IMPACT OF SOCIAL MEDIA ADVERTISING ON PURCHASING HABIT OF UNDERGRADUATE STUDENTS OF KWARA STATE UNIVERSITY, MALETE

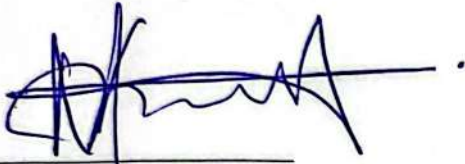*BY*

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF INFORMATION COMMUNICATION TECHNOLOGY, (IICT) KWARA STATE POLYTECHNIC, ILORIN.

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AUGUST, 2025.

CERTIFICATION

This is to certify that this project was an original work carried out in mass communication department and has prepared in accordance with the regulation governing the preparation and presentation of project in Kwara state polytechnic Ilorin

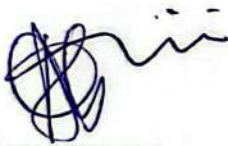**MR. KEWULERE LAWAL**
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DEDICATION

This project is dedicated to Almighty God the father of the whole universe for his

prominent grace and favour right from the beginning of this project to the Accomplishment of it.

ACKNOWLEDGEMENTS

All glory is returned to Almighty God for his shower of blessing, and also for the Gift of knowledge and wisdom utilize in the accomplishment of this project.

I express our profound gratitude to the desirable and competent (H.O.D) and all lecturers in Mass communication department, and non-teaching staff in the department, May almighty God grant your effort in abundantly (Amin).

My profound gratitude also goes to our enduring and accommodating supervisor **MR. KEWULERE LAWAL** Who gave lucrative instructions attached with enlightening advice and correction when and where necessary for the accomplishment of this project. Your effort on us is highly appreciated. May almighty God help us to reward Her (Amen).

My gratitude goes to our respective and lovely parents for their immense contribution toward the accomplishment for this project with great emphasis on how caring they have been right from when we step into this world. May almighty God fulfill your dreams and aspirations over us (Amen).

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ABSTRACT

This study is aimed on impact of social media advertising on purchasing habit of undergraduates students of Kwara State University, Malete. The study was anchored on the cultivation theory and uses and gratification theory. Survey research as the research method and Taru Yamanne formula was used to select the sample. Questionnaire was used to collect data from undergraduates of Kwara State University. The study found that undergraduates of Kwara State University are exposed to social media advertisement of different products, most of them regularly watch, read or/and listen to the social media advertisement to be updated about products. The study also found that the social media platforms on which undergraduates' mostly view advertisements is through Instagram, Facebook, Instagram Tiktok and Whatsapp. Furthermore, the study found that social media advertisement have an influence on the buying habit of Kwara State University undergraduates has it lead them to do a repeat purchase of a product. The study concluded that Kwara State university undergraduates are exposed to social media advertisement. The study also concluded that undergraduates of Kwara State University are influence by social media advertisement of their choice of various product they want to buy. The study concluded that social media advertisement is very effective because of the ability to convince the undergraduates to make purchase decisions, creating interest and can satisfy them. The study recommended that social media advertisers should put more creativity into producing their advertisements. As much as possible, they should produce advertisements that are attractive informative. The study also recommended that companies should task advertisers in designing various advertising platform in attractive and texts, images and even-videos to create better awareness of their various products. The study also recommended that advertising agencies should always ensure that online-adverts carry a strong convincing advertisement specifically on the quality and accessibility of the service they are providing.

CHAPTER ONE

INTRODUCTION

1.1   Background to the Study

Social media is at its core human communication, possessing characteristics of participation, openness, conversation, community and connectedness (Veil & Palenchar, 2011). It is these characteristics of social media that enable an individual to communicate with other people across geographical boundaries about a service, product, an organization or any other thing for that matter. Social media is distinguished from traditional media in ways such as reach, frequency, accessibility, immediacy and many more. Due to these intrinsic features of social media, modern advertisers often prefer them to the traditional media (Veil & Palenchar, 2011).

Advertising on the other hand is the non-personal communication of the information about products, services or ideas by identified sponsors through various media. The advertiser intends to spread his ideas about the products and offerings about the prospects. Popularization of the product is thus, the aim of advertising (Pushpalatha, 2017). The majority of the sellers use mass media for their marketing communications. The choice of media is depend upon the nature of the message and the intended target audience (Pushpalatha, 2017). Advertising is all about mass publicity of products. Advertising involves creating awareness of product's uses and their benefits to consumers. By doing this, it makes a product to be available to those who want it and this satisfies the needs of the advertiser; increasing sales (Moncey & Baskaran, 2020). According to Kapre (2020), advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare.

According to Kumar (2020), advertising satisfies three objectives; to increase sales of the firms, to guarantee consumers a great deal of service and finally to ensure the social and economic welfare of society. Advertising can be done through various media such as; radio and television, billboards, magazines and newspapers and internet. Other factors that influence one's taste and preference for a good are psychological and environmental. Taste and preference for a good change overtime. Thus, advertisements play a role in influencing taste and preference of consumers' choice. Consumers are known to be rational with regard to their purchases, wanting to maximize their satisfaction when it comes to consumer goods (Kumar, 2020).

