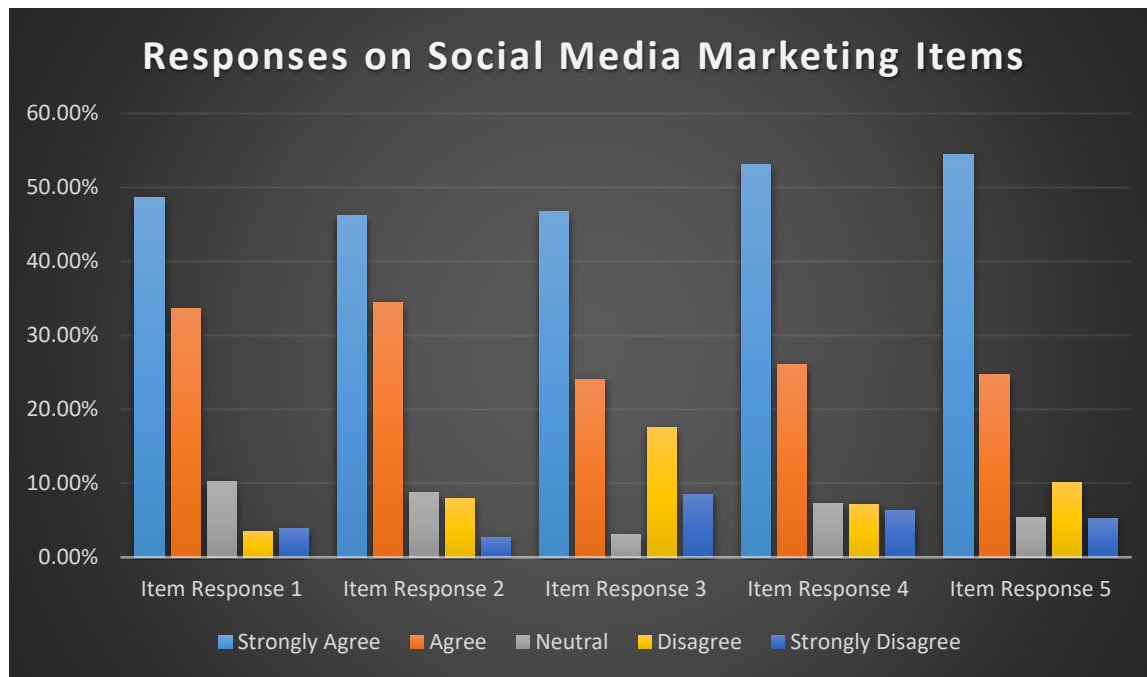


Figure 4.4: Bar chart distribution on Social Media Marketing Survey Responses



The information from table and chart 4.4 stipulates the responses obtained on the questions outlined in the questionnaire regarding social media marketing. The entire respondents of the survey were 250 and 51.1% of responses indicated that they strongly agreed they find it easy to use the social media to decide on what to buy, 33.7% agreed, 10.3% undecided, while 3.5% disagreed and another 3.9 strongly disagree. The next item which was “The social media afford me the opportunity to evaluate what to buy online” 46.2% strongly agreed, 34.4% agreed, 8.8% undecided, while 7.9% disagreed and another 2.7% strongly disagreed. The third item responses revealed that 46.7% of the response rate agree strongly that they find the process of discovering product on the internet very interesting, 24.1% were in agreement, 3.1% were neutral, 17.6 disagreed, while 8.5% strongly disagreed with the question. Also, on item four 53.1% agree strongly that social media help them build confidence with a product offering, 26.1% agreed, 7.3% were undecided, while 7.2 disagreed and another 6.3% strongly disagreed with the item. The responses on fifth item relating to social media marketing showed 54.5% agreed strongly that social media provide them the opportunity to express their opinion about a product, 24.7% also agreed, 5.4% were undecided, 10.1% were not in agreement and another 5.3% were strongly not in agreement to the statement.

