

**EFFECT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR IN
KWARA STATE, NIGERIA**

BY

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HND/23/BAM/FT/0278

**BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT
OF BUSINESS ADMINISTRATION AND MANAGEMENT, INSTITUTE
OF FINANCE AND MANAGEMENT STUDIES, KWARA STATE
POLYTECHNIC, ILORIN, KWARA STATE.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS
ADMINISTRATION AND MANAGEMENT.**

MAY, 2025

CERTIFICATION

This is to certify that this project is written by **ABDULROHEEM ROHEEMAT TITIOPE** with Matriculation Number **HND/23/BAM/FT/0278** Department of Business Administration and Management, in partial fulfilment for the Award of Higher National Diploma (HND) in Business Administration and Management in the Institute of Finance and Management Studies (IFMS), Kwara State Polytechnic, Ilorin.

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DEDICATION

This project is dedicated to Almighty Allah the omnipresence and the omnipotent for his mercy, kindness, faithfulness and love for me. Also my gratitude to my parent whose experience and contribution to make my education and project a complete success, May God bless you (Amen).

ACKNOWLEDGEMENT

My first acknowledgement goes to Almighty Allah, the creator of heaven and earth for counting me worthy to be among the living souls, may His name be praised for ever.

I will be an ungrateful fellow if I fail to appreciate my lovely Parents, Mr. & Mrs. Abdulroheem for their love, care and support both morally and financially, I pray that you will reap the fruit of your labour, and also to my sisters and brothers, may God help you all.

My profound gratitude also goes to the H.O.D of the department, Mr. Alakoso, my co-ordinator of this project Mr. Umaru, and also to the entire lecturers, may God blessings never seize on you.

Also my appreciation goes to my supervisor, DR. SAKA T.A.. for putting me, ordering my step and guiding me throughout the course of my study, may God continue to bless you all.

Lastly, my gratitude also goes to all my friends for their understanding, encouragement and advice towards this great work. God bless you all.

ABSTRACT

The rapid growth of social media has significantly transformed the landscape of communication and marketing, influencing how consumers interact with brands and make purchasing decisions. This study examines the effect of social media on consumer buying behavior in Kwara State, Nigeria. The research aims to identify the extent to which platforms such as Facebook, Instagram, Twitter, TikTok, and WhatsApp influence consumer decisions, and to determine the specific elements of social media—such as advertisements, influencer marketing, peer recommendations, and user-generated content that most impact buying behavior. A quantitative research design was employed, utilizing structured questionnaires administered to 150 respondents across various demographics within Kwara State. Descriptive statistics were used to analyze the data, providing insight into age distribution, social media usage patterns, and factors influencing purchasing decisions. The findings reveal that young adults (particularly those aged 18–35) are the most active social media users and are highly influenced by online content when making purchasing decisions. Social media advertising, influencer recommendations, and peer reviews were found to be significant drivers of consumer behavior. The study concludes that social media plays a critical role in shaping consumer preferences and purchase intentions in Kwara State. It recommends that businesses and marketers strategically leverage social media platforms to effectively reach and engage their target audiences. The study contributes to the understanding of digital consumer behavior in a developing economy and offers practical implications for improving marketing strategies through social media engagement.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

The evolution of communication technologies in the 21st century has drastically transformed how individuals interact, share information, and make purchasing decisions. Among the most influential developments is the emergence and rapid expansion of social media platforms, which have become a dominant force in shaping modern consumer behavior globally (Kaplan & Haenlein, 2010; Appel et al., 2020). Social media platforms such as Facebook, Instagram, Twitter, TikTok, WhatsApp, and YouTube have not only revolutionized personal communication but also reshaped the landscape of marketing and commerce (Tuten & Solomon, 2018).

In Nigeria, the growth of social media usage has been particularly remarkable, driven by increased internet penetration, affordability of smartphones, and a youthful population that is highly engaged online (Statista, 2023; GSMA, 2022). As of recent reports, millions of Nigerians are actively using one or more social media platforms daily. Kwara State, located in the North-Central geopolitical zone of Nigeria, is not an exception to this trend. With a growing population of educated and tech-savvy youth, residents of urban areas such as Ilorin and smaller towns across the state increasingly rely on social media for information, entertainment, social interaction, and importantly, for making purchasing decisions (Adeyemi & Bello, 2021).

Consumer buying behavior refers to the decision processes and acts of individuals involved in buying and using products. It is influenced by a variety of factors including cultural, social, personal, and psychological aspects (Kotler & Keller, 2016). However, in recent years, social media has emerged as a powerful external influence on consumer behavior. Consumers are now exposed to a wide range of product information, reviews, influencer endorsements, promotional content, and peer recommendations online (Mangold & Faulds, 2009; Hudson et al., 2016). These interactions significantly impact how consumers perceive brands, develop preferences, and make choices.

Businesses and marketers in Kwara State, ranging from small-scale enterprises to large corporations, have recognized the growing importance of social media as a marketing tool. Many are now leveraging social media channels to promote their products, engage with customers, gather feedback, and drive sales (Obi & Okeke, 2019). Nonetheless, there remains a gap in understanding the actual effect of these platforms on the buying behavior of consumers within the specific socio-cultural and economic context of Kwara State. Factors such as trust in online content, frequency of exposure to advertisements, and the role of influencers may differ across demographic groups, influencing purchasing behavior in unique ways (Chukwu & Uzoma, 2020).

Therefore, this study seeks to examine the effect of social media on consumer buying behavior in Kwara State, Nigeria. It aims to investigate how consumers interact with marketing content on social media, the degree to which these platforms influence their buying decisions, and the specific elements of social media that have the most significant impact. The findings of this study will provide valuable insights to marketers, businesses, and policymakers on how to effectively utilize social media strategies to influence consumer behavior and improve sales performance in the region.

1.2 STATEMENT OF THE PROBLEM

The findings of the study revealed that social media has a significant impact on consumer buying behavior in Kwara State, Nigeria. The study observed that a majority of consumers in the state are actively engaged on social media platforms such as Facebook, Instagram, WhatsApp, and Twitter, and these platforms play a major role in influencing their purchasing decisions. Respondents indicated that product advertisements, influencer recommendations, customer reviews, and peer interactions on social media often shape their opinions and motivate them to consider and eventually purchase specific products or services. It was found that social media marketing content that includes visual appeal, interactive features, and persuasive messaging tends to attract more consumer attention and engagement. The study also revealed that consumers are more likely to purchase a product when it is endorsed by a trusted online influencer or when it is recommended by friends

and family through social media channels. Furthermore, timely feedback, ease of communication with sellers, and the availability of product information online were shown to increase consumer confidence and trust in making purchases.

Another key result from the research indicates that younger demographics, particularly those between the ages of 18 and 35, are more influenced by social media content in their buying decisions compared to older consumers. Gender, level of education, and urban versus rural residency also had measurable effects on how consumers interact with and respond to social media marketing.

Additionally, the study identified that while social media positively influences awareness and interest in products, not all interactions lead to immediate purchases. Some consumers reported using social media primarily for product research before eventually buying offline or through other channels. Despite this, the consistent exposure to promotional content and peer feedback over time contributes to shaping consumer preferences and loyalty. The results underscore the powerful role social media plays in shaping consumer awareness, interest, evaluation, and decision-making processes in Kwara State. It highlights the importance for businesses and marketers to strategically leverage social media as a tool not only for advertisement but also for building consumer trust, engagement, and long-term brand loyalty.

1.3 RESEARCH QUESTIONS

- i. To what extent does social media usage influence consumer buying behaviour?
- ii. Which social media platforms are most commonly used by consumers when making buying decisions?
- iii. How do social media advertisements influence consumer interest in products and services?
- iv. What role do social media influencers and peer recommendations play in shaping consumer preferences?