The emergence of the internet and the World Wide Web (WWW) has significantly transformed advertising, bringing about a more innovative approach. One area of focus is the exploration of advertising products on social media platforms. This evolution is closely intertwined with the concept of media convergence, which serves as a focal point for all media connected to information and communication technology (ICT). With the advent of the social media, brands are now compelled to be highly creative in how they design their advert messages to suit the taste of young users of social media (Nguyen, Nguyen, & Le, 2018). According to a more recent study by Nguyen, Nguyen, and Le (2018), research has indicated that individuals who adopt new communication technologies are typically young, more affluent, and have higher levels of education. They added that observation can be attributed to their extensive exposure to information technology use and the various benefits associated with it.

Based on the most recent statistics from the Social Media Marketing Industry (2021), it is evident that social media usage is revolutionizing the business practices of many marketers. A significant factor contributing to this shift is the increasing credibility of consumer ratings of brands on social media platforms as a form of advertising. Additionally, in a recent global survey

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conducted by Wildfire App (Smith, 2021), it was found that an overwhelming majority of marketers recognize the value derived from social media, with 75% of them planning to increase their media spending in the coming year. The top benefits highlighted by these marketers are the increase in brand awareness and ability to engage in dialogue directly with their customers.

According to the latest findings from the Social Media Marketing Industry Report (2021), a significant 88% of marketers reported that the primary benefit of social media marketing is increased exposure. Building on this, Rammnarain and Govender (2022) referenced a study by Awareness Networks in 2012, revealing that 70% of businesses expanded their presence on social media platforms during that year. As a result, social networking sites have emerged as the leading platforms for information creation and sharing. According to the Digital 2021 Global Overview Report by We Are Social and Hootsuite, as of January 2021, there are approximately 4.2 billion social media users worldwide. However, number is subject to change as social media usage continues to grow and evolve (We Are Social & Hootsuite, 2021). This expansive drive on social media appears to have come to stay particularly with the consistently improving appeal of the various platforms, for which advertisers are constantly seeking to plug into the influence they may bear on their potential consumers, a majority of whom are younger people who are savvy in the use of the social media (Molenaar, Saw, Brennan, Reid, Lim & McCaffrey, 2021).

Social media advertising therefore is a form of online advertising that utilizes social networking sites and although relatively time consuming, has an advantage of enabling advertisers better target their adverts using the information about social media users available on those platforms, be it their demographics, psychographics and even their behaviours (Smith, 2019). The addictive nature of social media make users an ever ready target for advertisements through these media since advertisements by virtue of their nature, cannot really be ignored though disliked

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(Smith, 2019). Advertising becomes void without being able to cause an action or a reaction in its audience, thus consumer behaviour which may be to buy, use or dispose a particular product, a service or even an idea. Consumer behaviour therefore is the "acquisition, consumption and disposition of products, services, time and ideas by decision making units" (Alamäki, Pesonen & Dirin, 2019). This study will focus on the impact of social media advertising on purchasing habit of undergraduates students of Kwara State University.

1.2   Statement of the Problem

Social media advertising has gained the preference of many organizations due to its interactive nature coupled with the relatively easy evaluation of advertising efforts on these platforms (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson & Wang, 2021). These social media platforms to name a few, Facebook, Instagram, Snapchat and Twitter have enabled the customer to access more information and also to have a more direct involvement in organization that advertise on these platforms. The use of influencers in social media advertisements has made the effects of social media advertising even greater and to an extent, making consumers buy products they do not even have need of (Saima & Khan, 2020). Television is the most extensively utilized mass communication channel for advertising, particularly when it comes to consumer products. It has also seen rapid expansion and has a profound influence on consumer behavior.

However, there is a lack of understanding regarding the comparative effectiveness of television advertising versus social media advertising due to certain limitations. While social media platforms provide convenient, swift, and real-time engagement with organizations, it is essential to acknowledge the potential risks they pose to society. To access the advertising benefits on these platforms, individuals must possess a social media account. Measuring advertisement effectiveness is an issue of great concern to advertisers (Ogunyombo, Oyero & Azeez, 2017). Because of the

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huge amount of money expended on advertising as already established, it is imperative for advertisers to ascertain if their advert messages actually get the desired attention from their target audiences. Because Nigeria also belongs to the global marketing communication space, these concerns are germane to discerning advertisers in the country (Ogunyombo, Oyero & Azeez, 2017).

Today, a lot of brand advertisements are targeted at young people. A significant number of this population is spread across tertiary institutions in Nigeria and the advertisers through their communications want to persuade them to make purchasing decisions in favour of their brands. Existing literature have significantly captured the adoption and uses of social media among young people in Nigeria. However, little is known specifically about how social media advertisements influence purchasing decisions among young people in Nigeria as very few studies are available. This study attempts to investigate the impact of social media advertising on Nigerian students' shopping habits. Although undergraduates use the internet for a variety of purposes, including academics, communication, information, fashion, and shopping, many of them do not take advantage of social media's opportunities for advertising to make purchases because of the expense and cultural differences (Olutade, 2021).