Table 4.5: Responses on Consumer Patronage Intention

	Consumer Purchase Intention	5	4	3	2	1	Total
Q1	I sometimes discover what I need through advert online.	128 51.1%	80 32.1%	18 7.2%	13 5.3%	11 4.3%	250 100%
Q2	The internet aid my search for any product/service of interest.	106 42.5%	89 35.6%	18 7.3%	23 9.3%	13 5.5%	250 100%
Q3	Through product reviews online I have the privilege of comparing alternative product options.	124 49.6%	59 23.7%	14 5.6%	39 15.6%	14 5.5%	250 100%
Q4	The internet provide the ease of finding product of interest.	133 53.1%	62 25%	23 9.2%	21 8.2%	11 4.4%	250 100%
Q5	I am always willing to shop from online retailers.	101 40.5%	76 30.3%	14 5.5%	36 14.4%	20 8.1%	250 100%

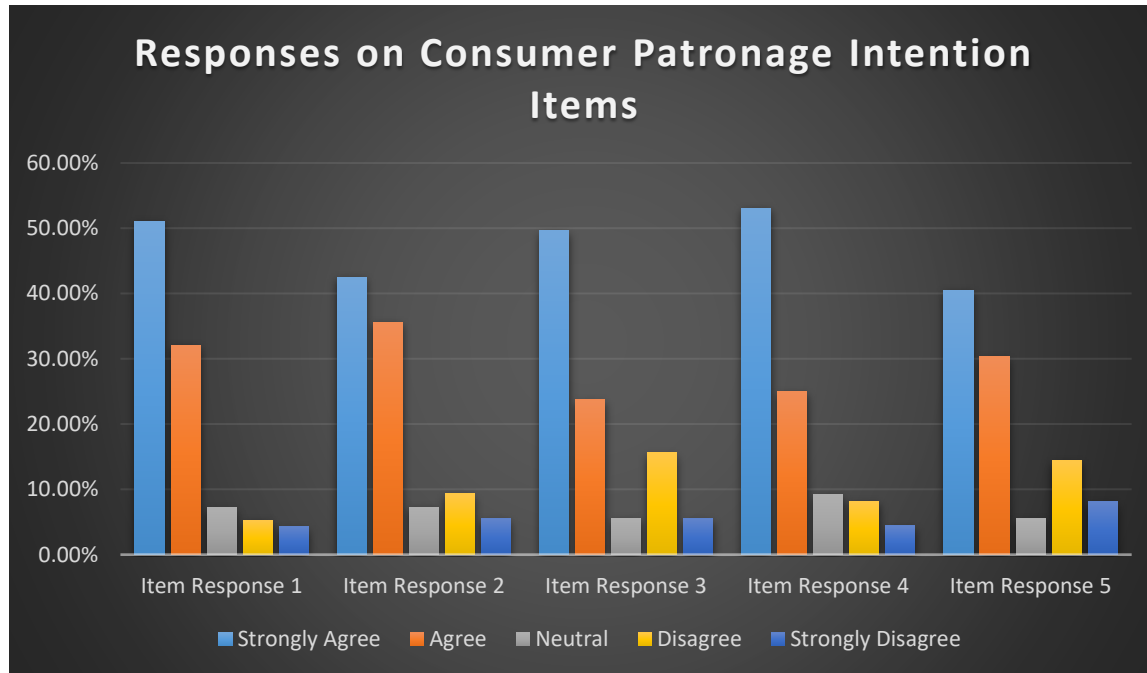


Figure 4.5: Bar chart distribution on Consumer Patronage Intention Survey Responses

The information from table and chart 4.5 stipulates the responses obtained on the questions outlined in the questionnaire regarding consumer patronage intention. The entire respondents of the survey were 250 and 51.1% of responses indicated that they strongly agreed to the item “sometimes discover what I need through advert online”, 32.1% agreed, 7.2% undecided, while 5.3% dis agreed and another 4.3 strongly disagree. The next item which was “The internet aid my search for any product/service of interest” 42.5% strongly agreed, 35.6% agreed, 7.3% undecided, while 9.3% disagreed and another 5.5% strongly disagreed. The third item responses revealed that 49.6% of the response rate agree strongly that the internet provide the ease of finding product of interest, 23.7% were in agreement, 5.6% were neutral, 15.6 disagreed, while 5.5% strongly disagreed with the question. Also, on item four 53.1% agree strongly that the internet provide the ease of finding product of interest, 25% agreed, 9.2% were undecided, while 8.2 disagreed and another 4.4% strongly disagreed with the item. The responses on fifth item relating consumer patronage intention showed 40.5% agreed strongly that they always willing to shop from online retailers, 30.3% also agreed, 5.5% were undecided, 14.4% were not in agreement and another 8.1% were strongly not in agreement to the statement.



