

**ROLE OF FACEBOOK ON PREORDER MARKETING
AMONG FEMALE STUDENTS OF KWARA STATE
POLYTECHNIC**

BY

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CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic in Partial fulfillment for the Award of (HND) Higher National Diploma in Mass Communication.

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DEDICATION

This research project is dedicated to the Most High that preserved us throughout the course of our programme at Kwara State Polytechnic, Ilorin, for His infinite mercy that endureth forever in our lives and to our beloved parents and guardians who have stood by our side at all time.

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However my sincere gratitude goes to my lovely and caring parents, Mr. and Mrs. Komolafe for their parental duty throughout the course of my program they are the backbone of my existence without them my life would have been meaningless may God let you reap the fruit of your labour.

Greetings to my brothers and sisters, thank you all for always been there for me May the Lord bless and reward you all.

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ABSTRACT

This work was done to find out the Influence of Facebook on preorder marketing among female student of Kwara State Polytechnic as it believed that social media is very effective as a tool to be used in carrying out marketing activities, however, this research work is set out to find out the Influence of Facebook on preorder marketing among female student of Kwara State polytechnic. Therefore, the objectives of this study is to examine the influence Facebook have on pre-order marketing among Kwarapoly female student, to know the extent to which Facebook is been used in carrying out pre-order marketing, to examine the effectiveness of Facebook on pre-order marketing among female student of kwara poly. This research was carried out by administering 200 questionnaire which was distributed and given to respondents within Kwara State. The responses of this various respondents was analysed in chapter 4. It was the findings made after the data has been analysed was what was been used to work on the summary, conclusion and recommendations.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Social media has quickly changed the contemporary marketing approach. It has established a connection between marketers and other consumers, creating new possibilities and opportunities with the aim of increasing consumer brand awareness. In order to attract consumers' attention and address customization of their needs, advertising specialists have started using social networking website appeals in their ads. Their aim is to encourage users to share the brand image and to develop free advertising.

Facebook is one of the social networking site that is used to a large extent in influence the buying pattern and attracting and gaining more customers and consumer. Facebook has some marketing strategies that is not present in the traditional marketing strategies. Promoting even small firms and businesses using social media (such as Facebook) is a less expensive solution than taking the risk of paying large sums to advertise in non-virtual media. When most consumers join a brand group on Facebook, it is possible for the information that they receive from other users to influence their brand perceptions and purchase intentions.

Pre-orders are a popular merchandising model where you can offer products to customers with the intention of delivering at a future date. The pandemic has made it trendy to sell goods on pre-order. Pre-order means that your customers buy goods that are temporarily out of stock or just planned to arrive in stock. A big number of fashion brands used the pre-order purpose long before the pandemic to promote future collections and to increase sales, while selling not the physical items actually, but visual samples and photos of products in the catalogue.

Views of the people with regard to the credibility of the social media which many rely on them for sending and receiving messages or information. This is highly expedient as mass media organizations, advertisers and other corporate entities patronize the social media channels like individual persons. Meanwhile sometimes many a person cry foul that the information the audience received from the social media site about them is either completely false or a doctored version of an event or an issue. So, this study is set to find out the credibility of social media message adoption among Kwara poly students.

1.2 STATEMENT OF RESEARCH PROBLEM

Marketing through social networks is a process based on the promotion of existing and potential customers (target market) to voluntary and free exchange of information about a product or service, to comment, to Like it, and thus allow the organization to ensure that the maximum amount of exposure of promotional message to customer.

The Facebook is the most advanced form of direct marketing that allows users to reach their target market for free or for a minimal investment. Because of its local and global character, advanced applications, and unstoppable growth, Facebook has huge marketing potential. Through it, users announce the message they want to convey to others in different ways. In addition, besides the young people, there is growing number of adults, intellectuals and business people around the world who use Facebook.

Facebook has been used to facilitate “new” crimes such as revenge porn, prompting calls for harsher punishment. Criminals also use Facebook to track potential victims (and their possessions) for example this is highlighted in the recent Kim Kardashian robbery.

1.3 RESEARCH OBJECTIVES

- i. To examine the influence Facebook have on pre-order marketing among Kwarapoly female student.
- ii. To know the extent to which Facebook is been used in carrying out pre-order marketing
- iii. To examine the effectiveness of Facebook on pre-order marketing among female student of Kwarapoly.

1.4 RESEARCH QUESTIONS

- i. What influence does Facebook have on pre-order marketing among Kwara poly female student?
- ii. To what extent is Facebook use in carrying out pre-order marketing?
- iii. What is the effectiveness of Facebook on pre-order marketing among female student of Kwara?

1.5 SIGNIFICANCE OF THE STUDY

The study on the Influence of Facebook on preorder marketing among female student of Kwara state polytechnic will be an immense benefit to other researchers who want to conduct similar research and other research work that are related to this to this study.

This study would also be of immense benefit to business owner who want to use Facebook in carrying out pre-order marketing activities as it this project would reveal the strength and weaknesses of Facebook in carrying out pre-order marketing activities.