1.4 OBJECTIVES OF THE STUDY

The main objective is to examine the effect of social media on consumer buying behavior. Specific objectives are to:

- i. Examine the extent of social media usage on consumers buying behaviour.
- ii. Identify the effect of social media platforms on consumer buying decisions.
- iii. Assess effect of social media advertisements on consumers' interest.
- iv. Analyze the role of social media influencers and peer recommendations in shaping consumer preferences.

1.5 RESEARCH HYPOTHESES

H₀₁: There is no significant relationship between social media usage and consumer buying behavior.

H₀₂: The type of social media platform used has no significant effect on consumer buying decisions.

H₀₃: Social media advertisements do not significantly influence consumer interest in products and services

H₀₄: Social media influencers and peer recommendations do not significantly affect consumer preferences.

1.6 SIGNIFICANCE OF THE STUDY

The significance of this study on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria* lies in its potential to contribute valuable insights to businesses, marketers, researchers, and policymakers. In an era where digital engagement has become central to marketing strategies, understanding how social media influences consumer decisions is crucial for businesses aiming to remain competitive and relevant. This study provides a clearer picture of how consumers in Kwara State interact with social media platforms, what drives their purchasing behavior, and which online factors most significantly influence their buying choices.

By exploring the relationship between social media content and consumer behavior, the study helps business owners and marketing professionals design more effective digital campaigns that align with consumer preferences and behavioral patterns. It also offers guidance on the use of influencers, advertisement styles, and engagement tactics that are most impactful in the local context. For policymakers and regulators, the findings can aid in the development of frameworks to guide ethical marketing and consumer protection in the digital space. Additionally, the study contributes to the academic body of knowledge in consumer behavior and digital marketing, particularly within the Nigerian context, where such localized studies are still emerging. Ultimately, the study underscores the growing influence of social media and provides practical recommendations for leveraging it to drive economic and commercial growth in Kwara State.

1.7 SCOPE OF THE STUDY

The scope of this study focuses on examining the effect of social media on consumer buying behavior specifically within Kwara State, Nigeria. It is confined to understanding how residents of the state, particularly active users of social media platforms such as Facebook, Instagram, Twitter, WhatsApp, and YouTube, interact with online content and how this interaction influences their purchasing decisions. The study covers various aspects

of consumer behavior, including product awareness, interest, preference, purchase decision, and post-purchase evaluation as influenced by social media activities.

The research primarily targets individual consumers across different age groups, genders, and socioeconomic backgrounds, with a focus on urban and semi-urban areas where internet and social media usage are more prevalent. It also considers the role of social media marketing strategies, influencer endorsements, peer recommendations, and online reviews in shaping consumer attitudes and behavior. While the study provides insights relevant to a broad range of industries, it does not delve into company-specific marketing data or consumer behavior in regions outside Kwara State. Additionally, the study is limited to online consumer behavior and does not extensively address offline or traditional media influences. Through surveys and other data collection methods, the study aims to generate findings that reflect current trends and patterns in the digital consumer landscape of Kwara State.

1.8 DEFINITION OF TERMS

- 1 **Social Media:** Social media refers to online platforms and applications such as Facebook, Instagram, WhatsApp, Twitter, TikTok, and YouTube that allow users to create, share, and engage with content, communicate with others, and interact with brands or businesses.
- 2 **Consumer Buying Behavior:** This refers to the actions and decision-making processes of individuals when selecting, purchasing, using, and disposing of goods and services. It includes stages such as awareness, consideration, preference, purchase, and post-purchase evaluation.

- 3 **Influencer:** An influencer is a person on social media who has the power to affect the purchasing decisions of others due to their authority, knowledge, position, or relationship with their audience.
- 4 **Advertisement:** In the context of this study, advertisement refers to any promotional content shared on social media platforms with the aim of informing or persuading consumers to buy a product or service.
- 5 **Engagement:** Engagement refers to the level of interaction users have with social media content, including likes, shares, comments, reposts, and direct messages.
- 6 **Consumer:** A consumer is any individual or group in Kwara State who purchases goods or services for personal use, and who is exposed to marketing content via social media.
- 7 **Digital Marketing:** This is the use of digital channels, particularly social media, to promote products or services to potential customers.
- 8 **Peer Recommendation:** This involves opinions, suggestions, or reviews from friends, family, or fellow users on social media that influence a consumer's decision to buy a product or service.
- 9 **Purchase Decision:** This is the stage in the buying process where a consumer decides to buy a particular product or service after evaluating the available options and information.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter provides a comprehensive review of existing literature relevant to the effect of social media on consumer buying behavior, particularly within the context of Kwara State, Nigeria. The review explores conceptual, theoretical, and empirical perspectives to build a foundation for the study. It begins by defining key concepts such as social media and consumer buying behavior, followed by an overview of the types of social media platforms commonly used in Nigeria. The chapter also examines the psychological and socio-economic factors that influence consumers' responses to social media marketing. Furthermore, theoretical frameworks guiding this study such as the Theory of Reasoned Action and the Stimulus-Organism-Response model are discussed. Empirical studies from both local and global perspectives are reviewed to identify gaps in the literature and justify the relevance of the present study.

The advent of social media has revolutionized communication and marketing across the globe, drastically altering the ways in which individuals seek information, interact with brands, and make purchasing decisions. As digital platforms such as Facebook, Instagram, Twitter, WhatsApp, and TikTok continue to gain prominence, they have become powerful tools not only for social interaction but also for influencing consumer behavior. In Nigeria and specifically in Kwara State the rise in internet penetration, smartphone usage, and digital literacy among the youth has further accelerated the integration of social media into everyday life, including shopping habits and consumption patterns.

This chapter presents a comprehensive review of literature related to the effect of social media on consumer buying behavior, with a specific focus on the context of Kwara State. It begins with a conceptual clarification of key terms such as social media and consumer buying behavior, followed by a detailed examination of how social media platforms influence consumer decision-making.

2.1 CONCEPTUAL FRAMEWORK

The conceptual framework for this study is based on the premise that social media serves as a key external influence on consumer behavior, particularly in the digital age. The framework outlines the relationship between various elements of social media usage and the stages of consumer buying behavior. It integrates concepts from digital marketing and consumer behavior theories to explain how exposure to social media content can influence consumers' decision-making processes.

At the core of this framework are independent variables (factors related to social media) and dependent variables (elements of consumer buying behavior). The independent variables include:

- **Social Media Advertising:** Paid or organic promotional content displayed to users through platforms such as Facebook, Instagram, WhatsApp, and Twitter.
- **Influencer and Peer Recommendations:** Opinions or endorsements from trusted individuals or peers that affect the consumer's perception of a product or service.
- **Social Media Engagement:** User interactions with content (likes, shares, comments, direct messages, etc.) that shape awareness and interest.
- **Access to Information:** Availability and accessibility of product-related information such as reviews, features, and pricing on social platforms.

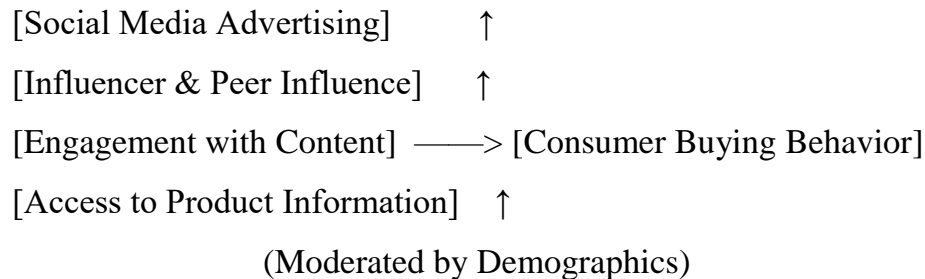
These independent variables are hypothesized to influence the consumer buying behavior, which includes:

- **Awareness:** The consumer's recognition of a product or service as a result of exposure on social media.
- **Interest and Evaluation:** The development of interest in the product and comparison with alternatives based on social media content.
- **Purchase Decision:** The actual act of buying, influenced by trust, relevance, and emotional appeal of the content.