Table 4.6: Responses on Consumer Patronage

	Consumer Patronage	5	4	3	2	1	Total
Q1	I now buy most items I need because the internet provide me the ability to make informed decision.	133 53.1%	76 30.2%	25 10.1%	13 5.2%	3 1.4%	100%
Q2	With the internet I have the opportunities to a large array of products to select from.	136 54.5%	73 29.1%	35 14.2%	3 1.1%	3 1.2%	100%
Q3	I would rather buy online if the price is lower.	131 52.3%	81 32.6%	22 8.6%	13 5.3%	3 1.2%	250 100%
Q4	The special discount offerings for a product or group of products make me patronize online product/services.	133 53.1%	75 30.1%	25 10.2%	13 5.1%	4 1.5%	250 100%
Q5	I purchase things easily through the internet.	144 57.6%	53 21.3%	36 14.4%	14 5.4%	3 1.3%	250 100%

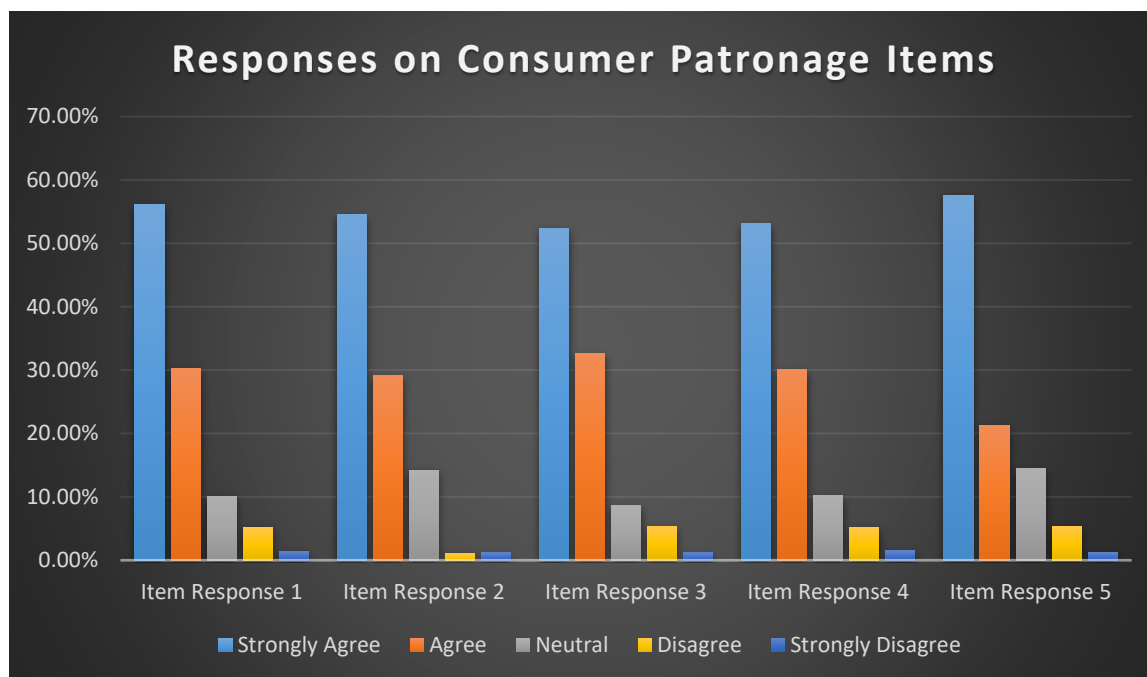


Figure 4.6: Bar chart distribution on Consumer Patronage Survey Responses



The information from table and chart 4.6 stipulates the responses obtained on the questions outlined in the questionnaire regarding consumer patronage. The entire respondents of the survey were 250 and 53.1% of responses indicated that they strongly agreed to the item “I now buy most items I need because the internet provide me the ability to make informed decision.”, 30.2% agreed, 10.1% undecided, while 5.2% dis agreed and another 1.4 strongly disagree. The next item which was “With the internet I have the opportunities to a large array of products to select from” 54.5% strongly agreed, 29.1% agreed, 14.2% undecided, while 1.1% disagreed and another 1.2% strongly disagreed. The third item responses revealed that 52.3% of the response rate agree strongly that would rather buy online if the price is lower, 32.6% were in agreement, 8.6% were neutral, 5.5% disagreed, while 1.2% strongly disagreed with the question. Also, on item four 53.1% agree strongly that special discount offerings for a product or group of products make me patronize online product/services, 30.1% agreed, 10.2% were undecided, while 5.1% disagreed and another 1.5% strongly disagreed with the item. The responses on fifth item relating to consumer patronage showed 57.6% agreed strongly that they always purchase things easily through the internet, 21.3% also agreed, 14.4% were undecided, 5.4% were not in agreement and another 1.3% were strongly not in agreement to the statement.

Table 4.7: Responses on Repeat Purchase

	Repeat Purchase	5	4	3	2	1	Total
Q1	There are online retailers I buy regularly.	125 50%	81 32.2%	18 7.2%	13 5.3%	13 5.3%	250 100%
Q2	I feel satisfied buying from a particular retailer online.	119 47.5%	77 30.8%	27 10.8%	19 7.8%	8 3%	250 100%
Q3	The experience of a particular product make me still by it from the same online retailer whenever I need it.	101 40.6%	84 33.5%	32 12.8%	27 10.6%	6 2.3%	270 100%
Q4	I share my experience with friend on social media about a product I have used.	112 44.7%	89 35.6%	26 10.2%	21 8.4%	2 1%	250 100%



Q5	I will not purchase the same product from an online retailer after a bad experience.	141	54	11	26	18	250
		56.3%	21.7%	4.4%	10.2%	7.4%	100%

