CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

2.1.1 OVERVIEW OF SOCIAL MEDIA

The term 'social media' has been regarded as a misnomer for several reasons. According to Vaynerchuk (2011), social media is not media but a cultural shift that was driven on the platform of the internet. The social media has also been regarded as a misnomer because it is seen as an anti-social tool that prevents interaction between people in close proximity: ultimately creating a lot more insular people (Lewis, 2016). This viewpoint was also supported by Frieze (2016), who is of the view that the isolation created by social media is as much as the inherent networking opportunities. According to Sugars (2012), social media pages like Facebook are interactive databases of customers for a business.

The role of social media in Nigeria is a subject that may seem insignificant when considered from the standpoint of absolute statistics based on the country. However, a comparative analysis will reveal that the Nigerian social media is a great community with impact that cannot be easily dismissed. As at 2014, Nigeria's population of 170 million had internet penetration of about 28 percent, compromising mostly urban elites (Valenzuela et al., 2014). This percentage may seem small when considered absolutely. However, the more than 11 million Nigerians on Facebook as at 2014 and the Nigerian Twitter community represented the largest of such group in sub- Saharan Africa and the third largest African country on Twitter respectively (Valenzuela et al., 2014). Social media is now very popular in Nigeria and is increasingly getting integrated into every aspect of the everyday life of the average Nigerian to the point that non-users are seen as old-fashioned and cranky (Ndubueze, 2016). Facebook and Twitter experienced some of their fastest growth in new users from Nigeria in the last decade (Kew and Kwaja, 2018). The number of internet users in Nigeria is now estimated to be 99.05 million with projections that will see the figure grow to 131.7 million in 2023: internet penetration which is now at 46.6 percent of the population is also estimated to grow to 65.2 percent in 2025 (Statista, 2020a).

WhatsApp (94%) has been reported to be the most popular social media in Nigeria as at the third quarter of 2019, followed by Facebook (87%), YouTube (76%), Instagram (67%), and Twitter (50%) (Statista, 2019), A study of Nigerian online users by Komodromos, Papaioannou and Adamu (2018), found that many Nigerians have accepted the culture of e-shopping through social media especially on Twitter and Facebook. However, the study concluded that this propensity is hampered by poor access to online technologies, low computing skills and some other socio-economic factors. In spite of these challenges that are limiting the role of social media on ecommerce in Nigeria, the opportunities that the current state offers are still huge, especially for sole traders and non-established entrepreneurs, Social media helps struggling entrepreneurs to compete with big established and traditional players in the commercial sector of Nigeria. The study by Olanrewaju et al. (2018) sought to establish the influence of social media on the motivation and marketing strategies of entrepreneurs in a developing country using Nigeria as a case study. The study concluded that social media helps entrepreneurs to establish opportunity-driven businesses, which can be high performing with little resources such that they are able to compete with established businesses.

The influence of social capital in the Nigerian social media is very strong. The ecology of social media in Nigeria gives tremendous influence and authority to trendsetters, digital influencers and everyday users with large and active followings than established traditional mass media (Kwon and Sung, 2011). An experiential explanation for this is because the Nigerian economy is strongly driven by entertainment (Akinola, 2018) with a strong fan base and celebrities who form a majority of the influencers. The concept of influencer on social media, also known as micro-celebrity, brand ambassador or opinion leader, has been defined as 'a person or personality who has the ability to influence in a certain public" through their opinion on some brand, product, service and event? (Morales, 2017). As a result, the influence of these trendsetters can be 30 much that it is sometimes better to place adverts training social media influencers than using traditional media. Generally speaking, the concept of social media influencer has gotten little attention in academic literature given by the few references on the subject. This is understandably to because the concept is relatively new (Giles and Edwards, 2018), In a study that asserted the impact of these social media influencers on consumers, Olaojo (2020) stated that they have defied the gate-keeping nature of social media in Nigeria und emerged as influential members of the online community such that they can sway consumers.