Furthermore, few Nigerians make online purchases, and those that do may be suspicious about their availability and safety there (Oteh, 2021). Given these difficulties, it is crucial for web advertisers to find efficient ways to persuade undergraduate students to use the offered goods and services. Hence, the major concern of this study is to expand knowledge on how well undergraduates students of Kwara State University, Malete pay attention to the advertisements on social media and make a purchasing habit based on them.

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1.3   Objective of the Study

i.   To investigate the extent to which undergraduates' are exposed to advertisement on social media.

ii.   To examine the factors that are likely to influence undergraduates' exposure to advertisements on social media platforms.

iii. To identify the social media platforms that undergraduates are likely to make purchasing decision.

1.4   Research Questions

i.   To what extent are undergraduates exposed to advertisements on social media?

ii.   What factors are likely to influence undergraduates' exposure to advertisements on social media platforms?

iii. Which social media platforms are undergraduates likely to make purchasing decisions?

1.5   Significance of the Study

This study seeks to draw the attention of consumers, advertisers, companies and stakeholders to the impact social media advertising has on purchasing habit of a product. The study will provide insights necessary to understand consumer's motivation. This is because the research would bring to bear whether or not social media advertisement has impact on purchasing habit of undergraduates. This would help the advertising agency to adopt appropriate medium of advertisement.

The findings of this study will give social media advertisers vital information on how to create commercials that can successfully persuade undergraduates students to buy their goods. By illuminating undergraduates' attitudes regarding online advertising and the effects of advertising messages on their behaviour.

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The study will also be helpful to the Advertising Regulatory Council of Nigeria (ARCON) create policies that would adequately guide the advertisement on online medium. The study will also illustrate the various effects that commercials have on undergraduate students, encouraging marketing organizations to be more careful about the ideas they spread. Moreover, the results of the study will be an invaluable resource for future researchers and students of mass communication who are interested in studying related subjects, as well as Nigerian government at large.

1.6 Scope of the Study

The study is limited to find out the impact of social media advertising on purchasing habit of undergraduates students of Kwara State University, Malete. The study is also limited to social media advertising on purchasing habit. Moreover, only Kwara State University undergraduate, Malete is included in this study for proper delimitation. Thus, Kwara State University Postgraduate other universities in Kwara State and other states are excluded from this study.

1.7 Operational Definition of Terms

Advertising: Advertising as used in this study refers to a form of marketing communication used to promote or sell something, usually a business products or services to undergraduates on the internet.

Internet: Internet as used in this study refers to a computer network connection that allows undergraduates to be able to access and process information online.

Internet Users: Internet users as used in this study refers to the undergraduates in Kwara State University that surfs the internet for product to purchase.

New Media: New media as used in this study refers to new set of technological platform used to advertise product and services.

Online Advertising: Online advertising as used in this study refers to the advertisements that are posted on the internet.

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Undergraduates: Undergraduates as used in this study refers to the students of Kwara State University, Malete, especially at 100, 200, 300 and 400 levels.

CHAPTER TWO

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1   Theoretical Framework

This study is anchored on the cultivation theory and uses and gratification theory.

2.1.1   Cultivation Theory

Cultivation theory was propounded by George Gerbner and Larry Gross of the University of Pennsylvania in 1976, cultivation theory derived from several large-scale research projects as part of an overall research project titled "Cultural Indicators". The purpose of the Cultural indicators project was to identify and track the "cultivated" effects of advertisement on customers. This study employs George Gerbner's theory of cultivation to show how media cultivate or create a world view that becomes an individual's reality. The idea behind cultivation theory states that exposure to a great deal of media will promote individuals to hold certain conceptions of reality. The perceptions of reality are viewed to be in line with what information is displayed with most consistent and persistent images that are displayed. Even though the perception derived from the media may be inaccurate, the observation may become an implanted reality. The cultivation theory addresses questions on a wide scale about the media's role in society. (Gerbner, Gross, Morgan, Signorielli & Shanahan, 1980: 29)

Cultivation theory, when applied to social media advertising and its impact on purchasing habits, suggests that prolonged exposure to advertising content on social media platforms can shape individuals' perceptions and influence their purchasing behaviors (Hawi & Samaha, 2017). Social media platforms have become a dominant source of advertising, with various products and brands vying for consumers' attention. Cultivation Theory argues that repeated exposure to these advertisements on social media can cultivate a perception of social reality that aligns with the

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messages conveyed in the ads. This means that individuals who frequently engage with social media advertising may develop a skewed perception of the desirability, availability, and necessity of certain products or brands (Hawi & Samaha, 2017).