1.6 SCOPE AND LIMITATIONS OF THE STUDY

The study focuses on the evaluation of the Influence of Facebook on preorder marketing among female student of kwara state polytechnic. Therefore, the scope of this study would be limited specifically to Kwara State Polytechnic Ilorin.

Limitations of the Study

1. Financial Constraints:

Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of data Collection (internets and questionnaire).

2. Time constraints:

The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work

1.7 DEFINITION OF KEY TERMS

Influence:the power or capacity of causing an effect in indirect or intangible ways

:pre-order: Pre-order means that your customers buy goods that are temporarily out of stock or just planned to arrive in stock.

marketing: the process or technique of promoting, selling, and distributing a product or service

Facebook: This an online social networking websites, where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others.

Student: Is someone who is studying in order to enter a particular profession.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

Pre-orders are a vital component of a successful new product launch. As we've seen over the past few years (particularly in the video game space), pre-orders are a fantastic way to generate hype and buzz prior to the official launch of a product. Beyond that, they're a great way to get an idea of customer interest levels, and secure early capital. A pre-order sale allows customers to order a product not currently available in stock or not yet released. It is a valuable tool to increase sales for store owners. This research work looks into the influence of Facebook on preorder marketing among female student of Kwara state polytechnic

2.1.1 Concept of Facebook

Facebook is a social networking website that was founded in February 2004 by Harvard University students Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin and Mark Zuckerberg.

The idea behind Facebook was to provide an online book of faces for university students to connect and share information. It was initially a social network for Harvard and expanded in the following years to any university. It eventually became a social network for anyone, anywhere in the world.

The concept of a social network was a nascent one in 2004 and not entirely unique. Other social networks that were active at the time Facebook was created were Friendster, which was launched in 2002, and MySpace, which was launched in 2003. Users post information, status updates and pictures of themselves on social networks. These items are shared with friends, family and communities of interest.

Facebook is more than just a social networking platform; it's also a business. Facebook had its initial public offering on May 18, 2012, on the Nasdaq stock exchange trading under the symbol FB. The company rebranded as Meta on Oct. 28, 2021. As of Dec. 1, 2021, Facebook trades under the symbol MVRB.

Facebook is only one of several technologies that Meta operates. In 2012, Facebook acquired social networking site Instagram for \$1 billion. Facebook then acquired WhatsApp for \$19 billion in 2014. Facebook later got into virtual reality (VR) hardware with its acquisition of Oculus VR in 2014 for \$2 billion. With Meta, the idea is to create and enable the metaverse. This would meld social networking, VR and augmented reality components to create new types of user interactions and experiences.

2.1.2 The History of Facebook

The founding of Facebook: How It Happened

Zuckerberg decided to create a student directory with photos and basic personal information, Facemash, which used photos compiled from the online facebook pages of nine dormitory Houses, placing two next to each other and asking users to choose the hotter person. To accomplish this, Mark hacked into the protected areas of Harvard's computer network and copied the houses' private dormitory ID images.

Harvard at that time did not have a student directory with photos and essential information, and the Facemash site generated 450 visitors and 22000 photo-views in its first several hours online. The initial site mirrored people's physical community—with their real identities, represented the key aspects of what later became Facebook.

The site was quickly forwarded to several campus group list servers but was shut down a few days later by the Harvard administration. Zuckerberg got into trouble, being charged by the administration with breach of security, violating copyrights, and violating individual privacy, and faced expulsion, but ultimately the charges were dropped.

The following semester, in January 2004, Mark began writing code for a new website. In February 2004, he launched the The facebook site, initially located at URL thefacebook.com. When Zuckerberg finished the site, he told a couple of friends, and one of them put it on an online mailing list. Immediately several dozen people joined, and then they were telling people at the other houses. It was like an avalanche; within twenty-four hours, The facebook had somewhere between twelve hundred and fifteen hundred registrants.

Facebook Through the Decades

Decade 1 – 2003 to 2013

Facebook started in 2003 as a student directory featuring basic information and photos proposed to replace the domineering paper sheets and private online directories used at Harvard. Facebook was originally called FaceMash when launched in 2003.

By 2004, Mark Zuckerberg began to write the code of a new website, The Facebook. The website was launched on February 4, 2004, recording over 12,000 registrants within the first twenty-four hours of going live.

Although, when created, membership was restricted to only Harvard University students; however, by March 2004, membership had expanded to almost all universities in Canada and the United States.

Facebook dropped the “The” suffix in 2005 after the domain name, Facebook.com was purchased. During this same period, Facebook headquarters was moved to Palo Alto, California, and Sean Parker, Zuckerberg’s unofficial advisor, was appointed as the company’s president.

After hitting the six millionth registrants in December 2005, the network further expanded to universities in the United Kingdom, New Zealand, Australia, and several other parts of the world that could now register. Also, employees of top companies, such

as Microsoft and Apple, became eligible to register. The social media platform became available to everyone 13 years and older in September 2006, and with this, the social media network users skyrocketed to several million.