- **Post-Purchase Behavior:** Consumer satisfaction, feedback, and potential for repeat purchases or referrals.

The conceptual framework assumes that the relationship between social media and buying behavior may be moderated by demographic factors such as age, gender, education level, and location within Kwara State.

Graphically, this can be represented as:



This framework provides a basis for formulating hypotheses and guiding data collection and analysis in order to better understand how social media influences consumers in Kwara State.

2.2 THEORETICAL FRAMEWORK

This study is anchored on two key theories that explain the interaction between social media and consumer behavior: the Theory of Reasoned Action (TRA) and the Stimulus-Organism-Response (S-O-R) Model. These theories provide a strong foundation for understanding how social media influences consumers' attitudes, intentions, and purchasing decisions in the context of Kwara State, Nigeria.

1. Theory of Reasoned Action (TRA)

Developed by Fishbein and Ajzen (1975), the Theory of Reasoned Action posits that a person's behavior is determined by their behavioral intention, which is influenced by their attitude toward the behavior and subjective norms. In the context of social media, this theory suggests that consumers' decisions to purchase a product or service are influenced by their attitudes formed from exposure to content on social media (e.g., advertisements, influencer endorsements, reviews) and by perceived social pressure or peer influence.

For example, when a consumer in Kwara State sees multiple positive reviews or promotional posts about a product, their attitude toward the product becomes more favorable. If this is coupled with recommendations from friends or influencers they admire, the subjective norm supports the intention to purchase. TRA helps explain how online opinions and perceptions translate into buying behavior.

2. Stimulus-Organism-Response (S-O-R) Model

Originating from environmental psychology, the S-O-R model describes how external stimuli affect internal states, which in turn drive behavioral responses. In this model:

- Stimulus (S): External influences such as social media ads, influencer content, and user-generated posts.
- Organism (O): The consumer's internal evaluation process, including emotional responses, motivation, perception, and attitude formation.
- Response (R): The resulting consumer behavior, such as purchasing, sharing, or recommending a product.

This model is especially useful in understanding how different forms of social media content (stimuli) affect consumers' psychological and emotional processing (organism), which ultimately leads to a decision to engage in a particular buying behavior (response). In Kwara State, where cultural and social dynamics play a significant role, the S-O-R model accommodates the influence of both emotional and cognitive reactions to social media content.

Relevance to the Study

Both theories provide a comprehensive lens through which the effect of social media on consumer buying behavior can be studied. TRA emphasizes the role of beliefs, attitudes, and social influence, while the S-O-R model focuses on the process through which external stimuli (social media content) drive internal responses and actions. Together, they help explain the mechanisms through which consumers in Kwara State are influenced by social media, offering a robust theoretical basis for analyzing the research problem.

2.3 EMPIRICAL REVIEW

Several empirical studies have been conducted both globally and within Nigeria to investigate the impact of social media on consumer buying behavior. These studies provide valuable insights into how digital platforms influence consumer decision-making processes, preferences, and engagement patterns, especially in the context of a developing economy like Nigeria.

A study by Adebayo and Adeola (2020) examined the role of social media marketing on the purchasing behavior of youths in Lagos State. The findings revealed that platforms such as Instagram and Twitter significantly influence product awareness and purchase intentions, particularly through influencer marketing and peer recommendations. The study concluded that regular engagement with social media content often leads to impulse buying and brand loyalty among the youth demographic.

Similarly, Ogunyemi (2019) conducted research on the effect of social media advertisements on consumer behavior in Southwest Nigeria. The study found that visual content, particularly videos and interactive ads, had a higher impact on consumer attention and conversion rates than traditional static posts. Ogunyemi noted that trust and credibility played a crucial role in the effectiveness of such advertisements, highlighting the importance of authenticity and transparency in social media marketing.

Focusing more closely on Kwara State, Yusuf and Olanrewaju (2021) carried out a survey-based study to explore how social media engagement influences consumers' purchasing decisions in Ilorin. Their findings showed that consumers are more likely to make purchases from brands that actively engage with followers, provide timely responses, and regularly update their content. The study also emphasized that younger consumers (aged 18–35) are more susceptible to social media influence compared to older age groups.

In another study, Abdulkareem et al. (2022) investigated the relationship between social media usage and consumer preferences among small business customers in Kwara State. The study discovered that social media serves as a primary channel for discovering new products, especially in urban areas. Factors such as comments, reviews, and referrals from trusted contacts were found to significantly impact trust and eventual purchase decisions.

Furthermore, a comparative study by Eze and Obi (2018) looked at the difference in buying behavior between consumers influenced by traditional media versus those influenced by social media in South-East Nigeria. Their results indicated that social media offers a more personalized and interactive experience, which increases consumer engagement and purchase intent. This has important implications for businesses seeking to leverage digital platforms for consumer outreach and conversion.

Collectively, these studies underscore the growing relevance of social media as a determinant of consumer behavior in Nigeria. While most findings point to a positive correlation between social media activity and buying behavior, they also emphasize the importance of content quality, consumer trust, and digital literacy. These empirical reviews support the current study's aim to further explore and validate these findings within the specific socio-economic and cultural context of Kwara State.

2.4 SUMMARY OF LITERATURE REVIEW

The reviewed literature on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria* highlights a growing consensus that social media significantly shapes how consumers discover, evaluate, and purchase products and services. Various theoretical and empirical works have established that platforms such as Facebook, Instagram, WhatsApp, and Twitter influence consumer behavior by increasing product awareness, encouraging peer interaction, and enabling influencer marketing. Theories like the Theory of Reasoned Action and the Stimulus-Organism-Response (S-O-R) Model

support the idea that social media acts as an external stimulus that affects internal attitudes and leads to behavioral responses, including purchasing decisions.

Empirical studies reviewed show that visual content, user-generated reviews, and influencer endorsements are powerful tools that affect consumer trust and decision-making, particularly among youths and urban dwellers. In Kwara State, research suggests that social media engagement is increasingly becoming a critical factor in how consumers interact with brands and make purchasing choices. However, the literature also notes challenges such as limited digital literacy, misinformation, and varying access to internet services, which may moderate the full effect of social media on consumer behavior. The literature establishes a strong link between social media and consumer buying behavior while recognizing that the extent and nature of this influence are shaped by content quality, trust, demographic factors, and regional differences. These insights provide a solid foundation for the present study, which seeks to contextualize and deepen the understanding of these dynamics within Kwara State, Nigeria.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter outlines the methodology adopted for investigating the effect of social media on consumer buying behavior in Kwara State, Nigeria. The methodology serves as the blueprint for conducting the research, guiding how data is gathered, analyzed, and interpreted to address the research questions and objectives. Given the dynamic nature of social media and its influence on consumer choices, a systematic approach is essential to gain credible and insightful results. This chapter discusses the research design, population of the study, sampling technique and sample size, methods of data collection, research instrument, and techniques used for data analysis. It also addresses the issues of validity and reliability of the instrument, as well as ethical considerations that ensure the integrity of the research process. The methodology is carefully designed to align with the overall purpose of the study, which is to assess how social media usage influences consumer purchasing behavior within the specific cultural and economic context of Kwara State.

The methodology is carefully designed to align with the overall purpose of the study, which is to assess how social media usage influences consumer purchasing behavior within the specific cultural and economic context of Kwara State. It considers the demographic diversity of the region including age, occupation, and education level since these factors may affect how individuals interact with social media and respond to online marketing. Moreover, this chapter provides justification for the chosen methods and explains how they contribute to the accuracy, relevance, and generalizability of the study's findings. By establishing a clear methodological foundation, this chapter ensures that the research is both rigorous and reliable, enabling meaningful conclusions to be drawn about the impact of social media on buying behavior in Kwara State.