2.1.2. INSTAGRAM

Instagram is a popular social media site that was designed with photos and videos in mind. It was founded in 2010 by Stanford graduates Kevin Systrom and Mike Krieger and then later acquired by Facebook in 2012 (Messner, Medina-Messner and Guidry,

2016; Setili and Goldsmith, 2018). Instagram is adjudged to deliver higher rates of business engagement compared to what is obtainable on both Facebook and Twitter combined with users that are mostly shoppers; a survey reported that about 72 percent of Instagram users said they made a purchase decision related to clothes, accessories; hair and jewelry after seeing something on Instagram (Miller, 2020) and other consumer studies acknowledge that Instagram is an important online platform for ecommerce (Rahman et al., Siddiqui and Singh, 2016). There are many factors that could explain this tendency of Instagram. The photographic nature of Instagram makes it a different platform compared to Facebook and Twitter. Based on experience, advertising on Instagram has been adjudged more entertaining compared to other social media platforms (Voorveld et al., 2018).

According to Giles and Edwani (2018), It alters the opportunity for a different kind of micro celebrity compared to Twitter und other text-based social media platforms Moreover, Instagram is more images driven than Facebook. According to Frison ad Repermont (2017), Instagram posting and liking refer only to pasts containing video ant images: having prime focus on images and videos while Facebook posting and liking can also refer to status updates and not just images and videos. Instagram currently offers a number of features which include followers, photo uploads, cameras, photo effects, photo titles, photo label, competition, publications of activities, organization publishing. geotagging, social networking, like signs, popular. Instagram rules, photo tagging with flags etc, (Rosaneni et al., 2018). The concept of followers on Instagram is the same as that of Twitter and Facebook. Following is not necessarily a two-way relationship and users can decide to limit their posts to only be accessible to their followers (Masur, 2018). The number of following is seen as a reflection of social capital of an individual or organization (Singh and Srivastava, 2019). Footballer Christino Ronaldo currently has the

highest number of followers on Instagram with more than 238 million followers (Statista, 2020), This number is also the highest not only for Instagram but for all social media sites. A picture is generally said to be more than a thousand words; this may explain why Instagram has the account with the highest following of any social media platform. Instagram has the potential to ameliorate loneliness which seems to be prevalent among young adults due to the intimacy that image-based social platforms offer (Pittman and Reich, 2016). Instagram competition is a marketing strategy that has great potentials when used effectively. There are basically three methods used for Instagram competition (Cook, 2019). The simplest method of competition involves liking or commenting on a post to enter as an entry. The organizer will simply explain the details of the competition including the prize and how the winner will be selected based on either a like or a comment. This competition is a like or comment to enter competition. The second method of competition may take several forms, all of which Involve such process content, Generally, there will pom their content using a particular hash-tag which mig mennon a beand nare. The organizer will then choose a winner from the best try themselves, or ask their followers to vote for the winner through likes or comments The entry with the highest number of likes or comments is usually selected an the winner. The third method of Instagram competition is email-gated competitions. This Is essentially a data-capture competition that asks interested participants to submit their email addresses. Due to the significant banner to entry, the price is usually worth winning

2.1.3 CONSUMER BEHAVIOR AND ONLINE SERVICES VALUE

In an attempt to consolidate the diverse definitions, Woodruff (1997, p. 142) proposed Customer value is a customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations". Although the multiple contexts, links and criteria in Woodruff's definition reflect the richness and complexity of the concept, they impede its translation into a measurable operational definition (Parasuraman, 1997)

The four consumer buying behaviors include:

i. Brand-focus

ii. Price-sensitive

III. Feature-savvy

iv. Advice-led

Most consumers will adopt all of these buying behaviors, but to varying degrees, behaving in different ways according to the type of product they are purchasing and the purchase situation. However each buying behavior group has different triggers in terms of information, support and persuasion. Brand-focused Marketing.

Communications across the differing buying behavior group very economically for the brand-focused group, traditional advertising, such as posters, press and TV will continue to play a part and a key message will be emotional resources that they're buying the "right" the brand should be dominant in all communication and especially when presenting the brand in nontraditional media such as the internet.

Brand-focused:

Marketing communications screw the differing buying betarian spoopo vary enormously. For the brand-focused group, traditional advertising, such a poster, press and TV, will continue to play a part and a key will be emotional reassurance that they are buying the 'right brand. The brand should be declare in all communications, but especially when preventing the brand in pre-traditional media such as the internet.

Brand-focused consumers respond to strongly-branded customer offers and merchandise via the post - good news for the direct marketing industry. But this group requires constant re-assure and the dissemination of information will be particularly vital should the sector undergo rapid change or suffer some crisis. Maintaining bend trust is critical to this behavior group.