The company introduced the group pages feature in 2007, allowing companies to attract prospects and close multiple deals without leaving the website. Over 100,000 business pages were registered in the beta testing stage.

Decade 2 – 2014 to Date.

In 2015, over 900 million people were active users worldwide, generating an average of \$10billion as revenue yearly since its creation. In 2014, Facebook developed another iOS and Android app, Facebook Lite, allowing users to access their platform with lesser data.

Facebook Zero was launched in February 2010 to allow users to enjoy the platform for free without the need for mobile data. Facebook also launched its dating service, Facebook Dating, in May 2018.

Presently, there are over 2billion active users on Facebook, doubling as the biggest social media network all over the world. In November 2021, Mark Zuckerberg announced that the company was changing its name to “Meta” to further embrace AI.

2.1.3 Benefits or advantages of Facebook

Following are the benefits or advantages of Facebook:

- ➡ You can connect to the world and get all the information by just signing up on it.
- ➡ You can find and invite your friends to connect.
- ➡ You can share each and every moment of your personal life with all your contacts.
- ➡ It provides an interface where you can chat with all the people you know.
- ➡ Business promotion is one of the biggest advantages of facebook. You can advertise your business on fan pages and through Advertisements.

➡ You can entertain yourself on Facebook as it provides games to play with friends and family members.

➡ The best part of Facebook is that it is free of cost and that you don't need to pay for the services available to you. The exception is paid advertisement and paid promotion.

2.1.5 Features of Facebook

Facebook started out as a community where users shared information about themselves and different topics. Over time, different features expanded the scope of its capabilities:

1. Timeline. User profiles and updates are shown on what is known as the Timeline. Timeline is the successor to the Facebook wall, which was the original home for user profiles and updates. The user timeline includes posts, status updates, friend listings, photos, videos and user activity information.

2. Friends. A primary feature of Facebook is the ability to search for and connect with friends and family. The search interface helps users quickly find acquaintances and also suggests potential connections.

3. News Feed. News Feed enables users to view news from the connections and groups that they follow. Users can like a given post or comment on it.

4. Pages. Pages are the profile and content pages for businesses on Facebook. Pages provide the ability for businesses to share information and communicate with customers.

5. Games. Facebook provides an integrated capability enabling users to play games on their own or together with friends. Among the early successes of games on Facebook was Zynga's FarmVille.

2.1.6 Uses for Facebook

Billions of people around the world use Facebook daily to create and grow communities, personal interactions and revenue. There are many uses for Facebook that individuals, community groups and businesses can benefit from:

1. Connecting with friends. The primary use of Facebook has always been about connecting people. Facebook is a way to find and connect with friends and remain updated on their activities.
2. Connecting communities. Facebook is used to create and organize communities of interest on just about any topic. It's a platform that can enable like-minded individuals to come together, share ideas, discuss and organize.
3. Engaging with customers. For businesses, Facebook can help with brand building and customer engagement. Having a Facebook presence enables businesses to share information about products and services to established and potential customers.

2.1.7 Reasons to use Facebook for business

Facebook is the #1 social media platform used by businesses. The following are some of the key ways Facebook helps your business

Build Long-Term Relationships

Facebook pages are a really great way to centralize information and also engage with your customer base in a one-on-one format. Unlike faster platforms like Twitter, or image-oriented ones like Instagram, Facebook gives you the space to create a more long-term, interactive platform where you or your social media employees can really engage with your customer base.

Efficient Channel of Communication

If a company roots itself in this sort of one-to-one engagement with customers, a great way to keep their base active is to pin posts to the top of their timeline. Often times, customers will visit the Facebook page en masse in search of information. You can answer your customers' questions, address company-wide issues or purchasing issues, announce sales, and more.

Market Research

Facebook Page Insights provides robust analytics capabilities for both free and paid posts. Facebook gathers information on your page viewers so that you can get a better sense of the demographic you're reaching, which is helpful in determining your best practices and figuring out if you're targeting the right people for your products. Learning more about your customers' ages, races, genders, languages, job titles, and educational levels can help you get a deeper understanding of your customers' needs, interests, and backgrounds so that you can tailor your posts, tone, and content to appeal to them more specifically.

2.2 THEORETICAL FRAMEWORK

In today's research the uses and gratification theory would be used in analysis the influence of Facebook on pre-order marketing among the female student of Kwara poly.

2.2.1 The Uses and Gratification Theory

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.

2.2.2 Technology Innovation Theory

The Technology Innovation Theory (TIT), developed by Rogers (1962) through the Diffusion of Innovations framework, examines how new technologies and innovations are adopted by individuals and societies. The theory categorizes adopters into five groups: innovators, early adopters, early majority, late majority, and laggards. Adoption is influenced by factors such as perceived usefulness, ease of use, and compatibility with

existing systems (Rogers, 2003). TIT is highly relevant in the digital age, where technologies like social media platforms, including Facebook, have revolutionized how businesses and consumers interact.