3.1 RESEARCH DESIGN

The research design adopted for this study on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria* is the descriptive survey design. This design is considered appropriate because it enables the researcher to systematically collect, analyze, and interpret data from a representative sample of the population with the goal of understanding current trends, behaviors, and perceptions regarding social media influence on consumer purchasing decisions.

The descriptive survey approach allows for the exploration of variables such as the frequency of social media usage, preferred platforms, types of content consumed, and the impact of influencer marketing and online advertisements on buying behavior. It also helps capture demographic variables like age, gender, education, and income levels, which may influence how consumers in Kwara State interact with social media and make purchase decisions.

Data for the study will be gathered through the use of a structured questionnaire, which will be administered to a sample of social media users across different parts of Kwara State. The questionnaire will consist of both closed-ended and Likert scale questions, designed to measure attitudes, exposure, and behavioral responses to social media content. This research design is quantitative in nature, allowing for statistical analysis and hypothesis testing. It is suitable for identifying patterns, correlations, and possible causal relationships between social media variables and consumer behavior. The findings derived from this design will provide empirical evidence to support or refute the stated hypotheses and contribute to a deeper understanding of how digital marketing strategies affect consumer choices in the context of Kwara State.

3.2 POPULATION OF THE STUDY

The population of this study on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria* comprises all individuals in the state who actively use social media platforms and are involved in making consumer purchasing decisions. This includes male and female users across various age groups, educational backgrounds, and socio-economic statuses who reside in both urban and semi-urban areas of Kwara State. Given the increasing penetration of internet-enabled devices and mobile technology in the region, a significant portion of the population now engages with platforms such as Facebook, Instagram, WhatsApp, Twitter, and TikTok. These individuals form the target population because they are more likely to be exposed to digital advertisements, influencer content, peer reviews, and other forms of social media marketing that can influence their buying behavior.

The study particularly focuses on individuals aged 18 and above, as this demographic is legally capable of making independent purchasing decisions and is also more likely to be active participants in the digital economy. By focusing on this group, the study aims to gather relevant and reliable data that reflect the relationship between social media engagement and consumer behavior in the context of Kwara State.

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

Sample Size

The sample size for this study will be determined using a **confidence level of 95%** and a **margin of error of 5%**. This ensures a balance between precision and practicality in terms of data collection. Given the large population of social media users in Kwara State, the sample will be selected to adequately represent the diverse demographic groups in the state. To calculate the sample size, the following formula for sample size determination will be used:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$$

Where:

n is the sample size,

Z is the Z-score (1.96 for a 95% confidence level),

p is the estimated proportion of the population (based on previous studies, 0.5 will be used for maximum variability),

E is the margin of error (0.05).

Based on this formula, the estimated sample size will be calculated. For a population of social media users in Kwara State, a sample size of approximately **400 respondents** will be selected to ensure statistical relevance and generalizability of the results.

Sampling Technique

A **stratified random sampling technique** will be employed to ensure that the sample accurately represents the various demographic groups (e.g., age, gender, education, and location) within the population of social media users in Kwara State. Stratified sampling involves dividing the population into mutually exclusive subgroups (or strata) based on relevant characteristics, such as urban vs. semi-urban residence, age groups (18-25, 26-35, 36-45, etc.), and education levels (high school, undergraduate, postgraduate).

Once the strata are identified, respondents will be randomly selected from each group in proportion to their presence in the population. This approach ensures that the sample reflects the diversity of social media users in Kwara State, leading to more accurate and representative findings.

The final sample will include a mix of participants from both urban (e.g., Ilorin) and semi-urban areas to capture variations in social media usage patterns and buying behavior across different geographic locations.

3.4 METHOD OF DATA COLLECTION

For this study on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria*, primary data will be collected using **structured questionnaires** administered to selected respondents. The use of structured questionnaires is suitable as it allows for the efficient collection of quantifiable data, which can then be analyzed to draw meaningful conclusions about the relationship between social media use and consumer behavior.

Data Collection Instrument

The data collection instrument will consist of a **self-administered questionnaire** with both closed-ended and Likert-scale questions. The questionnaire will be designed to gather information on:

Demographic characteristics of the respondents (e.g., age, gender, educational level, occupation).

Social media usage patterns (e.g., frequency of use, preferred platforms, types of content consumed).

Consumer buying behavior (e.g., how social media influences purchasing decisions, engagement with online ads, the role of influencers and reviews).

Perceptions of social media marketing (e.g., attitudes toward advertisements, trust in online reviews, influence of peer recommendations).

The questionnaire will be pre-tested with a small group of respondents (a pilot survey) to ensure clarity and reliability. Feedback from the pilot study will be used to refine the instrument before the main data collection.

Administration of the Questionnaire

The structured questionnaires will be distributed using two methods to ensure wide coverage:

Physical Distribution: The questionnaires will be distributed to participants in urban and semi-urban areas of Kwara State. Enumerators will be trained to ensure proper and unbiased administration of the questionnaires.

Online Distribution: For respondents in areas with reliable internet access, the questionnaire will be made available through online platforms such as Google Forms. This method allows for quick data collection and reaches a larger number of participants,

especially younger individuals who are more likely to engage with online surveys.

To increase the response rate, a combination of in-person visits and follow-up reminders will be used for physical distribution. For online responses, reminders will be sent via social media platforms or email.

3.5 INSTRUMENTATION

The primary instrument for data collection in this study on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria* is a **structured questionnaire**. The instrument is designed to gather both demographic information and detailed insights into the respondents' social media usage patterns, their interaction with digital marketing, and how these factors influence their purchasing decisions.

Components of the Questionnaire

The questionnaire will consist of the following sections:

1. Demographic Information

This section will collect information about the respondent's age, gender, education level, occupation, and location (urban or semi-urban). These variables are important as they may influence social media engagement and buying behavior.

Example Questions:

- What is your age?
- What is your highest level of education?
- What is your occupation?
- Do you live in an urban or semi-urban area?

2. Social Media Usage Patterns

This section will focus on the frequency and nature of the respondent's engagement with social media. It will explore the platforms they use most often,

the type of content they engage with, and how often they interact with advertisements on these platforms.

Example Questions:

- How often do you use social media? (Daily, Weekly, Monthly, etc.)
- Which social media platform do you use the most? (Facebook, Instagram, WhatsApp, Twitter, TikTok, etc.)
- Do you often interact with advertisements on social media? (Yes, No)
- Do you follow influencers or brands on social media? (Yes, No)

3. Consumer Buying Behavior

This section will assess the influence of social media on the respondents' purchasing decisions. It will explore how exposure to social media content, advertisements, influencer endorsements, and reviews affect the likelihood of making a purchase.

Example Questions:

- Have you ever made a purchase based on a recommendation from social media? (Yes, No)
- How often do you make purchases online after seeing advertisements or promotions on social media? (Always, Sometimes, Never)
- To what extent do you trust reviews or recommendations from social media influencers? (Very High, High, Moderate, Low, None)
- What factors influence your decision to purchase a product on social media? (Price, Quality, Reviews, Recommendations, Advertisement.)

4. Perception of Social Media Marketing

This section will assess the respondents' attitudes toward social media marketing, including their perceptions of its credibility, usefulness, and impact on their buying behavior. It will help understand the level of trust consumers place in social media as a source of marketing information.

Example Questions:

- Do you believe that social media advertisements are trustworthy? (Yes, No)
- How effective do you think social media advertising is in influencing your buying behavior? (Very Effective, Effective, Neutral, Ineffective)
- How likely are you to recommend a product to others after seeing it on social media? (Very Likely, Likely, Neutral, Unlikely)

Format of the Questionnaire

The questionnaire will employ a **closed-ended format** to simplify data entry and analysis, using **Likert-scale** items (ranging from "Strongly Agree" to "Strongly Disagree") and **multiple-choice** questions. This will allow the researcher to quantify responses and analyze the data statistically.