Cultivation theory is one that studies media effects (in my opinion one of the most controversial areas of media research). Cultivation theorists posit that television viewing can have long-term effects that gradually affect the audience. Their primary focus falls on the effects of viewing in the attitudes of the viewer as opposed to created behavior. Heavy viewers of TV are thought to be 'cultivating' attitudes that seem to believe that the world created by television is an accurate depiction of the real world. The theory suggests that prolonged watching of television can tend to induce a certain paradigm about violence in the world. Theorists break down the effects of cultivation into two distinct levels: first order – is a general-beliefs about the world, and second order – which are specific attitudes, such as a hatred or reverence for law and order, pedophiles, etc.

The theory suggests that this cultivation of attitudes is based on attitudes already present in our society and that the media take those attitudes which are already present and re-present them bundled in a different packaging to their audiences. One of the main tenets of the theory is that television and media cultivate the status quo, they do not challenge it. Many times the viewer is unaware the extent to which they absorb media, many times viewing themselves as moderate viewers when; in fact, they are heavy viewers. The theory suggests that television and media possess a small but significant influence on the attitudes and beliefs of society about society. Those who absorb more media are those we are more influenced. Theorists of this persuasion are best known for their study of television violence, a hotly debated, and beaten to death topic. However,

there are many studies that expand beyond the study of violence to cover gender, demographics, cultural representations, and political attitudes among many others.

Furthermore, Cultivation theory suggests that the more time individuals spend on social media and are exposed to advertising messages, the more likely they are to internalize and be influenced by those messages. This can result in a cultivation effect where individuals adopt the attitudes, values, and preferences portrayed in social media advertisements, leading to changes in their purchasing habits (Hawi & Samaha, 2017). It is important to note that while Cultivation Theory provides insights into the potential impact of social media advertising on purchasing habits, it does not imply a direct causal relationship. Other factors such as personal characteristics, peer influence, and real-world experiences also play a role in shaping individuals' purchasing decisions.

Criticism of Cultivation Theory

i. A number of scholars have criticized Gerbner's description of cultivation theory. Some of these criticisms focus on the theoretical flaws of cultivation theory. For instance, one argument posits that cultivation theory employs methods of the social sciences to address questions pertaining to the humanities (West & Turner, 2010).

ii. Another argument asserts that the apparent relationship between television and the fear of violence might be misleading especially given the possibility that a third factor might be causing both phenomena (Griffin, 2012).

iii. A third related argument questions the theory's utility due to its ignoring of cognitive processes like rational thinking (Berger, 2005). Additionally, it is possible that individuals' lived experiences are more responsible for their perception of the world than is the cultivation effect. For instance, Daniel Chandler points out that those living in high-crime regions are more likely (than

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those in safer areas) to stay home, watch television and become convinced that they are more likely to be victims of crime (Chandler, 2011).

iv. Chandler reasons that this direct experience of the viewers would decrease the cultivation effect. Chandler also notes that cultivation theory is misleading in its assumption of homogeneity in television programs (Chandler, 2011). Horace Newcomb further adds that television could not cultivate the same perceived reality for every viewer because its presentation of violence is not uniform (Newcomb, 1978).

v. Moreover, Shanahan and Morgan argue that television viewers do not exclusively watch isolated genres, and consequently, the influence of a particular program type should be evaluated in the context of the aggregate viewing experience of the television watchers (Morgan & Shanahan, 2010). In response to some criticism, attempts have been made to combine heuristic processes with cultivation theory to evaluate how the vividness of the violence on television influences the cultivation effects (Riddle, 2010).

Assumptions of Cultivation Theory

Taking a look at some of other assumptions of the theory sheds more-light on the impact of social media advertising on purchasing habit .

- Medium: the first assumption is that television is fundamentally different from other forms of mass media

- Audience: cultivation theory does not predict what people will do after watching a violent program but rather posits a connection between people's fears of a violence-filled world and their exposure to violent programming. The exposure to violent programming leads to what Gerbner calls the Mean World Syndrome, the idea that long-term exposure to violent media will lead to a distorted view that the world is more violent than it is.

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- Function and Effect: television's effects are limited because it is a part of a larger sociocultural system. Therefore, although the effects of watching television may increase or decrease at any point in time, its effect is consistently present.

Relevance of Cultivation Theory

The relevance of cultivation theory to social media advertising on purchasing habits lies in its exploration of the long-term effects of media exposure on individuals' perceptions and beliefs. When applied to social media advertising, Cultivation Theory suggests that repeated exposure to advertising content on these platforms can shape individuals' perceptions of products, brands, and their desirability, ultimately influencing their purchasing habits. Thus, this theory also helps to explain the relationship between Kwara State University undergraduates and influence of advertising on their purchasing habit.