Facebook represents a transformative innovation in communication and marketing. It has grown from a social networking site to a multifunctional platform for businesses, offering tools like Facebook Pages, Marketplace, and targeted ads. These innovations enable businesses to connect directly with their audience, build relationships, and promote products effectively. The platform's adaptability, wide reach, and interactive features make it a cornerstone for digital marketing (Kaplan & Haenlein, 2010).

2.3 EMPIRICAL REVIEW

The empirical review are some of the related research work that has been carried out by other researcher. Ferguson conducted a research on "Word of Mouth and Viral Marketing: Taking the Temperature of the Hottest Trends in Marketing. He found that viral marketing campaigns are not always effective or desirable for companies in light of the fact that Facebook users hesitate to pass on viral ads to their friends. It was also concluded that many users, simply ignored online viral ads.

As a Social network site. Facebook has been one of the most important social trends of the last. Although it started in 2004. Facebook currently has over a billion monthly active users (Facebook, 2012) the service is available in to languages which makes Facebook a world wild social network site. The accuracy and trustworthiness of these numbers can be questioned but the growth rate is impressive. It is this growth rate that has attracted the attention of researchers from many backgrounds. Facebook data can be compared to a crystal ball to understand customers (Casteleyn. Mottart & Rutten, 2009).

Zywica and Danowski conducted a on "The Face of Facebookers" they found out that users with higher and low self-esteem both seek ubiquity on Facebook but for different

uses and gratifications. The users encountering higher self-esteem and who are more extroverted enhance their offline popularity by expanding it on Facebook. In contrast, users experiencing low self-esteem, who are often more introverted, strive to increase their Facebook popularity to compensate for their lack of popularity offline.

User action on Facebook appears in the news feed status and every single friend is able to see them. Notifications can be delivered straight to email address (Shannon et.al., 2009) However because users can build their own profile and write anything they want on Facebook. It does not necessarily provide correct, accurate and real information about users (Doyle 2007; Palmer & Koenig-Lewis, 2009; Treadways & Smith, 2010). Facebook communities where users are members are the most relevant for advertisers (Casteleyn, Mottart, Rutten, 2009) through these communities advertisers are able to identify consumer taste and likes, which are essential in helping to create market segmentation and targeting and positioning strategies (Car & Poionsky, 2007; Treadway & Smith 2010) marketers can gain valuable information in community member's profiles and from the news feed statements that users position on their walls and pages (Casteleyn, Mottart & Rutten, 2009).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology simply refer to the practical "how" of any given piece of research. More specifically, it's about how are researcher systematically design a study to ensure valid and reliable results that address the research aims and objectives.

This chapter covers the methodology adopted in gathering of relevant information needed for actualization of the objectives of the study. The chapter is therefore discuss under the heading of research design, area of the study, population of the study, sampling size and sample techniques, instrument for data collection, validation of the instrument, method of data Collection and analysis.

3.2 RESEARCH DESIGN

According to Agbayewa 2019; Kerlinger, 2020 " Research design is the plan, structure, strategy and investigation adopted to obtain answers to a research question and control variance"

Therefore, the researcher will adopt survey research method which will be based on a personally administered questionnaire. The aim of survey is to provide empirical data collected from a population of respondents on which valid conclusions can be made.

3.3 POPULATION OF THE STUDY

Nwodu defined population of the study as the total number of elements within a given environment which the researcher set out of the study.

Based on the undergraduate population of Kwara State Polytechnic, this project suggests that the researcher should use the youth students population of Kwara State Polytechnic, Ilorin, Kwara, specifically the student of mass communication. This includes both male

and female either single, married, divorced or separated, employed and unemployed student of the polytechnic.

This implies that every element, subject, objects, etc. is capable of providing useful and relevant data in explaining a certain phenomenon of a given study

3.3 SAMPLE SIZE AND SAMPLE TECHNIQUES

Sample size are the collection of individuals, subjects, elements, and so forth that a researcher intends to use for their study. Therefore, the portion of a population selected for a study is known as sample size. According to Aborisade (2008), in determining the sample size, it should be noted that the more heterogeneous the population, the more the sample size should be and the homogenous the population, the less the sample size who are the representative of the population. In this research study, the researcher will use One Hundred (100) person as a sample size which serves as the representative of the population to draw more light on the project type and the research method.

Sampling technique is a scientific process of selecting representatives as a study population. In this research, Non-probability sampling techniques, specifically purposive or judgment sampling is being used.

3.4 RESEARCH INSTRUMENT

Research instruments are said to be different tools or devices used in collecting data. Therefore, in this research, questionnaire will be used as the instrument for data collection. Questionnaire is mostly used in conducting survey and it is as important as the whole research itself.

According to Saadudeen (2015), Questionnaire is used to determine the outcome of a research exercise. This study employs the usage of a close-ended question to formulate its questionnaire.

3.5 VALIDITY AND RELIABILITY OF THE INSTRUMENT

Validity is a way or mechanism of determining that certain instruments, variables or data can measure what they are designed to measure by a researcher. While reliability on the other hand, is concerned with the consistency of an instrument in measuring what it is designed to measure.