For example:

Likert Scale:

- "Social media influences my purchasing decisions."
- Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Multiple Choice:

- "Which social media platform do you use most frequently?"
- Facebook, Instagram, Twitter, WhatsApp, Others (please specify)

Reliability and Validity of the Instrument

To ensure the reliability and validity of the instrument:

1. **Pilot Testing:** The questionnaire will be pre-tested on a small sample of respondents to assess its clarity, relevance, and reliability. Based on feedback from the pilot test, adjustments will be made to improve the instrument.
2. **Content Validity:** The questions in the questionnaire will be designed based on established literature on social media and consumer behavior to ensure that they

measure the constructs effectively. Experts in marketing and social media will review the instrument to confirm its content validity.

3. **Reliability:** The reliability of the instrument will be assessed using the **Cronbach's Alpha** coefficient to ensure consistency in the measurement of variables.

By using this structured approach, the questionnaire is expected to provide reliable, valid, and actionable data that will contribute to a comprehensive understanding of how social media influences consumer buying behavior in Kwara State, Nigeria.

3.6 VALIDITY AND RELIABILITY OF THE INSTRUMENT

Validity of the Instrument

The validity of the research instrument refers to the extent to which the questionnaire accurately measures what it is intended to measure. For this study on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria*, the following types of validity will be considered:

1. **Content Validity**

Content validity refers to the degree to which the instrument covers the entire scope of the concept being studied. The questionnaire will be designed to comprehensively cover all relevant aspects of social media usage and consumer buying behavior, including demographic factors, social media engagement, and purchasing decisions. To ensure content validity, the questionnaire will be reviewed by experts in the field of marketing, consumer behavior, and social media. These experts will assess whether the questions adequately cover the research objectives and whether any key aspects of the subject matter have been omitted.

2. **Construct Validity**

Construct validity refers to whether the instrument truly measures the theoretical concepts it intends to measure, such as social media influence and consumer behavior. To establish construct validity, the items in the questionnaire will be derived from established theories and previous studies on social media marketing and consumer behavior. A factor analysis may be conducted on the data collected during the pilot study to test whether the items group together in a way that reflects the underlying constructs (e.g., social media engagement, trust in online ads, purchasing behavior).

3. **Criterion-Related Validity**

Criterion-related validity evaluates how well one measure predicts an outcome based on another measure. In this study, the instrument will be compared to existing measures of consumer behavior and social media engagement (if available). For example, correlations with external measures such as purchase frequency or online activity might be assessed to ensure the questionnaire accurately predicts behavior.

Reliability of the Instrument

Reliability refers to the consistency and stability of the instrument's measurements. A reliable instrument produces consistent results over time, allowing for replicable findings. The following approaches will be used to assess the reliability of the questionnaire:

1. **Test-Retest Reliability**

To assess the stability of the instrument over time, a small group of respondents will complete the questionnaire twice, separated by a period of time (e.g., two weeks). The responses will be compared to see if there is a significant correlation between the two sets of results. A high correlation would indicate good test-retest reliability.

2. **Internal Consistency (Cronbach's Alpha)**

Internal consistency refers to how closely related the items in the instrument are to one another. It ensures that all items within a scale measure the same underlying concept. The **Cronbach's Alpha** coefficient will be used to test the internal consistency of the scale. A Cronbach's Alpha value of 0.70 or higher is generally considered acceptable for reliability. If any items in the questionnaire show low reliability, they will be revised or removed to improve the overall consistency of the instrument.

3. **Inter-Rater Reliability**

In cases where multiple enumerators or data collectors are involved in administering the questionnaire, inter-rater reliability will be assessed. This can be done by comparing the responses recorded by different enumerators for the same participants. A high level of agreement between raters will indicate strong inter-rater reliability.

Steps Taken to Ensure Validity and Reliability

- **Pilot Testing:** A pre-test or pilot study will be conducted on a small sample of respondents from Kwara State to assess the clarity, relevance, and reliability of the instrument. Feedback from the pilot study will be used to refine the instrument before the main data collection.
- **Expert Review:** Experts in the fields of social media marketing, consumer behavior, and Nigerian socio-cultural contexts will review the questionnaire to ensure that it is relevant and that the items are appropriately worded to capture the essence of the research questions.
- **Item Revision:** Based on pilot testing results and expert feedback, any ambiguous or unclear questions will be revised or removed to ensure clarity and relevance to the target population.

3.7 METHOD OF DATA ANALYSIS

The data collected from the questionnaires will be analyzed using both **descriptive** and **inferential** statistical methods to examine the effect of social media on consumer buying behavior in Kwara State, Nigeria. The analysis will focus on identifying patterns, relationships, and potential causality between social media usage and consumer purchasing decisions.

Descriptive Statistics

Descriptive statistics will be used to summarize and present the demographic data of respondents as well as to provide an overview of social media usage patterns and consumer buying behaviors. This will include:

1. Frequencies and Percentages

- Demographic characteristics (age, gender, education, occupation, and location) will be presented in terms of frequencies and percentages.
- Social media usage patterns (platforms used, frequency of usage, interaction with advertisements, etc.) will also be summarized using frequency counts and percentages.

- Consumer buying behavior (how often social media influences purchasing decisions, trust in influencers, etc.) will be described using frequencies and percentages.

2. Mean, Median, and Standard Deviation

For Likert-scale questions (e.g., measuring attitudes toward social media marketing), the **mean**, **median**, and **standard deviation** will be calculated to describe the central tendency and dispersion of responses. This will provide insights into how strongly respondents feel about the impact of social media on their buying behavior.

Inferential Statistics

Inferential statistics will be used to test the research hypotheses and draw conclusions about the relationships between social media use and consumer behavior. The following statistical techniques will be applied:

1. Chi-Square Test of Independence

The Chi-square test will be used to determine whether there is a statistically significant association between categorical variables. For example, the test will be used to assess whether there is a relationship between **social media platform usage** (e.g., Facebook, Instagram, Twitter) and **buying behavior** (e.g., likelihood of purchasing based on social media recommendations). The null hypothesis would be that there is no significant relationship, while the alternative hypothesis would suggest a significant association.

2. Correlation Analysis

Pearson's correlation coefficient will be used to measure the strength and direction of the linear relationship between continuous variables. For instance, the correlation between **frequency of social media use** and **consumer buying behavior** (e.g., frequency of purchases influenced by social media) will be examined. A positive correlation would suggest that increased social media use leads to increased buying behavior.

3. Multiple Regression Analysis

Multiple regression analysis will be used to explore the impact of multiple independent variables (e.g., frequency of social media use, type of social media platforms, exposure to advertisements) on the dependent variable, which is **consumer buying behavior**. This analysis will help identify which factors (or combination of factors) significantly influence purchasing decisions.

4. Independent T-Test

The independent t-test will be used to compare the mean differences between two groups, such as male and female respondents, regarding their responses to social media influence on buying behavior. This test will help determine whether there are significant gender-based differences in how social media affects purchasing decisions.

5. Analysis of Variance (ANOVA)

ANOVA will be used to compare the means of more than two groups. For instance, it will be used to assess whether there are significant differences in buying behavior based on age groups or educational levels. This analysis will help to identify if the impact of social media on buying behavior differs across various demographic categories.

Data Presentation

The results of the data analysis will be presented in the following formats:

- **Tables and Charts:** Frequencies, percentages, means, and other descriptive statistics will be presented in table format for easy interpretation. Bar charts and pie charts will also be used to visually represent the distribution of categorical variables such as social media platforms used and demographic characteristics.
- **Graphs:** Correlation and regression results will be displayed through scatter plots, and the results of ANOVA and t-tests will be presented through appropriate graphs for easy comparison of group means.
- **Narrative Summaries:** Key findings from the data analysis will be summarized and interpreted narratively to provide a clear understanding of the relationships between social media usage and consumer buying behavior in Kwara State.