Price-sensitive:

Price-sensitive consumers need to experience value for money at every stage of the buying process. Marketers should build and maintain everyday low-price brand perceptions, and advertising should play a key part in this. Direct communications should be simple, appear inexpensive and emphasize special offers, money-back deals and price comparisons with competitive brands. And if you want to drive this traditionally less new media savvy behavior group on to the internet, demonstrate the low prices they can expect to find there. Everybody loves a bargain but none more so than this group. Communications must highlight value, and news of special prices or invitations to events such as special sales evenings will work well.

Feature-savvy:

Feature-savvy consumer are information hungry and will respond to direct marketing that offers product information such as comparison with competitor and independent product reviews. Internet sites are ideal for presenting this information, Independent editorial will carry greater weight than paid for advertising, so effective public relations will pay dividends. Call center personnel must be highly trained and Acknowledgeable about the brand they are representing. They should be able to answer complex questions and provide comparative details. Brund is least important to these consumers.

Advice-led:

Personal interaction is key to influencing the buying behavior of advice-led consumers. Testimonials, access to online chat rooms and online shopping guides will also play their part. Word of mouth will be the best reference, and in this respect, telephone operators will need to be both authoritative and reassuring at the same time.

Reassurance can also be conveyed through money back guarantees and returns policies, and can help to overcome post-purchase dissonance. It is widely anticipated that these buying behaviors can be applied in different markets, although to varying degrees, and the communications applied "tweaked accordingly.

2.1.4 INFLUENCE OF INSTAGRAM ON YOUNG CONSUMER PURCHASING INTENTION

Instagram is widely used. Maybe not all, but a sizable portion of the population does. One billion people use Instagram per month, according to estimates, with 71% of those under the

age of 35. We can deduct from this that Instagram is used by a large number of people, the majority of whom are young. Young people have a lot of influence because they watch what other people do, and a lot of what they see on Instagram. This isn't necessarily a bad thing, but when the information being shared isn't accurate, things get a little messy. In a short period of time, Instagram has established itself as a critical marketing tool for brands and retailers. In 2020, Instagram users spent an average of 30 minutes a day on the website, with 81 percent of those using instagram to conduct product and service research (Christina Newberry, 2021). Consumers like to be sold to in short, high-usual value messages. Instagram allows you to do just that, Instagram in a fantastic fool for brands to communicate short. snappy messages to their target market's followers in the form of photos (Sprung. 2013). To fully comprehend how someone uses and perceives a social networking site such as Instagram, one must first comprehend how they use and perceive it.

2.1.5 INSTAGRAM AS A MARKETING TOOLS AMONG YOUTHS

Instagram is rated as the best social media for fashion companies among the youth. With its digital photo filters technology and unique, innovative design, it is no surprise that it is the number one photo-sharing app on both Android and Apple devices. These feats in this attractive app make it rather unique for showing and sharing moments in the daily lives of its users. It has been downloaded for 1.843 billion times. Instagram has a very high user engagement rate than its contemporary social network rivals Facebook and Twitter. According to the report, a staggering 93% of distinguished brands have a solid presence on Instagram and include it extensively in their marketing strategies. The core functionality of Instagram - photo and video sharing helps their goal of connecting companies to their respective audiences. It also contains a feature for communicating with customers, redirection to respective sites of companies using one-click and multiple ad positions. These tools not only constitute the application itself but the lifestyle of the user, as said by. The term Instagranism' was getting more and more voguish and was first coined by. Instagram is app-only service and does not have separate website experience (They have a website, but its only login accepting and switches to app layout more or less). Popularly speaking, the best feature that Instagram introduced for helping everyone and small businesses at the top of that was Instagram Director Instagram Messaging. It also has the feature of providing upload sides length to 1 minute and ane tine, single, 10 photo post. This i a truly an assistive initiative for businesses

2.2. THEORETICAL REVIEW

2.2.1. USES AND GRATIFICATION THEORY

Katz, Bhanier and Gurevitch pioneered the Uses and Gratification Theory in 1974. But according to McQuail (2010), the theory could be traced from the Carly (1940) when researchers started investigating why people make use of a particular man media and why they read newspaper, daily, listen to radio, watch television or adopt one social media platform than others. Therefore, the theory emerged in response to the needs of explanation to why people use certain media and the benefit they get from them. Mass communication researchers are using the Uses & Gratification Theory to examine, explain, and provide answers to why people use certain media and what benefits or gratifications they get alter that. The basic assumption of this theory is that

people use mass media for different reasons and seek to derive various gratifications (Gallion, 2010; Wimmer and Dominick, cited in Asemah, 2011).