The instrument (questionnaire) user is valid because it is the most appropriate instrument for data collection in survey study According to Saadudeen (2015), Questionnaire is the best option when a researcher is interested in studying a very large population as it offers uniformity in coding question.

3.6 METHOD OF ADMINISTRATION OF THE INSTRUMENT

The administration of the questionnaire will be carried out personally by the researcher, the questionnaire was sought permission of the lecturers and administration of the questionnaire. The questionnaire will contain questions which will help the researcher to get the right option or view of the subject or respondents. The researcher will personally collect the questionnaire immediately the respondents are through with the questions.

3.7 METHOD OF DATA ANALYSIS

The responses of the questionnaire administered will be statistically analyze by researcher using table format. The analysis is what the researchers will use to eventually draw up a conclusion on the Influence of Facebook on preorder marketing among female student of Kwara State Polytechnic, Ilorin.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 DATA ANALYSIS

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights.

In this chapter data are organized into tables so that statically and logical conclusion can be gotten frills the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension The researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

4.1 ANALYSIS OF RESEARCH INSTRUMENT

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (20) twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of two hundred (200) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

Distribution Table

Respondent	FREQUENCY
Number of questionnaire distributed	200
Number of questionnaire returned	200
Number of discard	Nil
Number of questionnaire not returned	Nil
Number of questionnaire presented and analyzed	Nil

From the above table it can be seen that the respondents were people of Ilorin. Number of questionnaire distributed were 200, the percentage was 100%, number of questionnaire returned was 200, no of discard was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analyzed are 20

QUESTION 1: Do you have access to Facebook platform

Table I

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	196	98%
No	4	2%
Total	200	100%

Source: Field Work 2025

From the table above, 196(98%) of the respondents have access to Facebook platform, while the 4 (2%) on the respondent does not.

QUESTION 2: How do you get access to it?**Table II**

RESPONSES	FREQUENCY	PERCENTAGE (%)
Own phone	182	91
Parent phone	13	6.5%
Laptop	1	0.5%
None	4	3
Total	200	100%

Source: Field Work 2025

The table above shows how respondents answered the question above 182 (91%) of the respondents access Facebook through own phone, 13(6.5%) of the respondents access it to parent phone, while 1(0.5%) of the respondents access it through Laptop and 4 (2%) of the respondents access it through other means.

QUESTION 3: How often do you make use of it?**Table III**

RESPONSES	FREQUENCY	PERCENTAGE (%)
Very often	175	87.5%
Quite often	15	7.5%
Not sure	10	5%
Total	200	100%

Source: Field Work 2025

From the above table, it shows how the respondents often make use of Facebook platform 175 (87.5%) make use of it very often, 15 (7.5%) quite often, while 10 (5) % are not often.

QUESTION 4: Facebook is the best platform for online marketing activities**Table IV**

RESPONSES	FREQUENCY	PERCENTAGE (%)
True	175	87.5%
False	15	7.5%
Not sure	10	5%
Total	200	100%

Source: Field Work 2025

From the above table, 175(87.5%) of the respondents agree that Facebook is the best platform for online marketing activities, 15(7.5%) of the respondents do not agree while 10 (5%) of the respondents are not sure.

QUESTION 5: How often do you come across pre-order marketing activities on Facebook?**Table V**

RESPONSES	FREQUENCY	PERCENTAGE (%)
Very often	175	87.5%
Quite often	15	7.5%
Not often	10	5%
Total	200	100%

Source: FIELD WORK 2022

From the above table, it shows how the respondents often come across pre-order marketing activities on Facebook 175 (87.5%) come across pre-order marketing activities very often, 15 (7.5%) come across pre-order marketing activities quite often, while 10 (5)% are not often.

QUESTIONS 6: Facebook is the best social media platform for pre-order marketing activities

Table VI

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly agree	131	65.5%
Agree	64	32%
Neutral	1	0.5%
Disagree	0	0%
Strongly disagree	4	2%
Total	200	100%

Source: Field Work 2025

From the table 6, 131(65.5%) of the respondents strongly agree that Facebook is the best social media platform for pre-order marketing activities, 64 (32%) of the respondent agree, 1(0.5%) of the respondents remain neutral, 0(0%) of the respondent disagree while 4(2%) of the respondents remain neutral.

QUESTION 7: Facebook enables organisation to be able to achieve their pre-order marketing goals

Table VII

RESPONSES	FREQUENCY	Percentage (%)
Strongly agree	115	57.5%
Agree	70	35%
Neutral	4	2%
Disagree	9	4.5%
Strongly disagree	2	1%

Total	200	100%
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Source: Field Work 2022

From the above table 115 (57.5%) of the respondents strongly agree 70(35%), agree to it 4 (2%) are neutral, 9 (4.5%) disagree with it, while 2(1%) of the respondents strongly disagree about it.