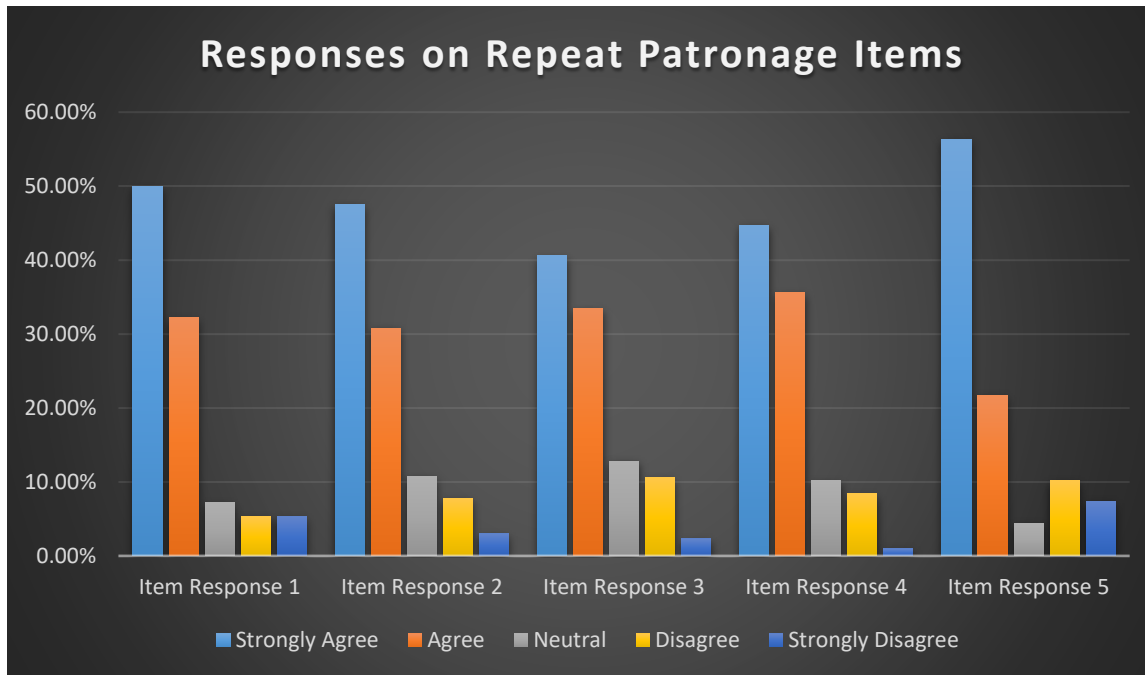


Figure 4.7: Bar chart distribution on Repeat Patronage Survey Responses

The information from table and chart 4.6 stipulates the responses obtained on the questions outlined in the questionnaire regarding repeat patronage. The entire respondents of the survey were 250 and 50% of responses indicated that they strongly agreed to the item “There are online retailers I buy regularly”, 32.2% agreed, 7.2% undecided, while 5.3% disagreed and another 5.3 strongly disagree. The next item which was “They feel satisfied buying from a particular retailer online” 47.5% strongly agreed, 30.8% agreed, 10.8% undecided, while 7.8% disagreed and another 3% strongly disagreed. The third item responses revealed that 40.6% of the response rate agree strongly that the experience of a particular product make me still buy it from the same online retailer whenever I need it, 33.5% were in agreement, 12.8% were neutral, 10.6% disagreed, while 2.3% strongly disagreed with the question. Also, on item four 44.7% agree strongly that they share my experience with friend on social media about a product I have used, 35.6% agreed, 10.2% were undecided, while 8.4% disagreed and another 1% strongly disagreed with the item. The responses



on fifth item relating to consumer patronage showed 56.3% agreed strongly that they will not purchase the same product from an online retailer after a bad experience, 21.7% also agreed, 4.4% were undecided, 10.2% were not in agreement and another 7.4% were strongly not in agreement to the statement.

4.3 Bivariate Analysis

This section of the analysis examine the hypotheses and provide answers to the research questions presented in chapter one. The report hypotheses, presented in chapter one, are put to the test here so to decide which ones to accept and which ones to reject. This study might have tested its hypotheses in a number of different methods, but for the sake of this report, the researcher used the basic regression approach, and the study was carried out with the assistance of SPSS, version 24. The selection of SPSS as an analytical tool is justified on the grounds that it is both user-friendly and effective for minimising residual squares.