The Uses and Gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. Also, this theory is in contradiction to the Magic Bullet theory, which states that the audience is passive. This theory has a user/audience-centered approach. Even for communication, say – interpersonal, people refer to the media for the topic to discuss among themselves. By referring the media, they gain more knowledge and exposure to the world beyond their limited eyesight.

There are several needs and gratification for people. They are categorized into five needs.

* Cognitive needs
* Affective needs
* Personal Integrative needs
* Social Integrative needs
* Tension free needs

Cognitive needs:

People use media for acquiring knowledge, information, facts, etc. Among the audience, some have the thirst to acquire intellectual and academic knowledge. This is not a very common phenomenon. Different people have different needs. For example, quiz programs on television give on factual knowledge; to know about current affairs people need to watch the news regularly; search engines on the internet are also very popular since people can browse for any topic easily under the run with no time restriction.

Affective needs:

It includes all kinds of emotions, pleasure and moods of the people. People use media; say television, to satisfy their emotional needs.

The best example would be when people get emotional or sometimes even they cry for a sad scene while watching the movie/soap opera.

Personal Integrative needs:

This is the self-esteem need. People use media to reassure their status, gain credibility and stabilize. So people watch television and assure themselves that they have a respectable status in society. For example, people watch advertisements in the media like jewelry ads, furniture ads, apparel ads, etc. and buy these products so that they can change their lifestyle. Hence the media helps them to do so.

Social Integrative needs:

It encompasses the need to socialize with family, friends and relations in society. For social interaction nowadays, people do not seem to gather socially during weekends instead they have turned to social networking sites on the internet such as Facebook, Twitter, and Tumblr etc. to satisfy their needs.
Another example is people may start watching a particular programme, not because they have any self-interest, but because their neighbour/friend watches it such that both the parties may have something in common to discuss.

Tension free needs:
People sometimes use the media as a means to escapism from the real world and to relieve from tension and stress.
For example, people tend to relax while watching television, listening to the radio, surfing the internet, etc. In fact, media has the power to grab audience mind since it makes them feel connected with the situation and characters emotionally.

Note: The needs are specific in nature to the individual and how the media satisfies the need is subjective. For example, some people may watch the news to relax while others may get tensed or agitated by the same. The media is the same, but people use it for different needs.
On television, most people watch reality shows nowadays not only its popular, but because of the following reasons:
* It is more realistic.
* It provides entertainment.
* It is more interesting.
* There are new concepts cropping up every now and then.
* Viewers can participate as well in many ways while sitting at home.
* Controversies are extensively covered.
* Sensationalism brings in more viewers.

Criticism of Uses and gratification theory:
* The uses and gratification theory does not bring into consideration the power of media.
* It is more audience-oriented study.
* Positive point of the uses and gratification theory is it focuses attention on individuals in the mass communication process.
* It mainly focuses on people's selectivity on media content rather than its unintended effects in their minds.
* Researches of this theory conclude the results are subjective rather than objective.

2.2.2. PERSUASION THEORY:

The theory was propounded by Carl and Hovland in 1940 and 1950 Theory states that there are several ways in which attitude change can occurred through persuasion, as behavioural change cannot occurred except through attitude change. The three ways are the source, the message and

audience. The Hovland Yale model postulates that the content of the message is an important factor, not only that the persuasive argument you put forward is more effective when you show both sides of the argument as well as explain why you think your opinion is correct (Cook,2012). The source of the message is also important, this is where credibility of source comes in. The person sending messages must be a credible person before he could persuade others to accept his message. If the source is not credible, it may be very difficult to persuade the audience to accept the message.

Carl Hovland and his colleagues at Yale University also did investigation into the content of persuasive messages. They found out that there are three important areas of investigations into the content of persuasive messages. They are message arguments (quality and quantity of arguments), evidence and fear appeals. According to them, argument strength is directly related to attitude change. The stronger the argument the more the attitude change it creates. And the weaker the argument the less the attitude change it creates. In other words, argument that are of high quality would be more persuasive than argument that are of weaker quality. Also, messages with more argument are more persuasive than messages with fewer argument. The more argument in a message the more likely it will seem to be true and the more likely that one of the argument will appeal to the audience.