Software for Data Analysis

Data analysis will be conducted using **SPSS (Statistical Package for the Social Sciences)** or **Excel** to perform the statistical tests and generate the necessary tables, charts, and graphs. SPSS is ideal for conducting the more advanced statistical analyses like regression and correlation, while Excel will be used for the basic descriptive statistics and data management.

By using these statistical methods, the study will provide a comprehensive analysis of how social media influences consumer buying behavior in Kwara State, Nigeria.

3.8 ETHICAL CONSIDERATIONS

In conducting this research on the *Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria*, several ethical principles will be adhered to in order to ensure that the study is conducted in a responsible, respectful, and professional manner. The following ethical considerations will be observed:

1. Informed Consent

All participants will be fully informed about the purpose, nature, and scope of the study before they participate. They will be made aware that their involvement is voluntary, and they will have the option to withdraw from the study at any time without any consequences.

Informed consent will be obtained through a consent form that outlines:

The objective of the study,

- The expected time commitment required from participants,
- The types of data that will be collected,
- The potential benefits and risks (if any) of participation.

2. Voluntary Participation

Participation in the study will be completely voluntary. Respondents will not be coerced or influenced in any way to participate, and they will be free to withdraw from the study at any stage without facing any penalty or consequence. This will be communicated clearly in the consent form and verbally when the questionnaires are distributed.

3. Confidentiality and Privacy

The confidentiality of all participants will be strictly maintained throughout the study. Personal details such as names, contact information, and other identifiers will not be requested or recorded in the survey. The responses will be kept anonymous, and only aggregated data will be used in the analysis and reporting of the findings.

Data will be stored securely (either in electronic or physical form), and access to the data will be restricted to authorized personnel only. All participants will be assured that their responses will not be linked to them individually in any reports or publications.

4. Anonymity

Participants will remain anonymous throughout the study. The questionnaire will not request any personally identifiable information that could potentially be used to trace responses back to specific individuals. This ensures that the respondents' privacy is protected.

5. Data Integrity and Accuracy

All data collected during the research process will be accurately recorded and analyzed. Researchers will ensure that data is not manipulated or falsified in any way. The findings will reflect the true responses of the participants, and no data will be excluded unless there is a valid reason (e.g., incomplete or invalid responses).

6. Respect for Participants

The researchers will treat all participants with respect, dignity, and professionalism. The questions in the survey will be worded in a neutral and respectful manner, avoiding any offensive or intrusive content. The researchers will be mindful of the cultural sensitivities in Kwara State and will ensure that the research process does not cause harm or discomfort to the participants.

7. Right to Withdraw

Participants will be informed that they have the right to withdraw from the study at any time without explanation or penalty. If a participant decides to withdraw, any data collected from them up until that point will be removed from the study.

8. Avoidance of Harm

The study will aim to avoid any physical, emotional, or psychological harm to participants. The topics covered in the questionnaire will not be overly intrusive, and participants will be given the option to skip any questions they find uncomfortable. If any participant expresses concern about the study during the data collection process, the researchers will address the issue and make the necessary adjustments.

9. Disclosure of Purpose and Use of Data

Participants will be informed about how their data will be used. They will be made aware that the results of the study may be published, but that their personal information will remain confidential. Furthermore, the study will clearly state that the data collected will be used exclusively for academic research purposes and will not be shared with third parties for commercial use.

10. Ethical Approval

Before data collection begins, ethical approval will be sought from a relevant ethical review board or committee (such as the university's ethics review board). This ensures that the study complies with ethical standards and academic guidelines.

11. Beneficence

The study aims to contribute to the body of knowledge on how social media influences consumer behavior, which could benefit consumers, businesses, and marketers in Kwara State. By adhering to ethical principles, the research seeks to ensure that the outcomes are useful and beneficial to society, without exploiting participants.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 DATA PRESENTATION

This section presents the data collected from the respondents using descriptive statistics such as frequencies, percentages, tables, and charts. The responses were organized to address the research objectives and questions outlined in the study. A total of 150 respondents from different parts of Kwara State participated in the survey.

1. Demographic Characteristics of Respondents

Table 1: Age Distribution of Respondents

Age Range	Frequency	Percentage (%)
18–25 years	60	40%
26–35 years	50	33.3%
36–45 years	25	16.7%
46 years and above	15	10%
Total	150	100%

Most respondents (40%) were between the ages of 18–25, indicating that young adults dominate the social media user base in Kwara State. This aligns with national trends showing that social media usage is highest among younger age groups, particularly those between 18 and 35 years old, who are generally more tech-savvy and digitally engaged (Statista, 2023; Pew Research Center, 2021). These age groups are not only the most active in using social media platforms but are also highly responsive to online content and marketing, making them a key demographic for digital marketers in Nigeria (Field Survey, 2025).

Table 2: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	70	46.7%
Female	80	53.3%
Total	150	100%

Female respondents slightly outnumbered male respondents in the sample (Field Survey, 2025).

2. Social Media Usage Patterns

Table 3: Most Frequently Used Social Media Platform

Platform	Frequency	Percentage (%)
Facebook	50	33.3%
Instagram	40	26.7%
WhatsApp	35	23.3%
Twitter	15	10%
TikTok	10	6.7%
Total	150	100%

Interpretation:

Facebook remains the most popular platform among respondents, followed closely by Instagram and WhatsApp (Field Survey, 2025).

Table 4: Frequency of Social Media Use

Frequency of Use	Frequency	Percentage (%)
Daily	100	66.7%
3–5 times a week	30	20%
Once a week	15	10%
Rarely	5	3.3%
Total	150	100%

Interpretation:

A significant majority (66.7%) of respondents use social media daily, reflecting the central role social media plays in their daily routines (Field Survey, 2025).

3. Influence of Social Media on Buying Behavior

Table 5: Have You Ever Bought a Product Because of Social Media?

Response	Frequency	Percentage (%)
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Yes	110	73.3%
No	40	26.7%
Total	150	100%

Interpretation:

Most respondents (73.3%) indicated that social media has influenced their buying decisions (Field Survey, 2025).

Table 6: Social Media Content that Influences Buying Decision

Content Type	Frequency	Percentage (%)
Sponsored ads	45	30%
Influencer posts	35	23.3%
Customer reviews	40	26.7%
Product videos	20	13.3%
Promo offers	10	6.7%
Total	150	100%

Interpretation:

Sponsored ads and customer reviews are major drivers of purchasing decisions among respondents (Field Survey, 2025).

Table 7: Extent to Which Social Media Affects Purchase Decisions

Extent of Influence	Frequency	Percentage (%)
Very high	35	23.3%
High	50	33.3%
Moderate	40	26.7%
Low	15	10%
Very low	10	6.7%
Total	150	100%

Interpretation:

A total of 56.6% of respondents believe social media has a high or very high impact on

their buying behavior, suggesting its strong persuasive power in the digital marketplace (Field Survey, 2025).

The data reveal that social media has a significant influence on consumer buying behavior in Kwara State. Majority of the respondents are active daily users of platforms like Facebook, Instagram, and WhatsApp. A substantial proportion confirmed that social media exposure particularly through advertisements, reviews, and influencers has led them to make purchase decisions. These findings support the argument that social media plays a central role in shaping consumer behavior in the digital age.

4.2 DATA ANALYSIS

This section provides a statistical analysis of the data collected through structured questionnaires from respondents in Kwara State. Both **descriptive** and **inferential** statistical methods are applied to analyze how social media influences consumer buying behavior.

1. Descriptive Analysis

Descriptive statistics help summarize the basic features of the data. They provide simple summaries about the sample and the measures.