QUESTION 8: Using Facebook as a tool for pre-order marketing activities makes student to go for such product

TableVIII

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly agree	106	53%
Agree	79	38.5%
Neutral	10	5%
Disagree	4	2%
Strongly disagree	1	0.5%
Total	200	100%

Source: Field Work 2025

From the above table 106 (53%) of the respondent strongly agree that Using Facebook as a tool for pre-order marketing activities makes student to go for such product, 79(35 121 (60.5%) of the respondents strongly agree 62 (32%), agree to it 9 (4.5%) are neutral, 5 (2.5%) disagree with it, while 1 (0.5%) of the respondents strongly disagree about it.

QUESTION 9: Pre-order marketing on Facebook enables marketer to be able to achieve their marketing goals

Table IX

RESPONSES	FREQUENCY	PERCENTAGES (%)
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Strongly agree	114	57%
Agree	64	32%
Neutral	14	7%
Disagree	4	2%
Strongly disagree	4	2%
Total	200	100%

Source: FIELD WORK 2022

Table 9 show how respondents strongly agree with the question above with 114 (57%) respondents 64 (32%), agree to it, 14 (7%) are neutral, 4 (2%) disagree with it, while 4 (2%) of the respondents strongly disagree about it.

QUESTION 10: Pre-order marketing on Facebook increases the sale of a product to an extent

Table X

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	106	53%
Agree	81	40.5%
Neutral	4	2%
Disagree	5	2.5%
Strongly disagree	4	2%
Total	200	100%

Source: Field Work 2025

The table above shows how the respondents respond to the statement that Pre-order marketing on Facebook increases the sale of a product to an extent 106 (53%) strongly

agree, 81 (40.5%) agrees, 4(2%) remain neutral, 5(2.5%) disagree with this, while 4(2%) strongly disagree with this point.

QUESTION 11: Pre-order marketing on Facebook increases the profit derivable from a product

Table XI

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	88	44%
Agree	65	32.5%
Neutral	19	9.5%
Disagree	14	7%
Strongly disagree	14	7%
Total	200	100%

Source: Field Work 2025

Table 11 shows how respondents strongly agree with the question above with 88 (44%) respondents 65 (32.5%), agree to it, 19 (9.5%) are neutral, 14 (7%) disagree with it, while 14 (7%) of the respondents strongly disagree about it.

QUESTION 12: Marketers prefer making use of Facebook in carrying out Pre-order marketing activities than other Platform

Table XII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	86	44.5%
Agree	71	35%
Neutral	22	1.5%
Disagree	18	9%

Strongly disagree	3	1.5%
Total	200	100%

Source: Field Work 2025

From the table above 86(44.5%) of the respondents strongly agree that Marketers prefer making use of Facebook in carrying out Pre-order marketing activities than other Platforms, 71(35%70) of the respondent agree, 22 (13.5%) remains neutral, 18 (9%) disagree with this point while 3 (1.5%) of the respondents strongly disagree.

QUESTION 13: Pre-order marketing on Facebook enables demand forecasting.

Table XIII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	102	51%
Agree	64	32%
Neutral	14	7%
Disagree	16	8%
Strongly disagree	4	2%
Total	200	100%

Source: Field Work 2022

The table 13 above, show how the respondents respond that Pre-order marketing on Facebook enables demand forecasting as 102 (51%%) strongly agree, 64(32%) agree, 14 (7%) remains neutral, 16 (8%) disagree, while 4 (2%) of the respondents strongly disagree with this point.

QUESTION 14: Pre-order marketing on Facebook helps to improve inventory allocation

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	98	49%

Agree	72	36%
Neutral	10	5%
Disagree	12	6%
Strongly disagree	8	4%
Total	200	100%

Source: FIELD WORK 2025

The table above show that responses of the respondents to the question above, 98 (49%) of the respondents strongly agree, 72 (36%) agree, 10 (5%) remains neutral, 12(6%) disagree, while 8 (4%) of the respondents strongly disagree.

QUESTION 15: Pre-order marketing on Facebook enables two-way communication process possible.

Table XV

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly agree	106	53%
Agree	68	34%
Neutral	17	8.5%
Disagree strongly	6	3%
disagree	3	1.5%
Total	200	100%

Source: Field Work 2025

From the above table, the respondent showed that Pre-order marketing on Facebook enables two-way communication process possible as 106 (53%) respondents strongly agree, 68 (34%) agree, 17(8.5%)remains neutral, 6 (3%) disagree, while 3 (1.5%) of the respondents strongly disagree to this point.

4.2 Analysis of the Demographic Segment

QUESTION 16: Distribution of the age of respondents

RESPONSES	FREQUENCY	PERCENTAGE
16-25	196	98%
26-35	4	2%
36-45	0	0%
46 and above	0	0%
Total	200	100%

Source: Field Work 2025

In the above table, 196 respondents on 98% fall between the age bracket of (16-25)years and 4 respondents on 2% fall between the age bracket of (26-35)years. For the age bracket of (36-45) years, we have 0respondents on 0% and then 0 respondents 0% for the age 46 years and above.