2.1.2 Uses and Gratification Theory

According to Folarin, (1998:65) the basic ideals of uses and gratification theory is that "it preserved the recipient as actively influencing the effect process since, the selectively chooses attends to perceived and retains the media messages on the basic of his/her needs briefs etc. The uses of gratification theory was first described in an article by Elihu Katz (1959). In the mass communication process, much initiative in linking need gratification and media choice lies with the audience member. This is uncompressing the idea that people use the media to their advantage more often than the media use them. The receiver determines what is going to be absorbed and does not allow the media to influence them otherwise.

The uses and gratification theory takes a more humanistic approach to looking at media use. Blumer and Katz believe that there is not merely one way that the populace uses the using the

media, as there are media users. Uses and Gratification theory claimed that media do not do things to people, rather people do things with media. In other words, the influence of media is limited to what people allow it to be. Resources were unable to ignore obvious media effects such as the impact of advertising, They turned their focus to media consumers to explain how influence is limited, this resulted to the Uses and Gratification theory.

Uses and Gratification approach, this theory states that man makes use of the mass media as a means of satisfying certain personal interest, wishes and needs. Advertising in this case, motivates people for making specific consumption choices. In other words, it is the people that decides what they need from the media messages. When applied to social media advertising and its influence on buying habits, the Uses and Gratification Theory suggests that individuals actively engage with social media advertising to fulfill specific needs and goals related to their purchasing behaviors. According to the Uses and Gratification Theory, individuals use social media advertising as a means to obtain information about products and brands, seek entertainment through engaging content, socialize and interact with others around shared interests, enhance their personal identity through affiliations with certain brands or products, and even escape from the daily routine by exploring shopping opportunities (Choi, Fowler, Goh & Yuan, 2016).

Social media platforms offer a variety of features and content formats that cater to these needs. For instance, individuals may follow brand accounts or influencers to stay informed about new product releases or promotions. They may also engage with interactive and entertaining advertising content, such as videos or gamified experiences, to derive enjoyment from the advertising itself. Moreover, social media allows users to engage in social interactions and discussions related to products or brands, seeking recommendations or reviews from others in their networks. These interactions can play a role in shaping individuals' perceptions and purchasing

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decisions.(Goel & Diwan, 2022; Tsai & Men, 2013).

The Uses and Gratification Theory highlights that individuals are active participants in their media consumption, actively selecting and engaging with social media advertising that aligns with their specific needs and goals. By doing so, they seek gratification and satisfaction through their interactions with advertising content (Kamboj, 2020). However, it is important to note that the theory does not imply a one-size-fits-all approach, as individuals have different motivations and preferences when it comes to social media advertising. Factors such as personal characteristics, cultural influences, and social context also contribute to individuals' buying habits.

The Uses and Gratification Theory is highly relevant when it comes to understanding the impact of social media advertising on consumer buying habits. This theory posits that individuals actively seek out and use media for specific purposes and gratifications. Some ways in which the theory's relevance can be observed in relation to social media advertising and buying habits are; (i) undergraduates' may use social media advertising to gather information about products and brands by seeking details such as features, prices, reviews, and comparisons to make informed purchasing decisions (ii) engaging and entertaining social media content can capture undergraduates' attention and create positive associations with brands, social media platforms offer opportunities for undergraduates to connect with others, share experiences, and discuss products and brands through peer recommendations, influencers. The Uses and Gratification Theory offers a valuable framework for understanding the motivations and gratifications that drive undergraduates' to engage with social media advertising. By recognizing these factors, marketers can tailor their strategies to effectively target and influence consumer buying behavior.

The Uses and Gratifications Theory is a user-centered approach that focuses on how people use media for their own personal uses and gratification. This theory emphasizes motives and the

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self-perceived needs of audience members. Blumler and Katz argued that different people could use the same communication message for different purposes. The same media content may gratify different needs for different individuals. This theory suggests that media has no power over audiences. Instead, audiences are highly active in their media usage, seeking out media to fulfill a certain need. Audiences create their own individual meanings after they seek out that media.

Uses and Gratification actually come from the idea that the media serves a purpose. If the audience have certain uses or needs, then the media fulfills or gratifies those needs. Audience turn to media as a useful tool to gratify their needs. This model starts with the audience. You have an audience that is looking to fulfill a need. It goes and seeks out a medium that will actually fulfill that need. If the media gratifies that need, then the audience will stick to that channel and continue consuming the content from that channel. On the other hand, if the media fails to gratify that need, then the audience will go back and find a different media and continue through that process until the need is gratified.

Assumptions of Uses and Gratifications Theory

The main assumptions of the uses and gratification theory are to understand why people use certain types of media, what needs they have to use them, and what gratifications they get from using them. The theory focuses on the user-oriented approach and examines the complex forces that influence and challenge socio-cultural values among youth in relation to smartphone usage. It also explores the benefits of Facebook use among adolescents and the needs that are gratified through its use. Additionally, the theory suggests that motivations in uses and gratifications research represent the causal link between needs and behavior, where a need gives rise to a motivation, which in turn guides behavior.

Uses and Gratifications Theory posits a few basic assumptions:

1. The audience takes an active role in selecting a medium, as well as interpreting it and integrating it into their lives.