The guiding rules adopted for decision states that: if the value of p obtained from the analysis is less than the level of adopted significance of the study, the alternative hypothesis will be accepted, but if the value of p is more than the significant level adopted we are to accept the null hypothesis as we reject the alternate. So, the significant level accepted for this study is 0.05 (5%).

4.3.1 To what extent does social media marketing impact consumer patronage intention?

Table 4.8: Result of Regression analysis which provide answer to Research Question One

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993 ^a	.987	.987	.67787

Source: SPSS 2023

Table 4.9: Anova Result for Testing Hypothesis one

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8576.106	1	8576.106	18663.640	.000 ^b
Residual	113.958	248	.460		



Total	8690.064	249			
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Source: SPSS 2023

Table 4.10: Coefficient of the Regression analysis on the Research Question one

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.689	.158		-4.358	.000
Social Media Marketing	1.019	.007	.993	136.615	.000

Source: SPSS 2023

Interpretation of the Result for Research Question and Testing of Hypotheses One

Table 4.8 revealed the R and R square vales. The R value stands for the simple correlation between social media marketing and consumer patronage intention and the value is 0.993, which indicate a high rate of correlation. The R square value ascertains the extent of variation in consumer patronage intention caused by social medial marketing. In this case the level of variation attributed to social media marketing is as large as 99.3 percent.

Table 4.9 show the anova report on the test of hypothesis one: social media marketing have no significant impact on consumer patronage intention. From the table, the p-value is 0.000 as a result this is less than the significant level for this study. This has made the study to reject the null hypothesis and accepts the alternative hypothesis which stipulate that social media marketing have a significant influence on consumer patronage intention. This further indicate that the regression model predict consumer patronage intention significantly well.