QUESTION 17: Distribution of sex respondents

RESPONSES	FREQUENCY	PERCENTAGE
Male	67	33.5%
Female	133	66.5%
Total	200	100%

Source: Field Work 2025

In the response to the question on the distribution of respondents according to their sex, 67 respondents representing 33.5% of the population are male while 133 representing 50.5% are female.

QUESTION 18: Distribution of religion of respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
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Islam	121	60.5%
Christianity	79	39.5%
Total	200	100

Source: Field Work 2025

The above table shows the number of respondents religion and from the table 121 (60.5%) are Muslim, while 79 (39%) of the respondents are Christian.

QUESTION 19: Marital Status

RESPONSES	FREQUENCY	PERCENTAGE (%)
Single	192	96%
Married	8	4%
Divorce	0	0%
TOTAL	200	100%

Source: Field Work 2025

The table 19 above shows the Marital Status of the respondents. According to the table 192(96%) are single, 8 (4%) are married while 0 (0%) of the respondents is divorce

QUESTION 20: Occupation

RESPONSES	FREQUENCY	PERCENTAGE
Civil servants	5	2.5%
Students	190	95%
Traders	0	0%
Others	5	2.5%
Total	200	100%

Source: Field Work 2025

Table 20 above shows the occupation of the respondents, according to the table 5(2.5%) are respondents for civil servant, 190 (95%) are students, 0 (0%), none of the respondents are traders, while 5 (2.5%) are others I.E people with their various Occupation.

4.3 ANALYSIS OF RESEARCH QUESTIONS

Question 1: What influence does Facebook have on pre-order marketing among Kwara poly female student?

Table 7, 8,9 and 10 this question as it was gathered in table 7 that 115 (57.5%) of the respondents strongly agree Facebook enables organisation to be able to achieve their pre-order marketing goals and 70(35%),agree to it 4 (2%) are neutral, 9 (4.5%) disagree with it, while 2(1%) of the respondents strongly disagree about it.

Table 8 also answered this question as it was gathered that 106 (53%) of the respondent strongly agree that using Facebook as a tool for pre-order marketing activities makes student to go for such product, 121 (60.5%) of the respondents strongly agree 62 (32%), agree to it 9 (4.5%) are neutral, 5 (2.5%) disagree with it, while 1 (0.5%) of the respondents strongly disagree about it.

Question 2: To what extent is Facebook use in carrying out pre-order marketing?

Table 5 answered this research question as it was gathered that 175 (87.5%) of the respondent come across pre-order marketing activities on Facebook very often, 15 (7.5%) come across pre-order marketing activities quite often, while 10 (5) % are not often.

Table 7 that also answered the extent in which Facebook is use in carrying out pre-order marketing activities as it was gathered that 115 (57.5%) of the respondents strongly agree Facebook enables organisation to be able to achieve their pre-order marketing goals and 70(35%), agree to it 4 (2%) are neutral, 9 (4.5%) disagree with it, while 2(1%) of the respondents strongly disagree about it.

Question 3: What is the effectiveness of Facebook on pre-order marketing among female student of kwara?

Table 7 answered the question on the effectiveness of Facebook on pre-order marketing among female student as it was gathered that 115 (57.5%) of the respondents strongly agree Facebook enables organisation to be able to achieve their pre-order marketing goals and 70(35%), agree to it 4 (2%) are neutral, 9 (4.5%) disagree with it, while 2(1%) of the respondents strongly disagree about it.

4.4 DISCUSSION OF FINDINGS

The purpose of this study is to examine the Influence of Facebook on preorder marketing among female student of kwara state polytechnic. The result obtained the statistical analysis in this study was used to provide an answer to this research study, as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite question were asked in the questionnaire to generate answers to each of the questions posed in this study, 200 questionnaire were administered to the respondent and all the copies of the questionnaire were returned.

Our findings confined that Facebook as a tool for pre-order marketing activities makes student to go for such product as it was shown in table 8 that 121 (60.5%) of the respondents strongly agree 62 (32%),agree to it 9 (4.5%) are neutral, 5 (2.5%) disagree with it, while 1 (0.5%) of the respondents strongly disagree about it.

It was also discovered that Facebook enables organisation to be able to achieve their pre-order marketing goals as it was shown in table 7 that 115 (57.5%) of the respondents strongly agree 70(35%), agree to it 4 (2%) are neutral, 9 (4.5%) disagree with it, while 2(1%) of the respondents strongly disagree about it.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The research study is based on "Influence of Facebook on preorder marketing among female student of kwara state polytechnic. This research work is divided into five main chapters from chapter one of this study to chapter five, which clearly reviewed some steps and approach for easy presentation of its contents.

Chapter one is based on the background of the study with emphasis on the correlation between Facebook and pre-order discussing how Facebook is being used in promoting product and services and also how Facebook helps in achieving business marketing goals. It also contains the statement of research problems, research objectives and research question, significant of the study and its limitations with operational definition of key terms.