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2. Different types of media compete against each other and against other sources of gratification for viewers' attention.

3. The medium that provides the most satisfaction for a person will be used more often than other types.

Relevance of Uses and Gratifications Theory

The relevance of uses and gratifications theory to social media advertising on purchasing habits lies in its exploration through media consumers' self-reporting. Researchers have identified several types of needs that motivate people to seek media for gratification:

1. **Cognitive** – Refers to acquiring information to aid the thinking and understanding process. People use media such as documentaries and how-to videos to increase their skills or knowledge in a certain area.

2. **Affective** – Relates to emotions or feelings. People use media to arouse certain emotions within themselves, such as happiness, fear or pleasure.

3. **Personal Integrative** – Refers to promoting one's own image, reputation or status. People with this need use media, like Facebook and YouTube, to increase their credibility or social standing or to affirm their sense of self.

4. **Social Integrative** – Refers to interacting with family and friends. People use media to connect with others.

5. **Tension Release** – Relates to diversion and stress relief. People use media as catharsis or to escape from reality. The same form of media or content can fulfill different needs among consumers. For instance, a scientific TV show can provide cognitive gratification for one viewer while providing tension release for another. Developmental maturity, personality, background, class and social roles determine the types of needs individuals have.

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However, Uses and Gratifications Theory suggests that whatever effect media has on an audience is largely determined by the audience itself. Though some forms of media present messages carefully crafted to evoke certain kinds of responses, recipients are capable of interpreting the messages in different ways. Some interpretations may be entirely opposite of what the sender intended, thus demonstrating what some researchers have called an "imperviousness to influence." For example, a negative news report on weak holiday sales may be taken positively by hearers who interpret the report as a sign that people are spending and saving more wisely than in the past. Also, audiences often practice selective exposure, choosing the media content that best affirms their values and opinions.

Criticisms of Uses and Gratifications Theory

Firstly, the authors of the theory (Katz, Gurevitch & Blumler, 1974) assumed that the media users are aware of the needs and gratifications they want to get out of using them. However, the theory's main critique lies in the assumption that people know their needs and gratifications and that the theory is not particular. After all, it is practically impossible for people to be knowing all their needs and gratifications because some of them come along the way when they are using the media platforms and not thought about before.

An example may be deciding to watch a particular media program to escape an unpleasant situation that could have annoyed them, but at the end of the program, the reaction may fail to change or result in a different need or gratification. This issue is very pertinent and checks the core assumptions of the leading theory because they look like they do not have safe burtons.

Secondly, the theory only talks about how users are aware of the reasons and needs they use the media but forget to talk about the power of the media. Highlighting the power of the media is

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crucial because the media is the one that gives power and influences the user to opt for it; otherwise, if that particular media chosen by the user did not have good content or engaging content for that matter, the chances are that the user would most likely not have chosen it to gratify their needs. Also, the different media platforms, mainly social media, offer different options in how one can communicate and or otherwise use the platform to ensure that the program has changed their mindset and become satisfied at the end of the program.

Furthermore, the theory mainly talks about individuals' selection of their preferred content to use in the media but instead forgets the effects it can bring about on their minds if they do not look at it objectively. The theory, in short, focuses on the content and media, and it neglects to address the issue of what is on people's minds when they are selecting the particular media they use to satisfy their needs for its usage.

Lastly, most studies that have used the theory have concluded that they always get subjective results rather than those covering a broader perspective. Part of the problem scales from the fact that the theory only focuses on the users, neglecting to consider the media; therefore, the subjectivity may apply.

2.2   Conceptual Review

2.2.1. An Overview of Advertising

Ndolo (2006), defines advertising as a form of communication in which the media houses are paid by advertisers through advertising agencies for the advertisement about a product or service directed at the target audience. Advertising is a communication and for every communication to be successful it must pass through a process. Ndolo (2006), further state that the

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ingredients required for effective communication to take place are the people, channel, message, noise and feedback.

Nworgu (2010), states that advertising, as a form of communication has the advertising agency and the producer as the sender of the message while the consumer is the target audience. Nworgu (2010), adds that advertising, like any other form of communication passes across message that is expected to market a product or service to the targeted audience. Nworgu (2010), asserts that every adverting campaign and message must revolve around a theme, which is the story of the advertisement. Nworgu (2010), further adds that the theme of an advertisement is what influences the audience to patronize a product or service; the theme must specify what it revolves around, the product, the users or both.

2.2.2 Objectives of Advertising

According to a more recent study by Smith and Johnson (2022), the objectives of advertising encompass various key aspects. These objectives include creating awareness, generating trial, conveying information, influencing attitudes, fostering loyalty, acting as a reminder, building branding and image, delivering specific messages, and motivating inquiries. Smith and Johnson (2022) emphasize that these objectives serve as the foundation for advertising goals, which involve translating these objectives into actionable strategies. Moreover, recent research conducted by Thompson et al. (2023), highlights that advertisers strategically place commercials during programs to capture the attention of the audience, aligning with the identified advertising objectives.