Furthermore, from table 4.10, which is the coefficient table, the useful information made available tell on how to predict consumer patronage intention from social media marketing as well as if social medial contribute statistically significant to the model with the p-value of 0.000. This then provide a regression equation as $CPI = -.69 + 1.02 (SMM)$, where CPI represent consumer patronage intention and SMM represent social media marketing.



4.3.2 To what extent does social media marketing impact consumer patronage?

Table 4.11: Result of Regression analysis which provide answer to Research Question Two

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976 ^a	.953	.953	.98861

Source: SPSS 2023

Table 4.12: Anova Result for Testing Hypothesis two

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4938.100	1	4938.100	5052.516	.000 ^b
	Residual	242.384	248	.977		
	Total	5180.484	249			

Source: SPSS 2023

Table 4.13: Coefficient of the Regression analysis on the Research Question Two

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.742	.230		24.920	.000
	Social Media Marketing	.773	.011	.976	71.081	.000

Source: SPSS 2023

Interpretation of the Result for Research Question and Testing of Hypotheses Two

Table 4.11 revealed the R and R square vales. The R value stands for the simple correlation between social media marketing and consumer patronage and the value is 0.976, which indicate a high rate of correlation. The R square value of 0.953 ascertains the extent of variation in consumer patronage caused by social medial marketing. In this case the level of variation attributed to social media marketing is as large as 95.3 percent.

Table 4.12 show the anova report on the test of hypothesis one: social media marketing have no significant impact on consumer patronage. From the table, the p-value is 0.000 as a result this is



less than the significant level for this study. This has made the study to reject the null hypothesis and accepts the alternative hypothesis which stipulate that social media marketing have a significant influence on consumer patronage. This further indicate that the regression model predict consumer patronage significantly well.

Furthermore, from table 4.13, which is the coefficient table, the useful information made available tell on how to predict consumer patronage from social media marketing as well as if social medial contribute statistically significant to the model using the p-value of 0.000. This then provide a regression equation as $CPI = 5.74 + .77 (SMM)$, where CPI represent consumer patronage and SMM represent social media marketing.

4.3.3 To what extent does social media marketing impact consumer patronage?

Table 4.14: Result of Regression analysis which provide answer to Research Question Three

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.995 ^a	.990	.990	.55227

Source: SPSS 2023

Table 4.15: Anova Result for Testing Hypothesis Three

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7168.904	1	7168.904	23504.022	.000 ^b
Residual	75.337	247	.305		
Total	7244.241	248			

Source: SPSS 2023

Table 4.16: Coefficient of the Regression analysis on the Research Question Three

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.503	.129		11.670	.000
Social Media Marketing	.933	.006	.995	153.310	.000

Source: SPSS 2023



Interpretation of the Result for Research Question and Testing of Hypotheses Two

Table 4.14 revealed the R and R square values. The R value stands for the simple correlation between social media marketing and repeat patronage and the value is 0.995, which indicates a high rate of correlation. The R square value of 0.990 ascertains the extent of variation in repeat patronage caused by social media marketing. In this case the level of variation attributed to social media marketing is as large as 99 percent.

Table 4.15 shows the ANOVA report on the test of hypothesis one: social media marketing has no significant impact on repeat patronage. From the table, the p-value is 0.000 as a result this is less than the significant level for this study. This has made the study to reject the null hypothesis and accept the alternative hypothesis which stipulates that social media marketing has a significant influence on repeat patronage. This further indicates that the regression model predicts repeat patronage significantly well.

Furthermore, from table 4.16, which is the coefficient table, the useful information made available tells on how to predict repeat patronage from social media marketing as well as if social media contributes statistically significant to the model using the p-value of 0.000. This then provides a regression equation as $CPI = 5.74 + .77 (SMM)$, where CPI represents repeat patronage and SMM represents social media marketing.



CHAPTER 5

DISCUSSION OF FINDINGS

This study main aim is to examine the effect of social media marketing on consumer purchase decision making, with particular focus on small and medium scale entrepreneurs in Port Harcourt Rivers State, Nigeria. Some research questions and hypotheses were formed with the intention to actualize this study objectives.