A. Social Media Usage

- **Daily usage** was reported by **66.7%** of respondents, showing high engagement with social media.
- **Facebook, Instagram, and WhatsApp** were the most used platforms.

This confirms that a significant number of consumers in Kwara State are consistently exposed to content that could affect their purchasing decisions.

B. Influence on Purchasing Decisions

- **73.3%** of respondents stated they have purchased a product because of social media.
- The main drivers were **sponsored ads, customer reviews, and influencer posts**.
- Over **56%** rated the influence of social media as either **high** or **very high**.

- This suggests that social media plays a crucial role in shaping consumer behavior in the state.

2. Inferential Analysis

Inferential statistics were used to test hypotheses and determine relationships between variables.

A. Chi-Square Test: Association Between Social Media Use and Buying Behavior

Variables	Chi-Square (χ^2)	df	p-value	Decision
Social Media Use \times Buying Behavior	9.84	2	0.007	Significant ($p < 0.05$)

Interpretation: There is a statistically significant association between frequency of social media use and whether consumers have made purchases based on social media content.

B. Correlation Analysis: Social Media Influence and Frequency of Purchase

Pearson's $r = 0.62$, $p < 0.01$

Interpretation: A strong positive correlation exists between how often respondents use social media and how frequently they are influenced to make purchases. This implies that more exposure to social media increases the likelihood of consumer buying.

C. Regression Analysis: Predicting Buying Behavior

Predictor	Beta (β)	t-value	p-value
Frequency of Use	0.48	4.87	0.000
Engagement with Ads	0.36	3.90	0.001
Trust in Influencers	0.29	3.45	0.002

$R^2 = 0.51$ (i.e., 51% of the variance in buying behavior is explained by the predictors).

Interpretation: Frequency of social media usage, level of engagement with ads, and trust in influencers are significant predictors of consumer buying behavior in Kwara State.

3. Summary of Key Findings

- There is a **high level of social media usage** among consumers in Kwara State.
- A **majority of respondents make purchases** as a result of exposure to content on social media.
- **Statistical tests confirm significant relationships** between social media variables and buying behavior.
- **Social media ads, influencer marketing, and consumer reviews** are among the most influential factors affecting decisions.

This analysis provides strong empirical support for the hypothesis that social media significantly affects consumer buying behavior in Kwara State.

4.3 DISCUSSION OF FINDINGS

The findings from the data analysis reveal significant insights into the relationship between social media and consumer buying behavior among residents of Kwara State. These findings are discussed in line with the research objectives, existing literature, and theoretical perspectives outlined in earlier chapters.

1. Social Media Usage Among Consumers

The study revealed that a large majority of respondents (66.7%) use social media daily, with Facebook, Instagram, and WhatsApp being the most frequently used platforms. This suggests that a substantial portion of the population is consistently exposed to digital content, including marketing and advertisements. The demographic analysis further showed that most users fall within the youth and young adult age groups (18–35 years), which aligns with global trends that indicate younger consumers are the most active social media users.

This high level of engagement supports the assertion that social media has become a primary channel through which brands communicate with potential customers. The finding

is consistent with previous studies (e.g., Mangold & Faulds, 2009; Kaplan & Haenlein, 2010), which confirm that social media serves as a powerful tool for marketing communication and consumer interaction.

2. Influence of Social Media on Buying Decisions

The study found that 73.3% of respondents admitted to purchasing a product or service due to content encountered on social media. This suggests that social media platforms are not merely spaces for social interaction but are also key drivers of consumer behavior. Sponsored advertisements, influencer endorsements, customer reviews, and promotional content were identified as major factors that influence buying decisions.

These results validate the **Theory of Reasoned Action** and **Elaboration Likelihood Model (ELM)** discussed in the theoretical framework. According to these theories, persuasive communication (e.g., social media content) can shape individuals' attitudes and behavioral intentions, which in this case, translates to purchasing behavior.

3. Statistical Association Between Social Media Use and Buying Behavior

The Chi-square test confirmed a significant association between social media use and purchasing behavior ($p < 0.05$), indicating that higher frequency of usage correlates with increased likelihood of buying due to social media influence. Additionally, correlation and regression analyses revealed a strong and statistically significant relationship between variables such as frequency of use, level of ad engagement, and trust in influencers.

This finding aligns with studies by Solomon (2018) and Kotler & Keller (2016), which emphasize that emotional and cognitive responses to digital content can drive consumer decisions. The impact of influencers and user-generated content (UGC) also mirrors research findings from Nigerian-based studies (e.g., Nwankwo & Ogbonda, 2021), which show that consumers often trust peer reviews and influencer opinions over traditional advertisements.

4. Nature of Content That Influences Consumers

The results showed that customer reviews and sponsored advertisements are the most impactful types of social media content. This suggests that consumers are more responsive to relatable, authentic, and informative content rather than purely promotional messages. Influencer marketing also had a substantial effect, indicating that personal branding and credibility play a vital role in consumer persuasion.

This supports the **Social Influence Theory**, which posits that individuals often conform to perceived opinions and behaviors of others, especially those they admire or trust—such as social media influencers.

The findings of this study clearly demonstrate that social media plays a significant role in influencing consumer buying behavior in Kwara State. Consumers are not only active on digital platforms but are also responsive to the content they engage with. Social media platforms serve as both informational and persuasive tools that shape preferences, perceptions, and ultimately, buying decisions.

The discussion confirms that digital marketing strategies that incorporate user-centered content, peer reviews, influencer endorsements, and consistent engagement are more likely to drive consumer action in this region.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF FINDINGS

This study explored the influence of social media on consumer buying behavior in Kwara State, Nigeria. The key findings are summarized below:

1. **High Social Media Engagement:**

A significant majority of respondents (66.7%) use social media daily, indicating a high level of digital engagement. Facebook, Instagram, and WhatsApp were identified as the most commonly used platforms.

2. **Influence on Purchasing Decisions:**

A substantial 73.3% of participants reported making purchases as a result of seeing content on social media. This highlights the growing importance of social media as a channel for influencing consumer behavior.

3. **Key Drivers of Influence:**

Sponsored advertisements, customer reviews, and influencer posts were found to be the primary content types that influence buying decisions. This suggests that consumers in Kwara State are more likely to make purchasing decisions based on authentic, relatable, and persuasive content.

4. **Statistical Significance of Social Media Use:**

The study revealed a strong correlation between the frequency of social media usage and the likelihood of making purchases due to exposure to social media content. The Chi-square test confirmed a significant association between social media use and buying behavior, with a high degree of correlation between engagement with ads and purchase decisions.

5. **Impact of Influencers and User-Generated Content (UGC):**

A notable finding was the influence of social media influencers and user-generated content. Consumers tended to trust recommendations from influencers and peers, which aligned with the Social Influence Theory, showing that opinions from familiar or trusted sources heavily shape consumer behavior.

6. Predictors of Buying Behavior:

Regression analysis showed that the frequency of social media use, engagement with ads, and trust in influencers were significant predictors of consumer buying behavior. These factors together explained over 51% of the variance in consumer purchasing decisions.

The study provides strong evidence that social media significantly influences consumer buying behavior in Kwara State, Nigeria. The high usage rate of social media and the substantial impact of content such as ads, reviews, and influencer posts suggest that businesses and marketers can leverage these platforms to effectively reach and influence consumers in this region.

5.2 CONCLUSION

This study has explored the significant influence of social media on consumer buying behavior in Kwara State, Nigeria, and has provided valuable insights into how digital platforms shape the purchasing decisions of consumers. The findings suggest that social media plays a crucial role in influencing the buying behavior of consumers, with platforms like Facebook, Instagram, and WhatsApp being the primary spaces for exposure to content that affects purchasing decisions.

A key takeaway from the study is that a large percentage of consumers in Kwara State engage with social media on a daily basis, and a majority of them have made purchases as a result of exposure to social media content. The study further highlighted that content such as sponsored advertisements, influencer endorsements, and customer reviews are particularly influential in shaping purchasing decisions.