The objectives of advertising also have advantages of their own. According to Smith and Johnson (2022), these advantages include:

i. It helps integrate the advertising effort with other marketing mix elements leading to a consistent, logical marketing plan.

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ii. It helps the advertising agency prepare and evaluate plans and also recommend appropriate media

iii. It aids the appraisal of advertising plans and enables control over activities to be maintained by top management

iv. It permits meaningful measurement of advertising activities.

Smith and Johnson (2022) observes that these advantages give direction and enables advertisers to develop messages that suit the consumers.

2.2.3 Types of Advertising

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, transit adverts, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Advertisers are critical to the success of commercial media because they provide the primary revenue stream that keeps most of them viable. Broadcasters, trade magazine publishers, and newspaper publishers exhibit the highest levels of dependence on advertising income among media firms (Meese, 2022). Advertisers, however, do not provide these financial resources in order to make media possible; they do so in order to pursue their own interest and purposes.

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2.4   Digital Advertising

i. Television Advertising

With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear. Certain forms of advertising such as TV advertising typically require a large budget (Harliantara, Maella, Junaedi, Abror & Chen, 2023).

ii. Radio Advertising

All of us are aware about a radio and must have heard advertisements for various products in it. It is rare for a company to shift all of its marketing allocation into promotions, however, because a radio advertisement, for example, may be needed to inform the consumer of the promotion (Khvan, 2022).

iii. Online Advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. With traditional advertising, you pay for space on the printed newspaper or magazine page or you pay for time on radio or television airwaves. With online advertising, you pay for space on a web page (Khvan, 2022).

Consumers largely use email to contact customer service on pre- and post-sale bases. Although these email addresses can be captured for the purpose of outbound email marketing with the customer's consent (in other words, opt-in), the outbound service reply should include a reminder in the footer that promotes email registration for marketing messages and/or newsletters (Mullen & Daniels, 2009). With online Advertising, the marketing aspect is made a lot easier when the internet arena is thrown into the picture. In this sense, all the things referred to the 'marketing'

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facet of a business are done online. Advertising, branding, and selling of products and services are accomplished by using internet as the medium. It is a powerful communications medium that can act as a 'corporate glue' that integrates the different functional parts of the organization (Khvan, 2022).

2.2.5 Physical Advertising

i. Press Advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. Newspapers are a good medium for targeting individuals at or near the purchase decision. Magazines, through their editorial features and pictures, forge relationships with their readers that often last over time. There are several types of magazines: consumer or business and vertical or horizontal. There are hundreds of consumer magazines targeting every demographic and psychographic segment (Bennett, 2010).

ii. Mobile Billboard Advertising

Mobile billboards are devices that expand on the concept of roadside billboards as a means of advertising various goods and services. Mobile billboard advertising involves the strategic use of moving vehicles to promote different products to a wider range of potential clients. Rather than relying on consumers to pass a stationary billboard posted along a highway, the mobile billboard ad is constantly moving over roadways and hopefully introducing the advertised products to consumers who may never have seen the ad otherwise (Tatum, 2011).

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some

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billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: target advertising, one-day, and long-term campaigns, conventions, sporting events, store openings and similar promotional events, and big advertisements from smaller companies (Durmaz, 2011).

iii. In-Store Advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eyecatching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays (Durmaz, 2011).

It also gives you a way to connect with consumers as they are making a final commitment to buy. Instore advertising is your last chance to shape shoppers' thinking, a culmination of all the media messaging they may have received about your product (Durmaz, 2011). In-store advertising can be harder than it looks. Displays with funny names like end caps and power stands are often placed in the wrong aisle--or worse, sit in the storeroom gathering dust (Chafkin, 2011).

iv. Coffee Cup advertising

Coffee cup advertising is the next generation of advertising media and is one of the strongest mediums in which to deliver a message as thousands of people every day purchase it (Durmaz, 2011). Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East (Durmaz, 2011).

v. Outdoor (Street) Advertising

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti and 3d pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces. Outdoor advertising is as old as advertising itself, but new life is being breathed into the old medium. In fact, as digital, video and wireless technologies redefine the sector over the next few years, it will rank second only to Internet advertising in ad spending growth (Durmaz, 2011).

2.2.6 The Concept of Social Media

Social media, derived from the social software movement, are a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing (Junco, 2010). Bryer and Zavatarro (2011), define social media as 'technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders'. These technologies include blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms, and virtual worlds (Bryer and Zavatarro, 2011). The adoption of social media has grown extensively in recent years. As of July 2011, LinkedIn had over 100 million members, Facebook passed 750 million users, YouTube received 3 billion views per day, and Twitter held over 177 million tweets per day (Chen & Bryer, 2012).