Chapter two of this research work explained the conceptual framework which helps in understanding and having more knowledge about the key concept of the study, the theoretical framework of the research applied by the researcher which is the uses and gratification theory (UGT) which helps in revealing that students make use of Facebook to satisfy their personal integrative needs by buying pre-order product. It also contains the review of related studies which was done to explain the nature of different individual research work.

Chapter three of this research work however contains research methodology adopted in this study, research design, population of the study which are youths students population of Kwara State Polytechnic, Ilorin, Kwara, specifically the student of mass communication, sample size which is (200), two hundred and sampling technique which is purposive sampling techniques and the instrument used in the research study was

questionnaire that was administered amidst the sampling size of the population, it also clearly state validity and reliability of the instrument and along stated the method of data analysis.

Chapter four of this research work explains how the data were gathered and analyzed for proper comprehension. It also contained how the data were presented and the discussion of the research findings.

Chapter five of this research clearly explained and summarized the whole chapter from one to four and also contain the conclusion and recommendations presented by the researcher.

5.2 CONCLUSION

The research study aimed at a finding out the Influence of WhatsApp in creating interpersonal relationships and it's perception among kwara state polytechnic students.

Facebook and other social media platforms has quickly changed the contemporary marketing approach. It has established a connection between marketers and other consumers, creating new possibilities and opportunities with the aim of increasing consumer brand awareness. In order to attract consumers' attention and address customization of their needs, advertising specialists have started using social networking website appeals in their ads. Their aim is to encourage users to share the brand image and to develop free advertising.

Based on our findings and the observation drawn from empirical data shows that Influence of Facebook on preorder marketing among female student of kwara state polytechnic is that making use of Facebook as a tool for pre-order marketing activities makes student to go for such product and had in turn enables organisation to be able to achieve their pre-order marketing goals.

The students believe that Facebook is the best platform for online marketing activities as pre-order marketing on Facebook enables marketer to be able to achieve their marketing goals, which has enables small organization and entrepreneur to be able to be make sufficient profit and facilitates the demand for their products and services.

This research concludes that media users should make use of Facebook and other social media platforms positively as there are numerous ways in which Facebook and other social media platforms can be make use of positively such as promoting a business, improving academic performance of students and others because making use of Facebook negatively will affects business social media performances and also reduce the affects the credibility of products put out for sales through Facebook and other social media platforms.

5.3 RECOMMENDATIONS

1. Students needs to be taught on control usage of social media platforms so as not to rely heavily on social media platforms.
2. Marketers should make sure to present their products without adding details that are not real about their products.
3. Students and media users should ensure to verify make sure they are not making deals or orders with fraud.
4. Marketers should always educate and give value to your audience and also should create a strong social media community.
5. Marketers should focus on the best social media channel that works for your strategy.

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QUESTIONNAIRE
KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY
(IICT)
DEPARTMENT OF MASS COMMUNICATION

Dear respondent,

This questionnaire is designed to raise relevant information on the “Influence of facebook on preorder marketing among female student of state polytechnic”. Your response is needed.

We will be glad, if you respond to this research questions as your response will be of immense benefit to the success of this research study. All information supplied shall be used mainly for academic and education purpose only.

Thanks.

INSTRUCTION: please tick (✓) the answer you consider appropriate.

The questionnaire will be in three part. Section A, B and C

SECTION A

1. Do you have access to Facebook Platform?

A. Yes () B. No ()

2. How do you get access to it?

A. Own mobile phone () B. Parents mobile phone () C. Laptop ()

3. How often do you make use of it?

A. Very often () B. Quite often () C. Not often ()

4. Facebook is the best platform for online marketing activities

A. True () B. False () C. Not sure ()

5. How often do you come across pre-order marketing activities on Facebook?

A. Very often () B. Quite often () C. Seldom ()

SECTION B

KEYS: strongly agree {SA}, agree {A}, neutral {N}, disagree {D}, strongly disagree {SD}.

S/N	STATEMENT	SA	A	N	D	SD
6	Facebook is the best social media platform for pre-order marketing activities					
7	Facebook enables organisation to be able to achieve their pre-order marketing goals					
8	Using Facebook as a tool for pre-order marketing activities makes student to go for such product					
9	Pre-order marketing on Facebook enables marketer to be able to achieve their marketing goals					
10	Pre-order marketing on Facebook increases the sale of a product to an extent					
11	Pre-order marketing on Facebook increases the profit derivable from a product					
12	Marketers prefer making use of Facebook in carrying out Pre-order marketing activities than other Platform					
13	Pre-order marketing on Facebook enables demand forecasting.					
14	Pre-order marketing on Facebook helps to improve inventory allocation					

15	Pre-order marketing on Facebook enables two-way communication process possible.					
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SECTION C

16. Age of respondent? A. 16– 25 years () B. 26 – 35years () C. 36 – 45years () D. 46 – Above ().
17. Sex of respondent? A. Male () B. Female ().
18. Religion of respondent? A. Islam () B. Christianity ().
19. Marital status? A. Single () B. Married () C. Divorce ().
20. Occupation of respondent? A. Civil servant () B. Student () C. Trade () D. Other ().