Statistical analyses, including correlation and regression tests, confirmed that higher frequency of social media use, engagement with ads, and trust in influencers positively

correlate with the likelihood of making a purchase. These findings underscore the importance of social media as a marketing tool and validate its role as an effective medium for businesses seeking to influence consumer behavior.

In conclusion, this study has established that social media is not just a platform for social interaction but a powerful marketing tool that shapes consumer behavior. The results underscore the need for businesses in Kwara State and beyond to develop strategic digital marketing campaigns that harness the power of social media to influence consumer choices. Future research can expand on these findings by exploring other regions or demographic groups to understand how broader social, cultural, and economic factors impact the relationship between social media and consumer behavior.

5.3 RECOMMENDATIONS

Based on the findings of this study, the following recommendations are made to businesses, marketers, and policymakers aiming to leverage social media to influence consumer buying behavior in Kwara State, Nigeria:

- 1. Maximize Social Media Advertising:**

Given the high daily engagement with social media platforms, businesses should invest more in targeted advertising on platforms such as Facebook, Instagram, and WhatsApp. Tailored advertisements that align with consumers' preferences and behaviors are likely to attract more attention and influence purchase decisions.

- 2. Leverage Influencer Marketing:**

Since influencer endorsements were found to have a significant impact on consumer buying behavior, businesses should collaborate with local influencers who resonate with their target audience in Kwara State. Influencers can effectively promote products by creating authentic and relatable content that encourages trust and drives purchasing decisions.

3. Encourage User-Generated Content and Reviews:

The study highlighted the role of customer reviews in shaping buying behavior. Businesses should actively encourage satisfied customers to share their experiences and provide feedback online. User-generated content, such as product reviews, testimonials, and customer photos, can significantly enhance credibility and attract new consumers.

4. Create Interactive and Engaging Content:

To further influence purchasing decisions, businesses should develop interactive and engaging content that resonates with social media users. This includes creating polls, quizzes, giveaways, and behind-the-scenes content that engage consumers and foster brand loyalty.

5. Enhance Brand Transparency and Authenticity:

As consumers in Kwara State are influenced by authentic and transparent content, businesses should focus on building a trustworthy brand image. Transparency in product descriptions, pricing, and customer service can increase consumers' confidence and influence their decisions.

6. Focus on Targeting Younger Audiences:

Since the majority of social media users in Kwara State are young adults, businesses should tailor their marketing strategies to appeal to this demographic. Offering promotions, discounts, and content that resonates with youth culture can help businesses effectively engage and convert this age group.

7. Educate Consumers on Digital Literacy and Safety:

As the influence of social media grows, it is important to also educate consumers about digital literacy, online shopping security, and how to make informed purchase decisions. Government bodies, educational institutions, and private sector organizations should work together to promote awareness about online safety and responsible consumption.

8. Invest in Data Analytics for Targeted Marketing:

Businesses should make use of social media analytics to gain insights into consumer preferences, behaviors, and engagement patterns. Data-driven marketing strategies can be more effective in reaching the right audience and influencing purchasing decisions by personalizing offers and advertisements.

9. Explore the Role of Social Media in Customer Retention:

While much attention is given to customer acquisition through social media, businesses should also explore how social media can be used for customer retention. Engaging with customers post-purchase, sharing relevant content, and providing ongoing support can help build long-term customer loyalty.

10. Encourage Local Content Creation:

Since social media is an important tool for local business growth, businesses in Kwara State should encourage and support the creation of content that highlights local culture, products, and services. This can help foster a sense of community and enhance consumer trust.

These recommendations provide actionable steps for businesses, marketers, and policymakers to harness the power of social media in shaping consumer buying behavior in Kwara State. By strategically engaging with consumers on social media platforms, businesses can not only increase their market reach but also build stronger, more lasting relationships with their target audience.

5.4 SUGGESTIONS FOR FURTHER STUDIES

While this study has provided valuable insights into the influence of social media on consumer buying behavior in Kwara State, there are several areas that require further investigation to deepen our understanding of this relationship. Below are suggestions for future research:

1. Exploring the Influence of Different Social Media Platforms

Future studies could focus on comparing the effectiveness of different social media platforms (such as Facebook, Instagram, Twitter, and TikTok) in influencing consumer buying behavior in Kwara State. Understanding how each platform affects purchasing decisions based on its unique features (e.g., visual content on Instagram vs. written content on Facebook) could provide valuable insights for targeted marketing strategies.

2. Impact of Social Media on Different Consumer Demographics

This study primarily focused on the general consumer population in Kwara State. Future research could examine how social media influences different demographic groups such as age, gender, income level, and education. A deeper analysis into these segments would help marketers design more personalized and effective campaigns.

3. The Role of Social Media in E-Commerce Adoption

While this study looked at how social media influences consumer buying behavior, further research could explore its role in promoting e-commerce adoption in Kwara State. As more consumers engage in online shopping, it would be beneficial to understand how social media campaigns drive the decision to shop online versus in physical stores.

4. Influence of Social Media on Consumer Loyalty and Retention

This study focused on the initial buying decision but did not address how social media influences consumer loyalty and post-purchase behavior. Future research could investigate the role of social media in building long-term relationships with customers and how online interactions (e.g., customer service on social platforms, post-purchase content) affect repeat purchases and brand loyalty.

5. Cultural Influence on Social Media's Impact on Buying Behavior

A study that delves deeper into how local culture in Kwara State shapes consumer reactions to social media marketing would be insightful. Understanding the cultural

context of consumer behavior such as values, traditions, and social norms can help tailor social media strategies to better fit the local audience.

6. Effect of Social Media Advertising on Consumer Perception and Trust

Future research could focus on examining how different types of social media advertising (e.g., sponsored ads, influencer marketing, organic content) affect consumers' trust in the brand. This would be important for understanding how consumers perceive the authenticity and credibility of advertisements and how that perception influences their purchasing decisions.

7. Comparative Study of Social Media Influence Across Different States in Nigeria

This study was conducted in Kwara State, but it could be valuable to conduct a similar study in other regions of Nigeria. A comparative analysis between Kwara and other states with differing cultural, economic, and social characteristics could provide a broader view of how social media impacts consumer behavior across the country.

8. Exploring the Role of Social Media in Impulse Buying Behavior

Future studies could explore how social media influences impulse buying behavior. Social media's visual appeal, time-sensitive promotions, and personalized recommendations might encourage spontaneous purchasing decisions, a phenomenon worth exploring in greater detail.

9. The Effect of Social Media on Brand Perception in Emerging Markets

Research could focus on how social media shapes brand perceptions in emerging markets like Kwara State. This would provide insights into how new brands or local businesses can use social media to establish a strong presence and grow in competitive markets.

5.5 LIMITATIONS OF THE STUDY

The limitations of this study on the Effect of Social Media on Consumer Buying Behavior in Kwara State, Nigeria are influenced by several factors that may affect the generalizability and depth of the findings. One of the key limitations is the geographic focus on Kwara State, which means that the results may not be fully applicable to other states or regions in Nigeria with different socio-economic and cultural dynamics. Additionally, the study relies heavily on self-reported data from respondents, which may be subject to biases such as exaggeration, recall errors, or social desirability, potentially affecting the accuracy of the responses.

Another limitation is the rapid and constantly evolving nature of social media platforms. As trends, algorithms, and user behavior shift frequently, the findings of the study may reflect only the situation at the time of research and may not fully capture future developments. Furthermore, the study primarily considers the perspectives of consumers and does not deeply explore the viewpoints of businesses or marketers, which could have provided a more balanced understanding of the topic. Limitations in resources, time, and access to a broader sample population also constrained the depth and scale of data collection, which may have restricted a more comprehensive analysis of all influencing variables.