However, the emergence of social media technologies changes the way people use mass media as they differ in forms and context. Therefore, people who use social networks and other computer mediated communications are quite different from the mainstream media audiences who relied on specific media contents (Li, 2005), Social media audiences have the advantage and freedom to actively seek for information and many messages that are of interest and benefit to them. New media technologies did not only alter the way information is gathered and distributed but also changes the existing relationship between mass media and their audiences. Li (2005) stated that people use social media to satisfy their needs which include cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs, and medium appeal needs. For this, social media become a fertile research field demonstrating the direct relevance of the U & G Theory and its participant (Matei,2010)

PERSUASION PROCESS

1. Attention: grabbing attention through stimuli.
2. Interest: generating interest through relevance.
3. Desire: creating desire through benefits, emotions.
4. Action: driving action through calls-to-action, incentives.

STEPS TO CHANGE PEOPLE'S ATTITUDES

Yale persuasion theory also provide six-step process to change people's attitude:

i. **Presentation:** A persuasive message must be persuasive and should be well presented.

ii. **Attention:** After the messages have been presented, the next step is paying attention. The presenter of the message should be able to make the audience to pay attention to his presentation through logical argument.
iii. **Comprehension:** The audience must comprehend the message before it can influence their attitudes. If the audience cannot understand the message, it cannot influence attitude.
iv. **Yielding:** It is a sign of acceptance that the audience has accepted the message and attitude change has occurred.
v. **Retention:** This is referring to how long the attitude change lasts.
vi. **Behaviour:** The last step in the process of change is behaviour.
After attitude change has occurred, would it change the behaviour of the receiver? Persuasive messages often have actions but may not be able to change behaviour.

2.3. REVIEW OF RELATED STUDY

Youth and Social Media

According to Enahoro (2009), youths all over the world constitute the majority of Internet users.

Encouraged by parents and teachers to take advantage of the Internet's incredibly educational and recreational opportunities, nearly 30 million children and youth go online each year to research homework assignments and to learn about the world they live in. Youths also use the Internet to play games and meet friends.

In a study conducted of social media and the social behavior of the university students. the results indicates that keeping in touch with old friends ranked Highest among what the students benefit, followed by a quest to make new friends, enhancement of academic knowledge and learning from other users. However, a striking revelation From the study was that 66.7% of respondents in the study admitted that they sell lives in order to enhance their personality profiles online (Acholonu 2013).

In a study on youth, social media and cultural change, Danladi (2013) found that excessive use of social media exposes youths to a virtual relationship which may be risky as a result of inappropriate content or offensive conduct. The study also revealed that youths consume most of their time on the social network because 4096 spent 3 hours and above online. Specifically. 32% of the users indicated spent most of their time online on Facebook.

Very similar to the findings of Danladi (2013) is the research outcome of Mohammed (2013) which indicates that 66% of respondents among Hausa youths in Zaria locate in Kaduna State in the Nigeria north revealed that they have Facebook accounts and that they log on to most of the time on daily basis. Most of the respondents (61%) reported that they use Blackberry Messenger (BBM) because of its enable privacy.

On students' utilization of social media for academic purposes, Mohammed and Suleiman (2013) found that a cumulative 43.37% of the students belonged to the category of those that said social media distracted them from reading their books for academic purposes. The researchers also found that an overwhelming majority (91.49%) belonged to the category of those who agreed that social media have on the other hand impacted positively on their academic engagements.

In a study on the pattern of Facebook utilization, Oyero & Jegede (2011) concluded that most of the youths spend their time on Facebook, thus drawing attention to the role Facebook plays in the lives of young people and the consequent influence. They concluded that Facebook life become indispensable to the cultural lives of youths and thus has the potential of bringing about significant change in things that concerns them One of the issues to decide is whether to minke a purchasing decision based on advertisements placed in social media or not.

However, Otugo, Uzuegbunam de Obikeze (2015) in their survey on youth's awareness of advertisements on Facebook found mixed reactions. They found that many of the youths had encountered advertisements on Facebook and can name some of the brands they encountered. The study found that the youths might be experiencing; what they referred to as "attention challenges" in their consistent use of Facebook. Despite the admittance of 82.9 percent of the respondents that the advertisements were easily noticeable to them, 61 percent still claimed they did not always deliberately view the advertisements on Facebook, in spite of the high use of Facebook by advertisers. Although they agreed that social media advertisements are good, a significant percentage (47.7%) said they are not fans of any brand or company on the social media platform.