For hypothesis one, the alternate hypothesis was accepted because the p-value of 0.000 is lesser than the significant level of 0.05, indicating that social medial marketing have a significant impact on consumer patronage intention in the product offerings made available through this medium. Similarly the study found out that social medial impact grate on the consumer patronage intention as the result from the analysed data reveal 99.3% variation from the social media, meaning that social medial greatly influence what these small businesses buy as well as what they sell. This result reflect the fact that social media is a medium that facilitate information sharing and gathering. The state of consumer patronage intention is the prepurchase phase of a consumer decision making process and this state heavily depends of need recognition, information search for available options and critical evaluation of options. This state in consumer patronage decision making process is very crucial as it ultimately influence whether or not the consumer will make a purchase.

So it is arguably accepted that in a digitalized global business environment, the social media promotes almost all purchases a consumer will want/need. This has also been corroborated by other result from scholarly outcomes from Chukwu and Uzoma (2014) which asserted that the online retailers have greatly influenced the expectations of consumers. The findings from Mehrdad (2012) factors like appearance, fast loading, sitemap, promotions, validity and protection have greatly shaped the attitude of online consumers. Similarly, Kim (2017) found out that social media marketing efforts have help to douse the tension that was largely created associated with product risk.

The hypothesis two, showed same attribute with hypothesis one as the alternative hypothesis were accepted because of the p-value of 0.000 is less than 0.05 significant level adopted for this study. This showed that social media marketing statistically significantly impact consumer patronage.



Also, the regression analysis value 95.3% influence of social media marketing on consumer purchase, indicating a very large effect on the purchase decision of consumers. The consumer actual patronage phase of the decision making process is that point when choice of product is made and expressed through exchange of valuables to guarantee consumption. This result is a reflection of the fact that social media marketing is highly instrumental for the final consumption of product/services exchanged through and from small business owners in Port Harcourt and this is indicative of the high level of transaction social media marketing facilitate on daily bases.

This position corroborate another finding by Michael (2017) which posit that firms are more likely to reach, acquire and maintain future customer base when they strategically utilize social media networks to adapt seamlessly with their marketing efforts. This findings also explains the position put forward by Mangold and Faulds (2009) that consumers are abandoning the use of television, radio, journal, magazines and other conventional medium as a means of having direct patronage. On the grounds, this study finalise that social media greatly influence the final choice of product/service of consumers.

The third null hypothesis of the study was rejected for its alternative as the p-value from the analysis showed 0.000 which is less than 0.05 significant level adopted for this research. This indicate that social media marketing statistically and significantly impact repeat purchase. Also, the regression analysis value 99.5% influence of social media marketing on consumer repeat purchase, indicating a very large effect on the purchase decision of consumers. According to Wirtz and Lwin (2009) described repeat patronage is the process by which consumer return to purchase same product from the same firm from whom it was initially purchased. A repeat patronage is an indication of a satisfied and retained customer. Repeat patronage is the post purchase point in the consumer decision making process. The post purchase phase of the decision making process portends an excellent predictor of the firm's long-term viability and profitability.

This result was corroborated by a similar result from a study by Duangruthai and Leslie (2018) which concluded that the utilization of social media marketing affect the satisfaction of customer. Reviews shared from customers who have experienced a product often serve as valueable source of information for other buyers who might be willing to buy same product for the first. This study found that the social media marketing impact consumer repeat purchase in Port Harcourt in Rivers State, Nigeria.



Finally, the social media marketing tools available to small and medium scale businesses in Port Harcourt to exploit and continually enhance their businesses. Corroborating this assertions is a study by Ola and Reem (2018) who posited that social media afford people the opportunity to be actively engaged in search of product information to serve their need than they do with other forms of media. This study's exploratory component is meant to serve as a guide for businesses interested in currently partaking in the emerging field of marketing. Consumers are more likely to try new things if they are active on social media (Jonida, 2019). This indicate that as the popularity of social media grows, consumers are increasingly inclined to test new items or make purchases without first personally seeing them. So the results of this study indicate that the use of social media as a promotional strategy influences consumers' decisions to shop online.



CHAPTER 6

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This section of this study provide summary of the findings derived from the previous chapter on the effect of social media marketing on consumer decision making in Port Harcourt, Rivers State Nigeria using the small and medium scale business that that acknowledge to extensive utilization of the social media. The findings from this study draws conclusion as needed recommendations are made in the later paraphage of this chapter.

6.1 Summary of Findings

- i. Social media marketing have a significant effect on consumer patronage intention of small and medium scale businesses in Port Harcourt, Rivers State Nigeria.
- ii. Social media marketing have a significant effect on consumer patronage of small and medium scale businesses in Port Harcourt, Rivers State Nigeria.
- iii. Social media marketing have a significant effect on repeat patronage of small and medium scale businesses in Port Harcourt, Rivers State Nigeria.

6.1.1 Implication of the Findings

The implications of findings from this study was discussed in this segment extensively showing the ways it applies to practices in management, society and industry at large.

Practical Management Implication

By presenting management practitioners with this cutting-edge research, this study has enhanced and modernised their understanding of the relationship between social media marketing and consumer patronage decision making. The consequence would be an improved ability for HRM to influence market participation, consumer choice, and spending patterns. Management researchers and practitioners alike should think about this paper's implications.

Industrial Implication

The outcomes of this research should serve as encouragement for the sector and its management to foster conditions that encourage successful online shopping and boost customers' faith in online retailers. In addition, businesses need to make it less difficult for customers to shop online.



Societal Implication

According to the research, the world would be a better place if people could be convinced that the products they buy online come from reputable companies that have their best interests at heart. Nobody will be troubled, worried, or acting in a way that causes conflict with online retailers about their purchases. This will help maintain society's forward momentum.

6.2 Conclusion

The objectives of this study was to investigate the effect of social media marketing on consumer purchase decision in Port Harcourt, Rivers State Nigeria. Survey research design was adopted for this study. This was achieved through the distribution of a structured questionnaire to actualize the set objective. After thorough sorting of the retrieved research instrument, data obtained was analysed both descriptively and inferentially. This resulted into findings which revealed that social media marketing have a statistically significant impact on consumer purchase decision in Port Harcourt Rivers State Nigeria. These findings concludes that social media marketing contribute significantly to business growth and profitability especially amongst startups like small and medium scale.

6.3 Contribution to Knowledge

6.3.1 Concepts

This study contributed to our understanding of the association between social media marketing and consumer purchase decision. Online shopping, customer purchasing intents, and the decision-making process were all reviewed, as was their relationship to one another and how the research expanded our conceptual understanding of these topics.

6.3.2 Analytical Findings

The research's quantitative findings provide light on how customers' perceptions of potential dangers influence their choices while shopping online. Therefore, this study adds to our prior understanding. According to the findings of this research conducted in Lagos State, Nigeria, social media platforms have a moderating effect on consumers' purchasing decisions, influence consumers' shopping habits, and shape their future purchase intentions.



6.4 Recommendations

The findings from this study have brought about the following recommendations:

- i. Small business owners should extensively leverage on the social media campaign for effective communication of their product/service offering to social media users.
- ii. Small business owners should endeavour to deliver quality experience to consumers as they eventually patronize their product offerings for the first time. This will enable customer retainership.
- iii. Small business owners should be consistent in engaging social media users as a means of marketing the benefits of their products because it helps to instill confidence in consumers who is showing interest in their product/service offering.
- iv. Small business owners should be open to request and receive feedbacks after a consumer patronize their product offerings.
- v. Organisations should ensure adequate protection of their consumer information as this will limit their exposure to risk. This because personal data like bank information of an online buyer is very critical to the level at which buying decision will be made. Consumer buying decision is highly hinged on trust, especially when it has to do with online buying.
- vi. Government should improve on the infrastructural development that will increase internet penetration in Nigeria, so that small businesses can leverage on technology to reach wider audience to sell their product for survival, growth and profitability in business.

6.5 Suggestion for Further Studies

This research work should be extended to consumers in other areas of Nigeria as well as other west African nations. Also, the perception of consumers on the risk of online shopping and its effect on buying behaviour in Rivers State Nigeria can be considered.



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