Social media according to Mozee (2012) is a term commonly used to describe different types of communication platforms and electronic ways of interacting. It is further described as a collection of Internetbased applications that build on the ideological and technological underpinnings of Web 2.0 and permits the formulation and exchange of user-generated content and depend mostly on mobile and Web technologies to create highly interactive platforms through which individuals and communities share, create, discuss and modify user-generated content

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(Kaplan & Haenlein 2010). Ezeah, Asogwa and Edogor (2013) describe social media as a modern interactive communication channel through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest. Bryer and Zavatarro (2011) viewed it as technologies that facilitate social interaction, make possible collaboration, and enable deliberations across stakeholders. Others also describe it as a group of internet-based application that allows the creation and exchange of users' generated content (Anjugu 2013).

Social media is fast becoming a trendy means of public communication and interpersonal ways of interacting with each other in Ghana and the world over (Daluba & Maxwell 2013). They further stated that the conventional way of meeting each other is long over and presently, the world meets at social media sites What distinguishes social media from the conventional means of communication is their interactive nature which allows the audience to participate from any part of the world. Mc Quail (2010) differentiates social media from the traditional mass media asserting that conventional mass communication was primarily one-directional, while the modern forms of communication are essentially interactive. This interactive aura of the social media confers unprecedented popularity on them. Social media by their very nature have the ability to inform, educate, entertain and inflame its audience. Above all, they have a contagious and outreaching magnetism which the traditional media lacks (Ezeah et al., 2013).

2.2.7 Social Media Advertising

The advent of new media, particularly the social media posed some challenges to the traditional media of marketing communications particularly television, radio and newspapers. The advent of social media in the space of advertising has resulted in more creativity by advertisers to attract the attention of their target audiences. According to Bob Garfield: "The advertising business is facing its chaos scenario, a jarring media universe in which traditional forms of mass

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entertainment swiftly disappear and advertisers are left in the lurch. This new, jarring media universe is forged by the interaction of converging technologies and the changes they drive in how, when, and why people consume them (and the advertisements they contain)" (Baran, 2013, p.320). It suffices to say that experts' projection on the influence of these platforms on the general advertising activities within the scope of integrated marketing communication cannot be over emphasised.

Muhammad and Faraz (2011), described integrated marketing communication as: "A strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmes over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences. The key difference in this definition of Integrated Marketing Communication (IMC) from that of just marketing communication is highlighted by the use of three words: i) strategic, ii) evaluate and iii) measurable. In essence, IMC enforces use of marketing communication mix in such a way that it is strategically designed to achieve certain objectives, measured to enforce accountability over marketers and are evaluated over time" (p.9).

Also, Maplestone (2013) defines IMC as "an audience driven a business process of strategically managing stakeholders, content, channels, and results of brand communication programs". (p.19) In view of these descriptions, it should be noted that the media have undergone an extensive phase of development in the last ten years. Previously, marketers focused on promoting their product/service in traditional media like TV, radio, newspapers. However, the marketing world has gone digital as technology has become an important part of daily lives (Muhammad & Faraz, 2011). These changes significantly dovetailed into the vibrant adoption of the social media in the space of integrated marketing communication of which advertising plays a major role.

Social media has become a public sphere wherein individuals share opinions, insights, experiences and perspectives. In this new world of social interaction, marketers connect and

communicate with consumers in order to influence their purchasing decisions (Rammnarain & Govender, 2013). Rammnarain and Govender (2013) use the term 'consumer generated media' interchangeably with social media when he said that: "they are a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues" (Maplestone, 2013, p.19).

Ganguly (2015) notes that social media advertising has come a long way in a relatively short period of time. Social media platforms, including, wikis, blogs, micro-blogs, vlogs, podcasts and content communities, seem to have shifted audiences from traditional, objective, rational and institutional perspectives of social networking to subjective, emotive, personalised perspectives (Kumara as cited in Rammnarain & Govender, 2013). The shift is driven by advancement in communication technology (Belch &Belch cited in Adelabu, 2015).

Advertising on the internet takes a variety of forms. Advertisers are charged various amounts of fee relative to what they advertise and duration of adverts in specific blogs. They also use the pay per click advertising where advertisers only pay when a customer clicks on the ad and links to the advertiser's website (Adelabu 2015). Some other forms of online advertising include display advertisements, search-related advertisements, and online classifieds. The most common form is banners, banner-shaped advertisements found at the bottom, top, left, right or centre of a web page, pop-ups and interstitials. Pop-ups are online advertisements that appear suddenly in a new window in front of the window being viewed. Interstitials are online advertisements that appear between screen changes on a web-site, especially while a new screen is loading (Kotler, Armstrong, Wong, & Saunders, 2008). The relevance of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, Facebook or Twitter page with the promise of an exciting online experience, fun incentives and a sense of community that people

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actually want to get involved with. This situation is also very prominent in the Nigerian market particularly for products targeting the youths (Otugo, Uzuegbunam & Obikeze 2015).

2.2.8 Problems in Social Media Advertising

Despite the prospects of social media in advertising, it has its attendant challenges. Recent studies have highlighted the impact of user-generated content (UGC) and social networking as significant forces on the internet, presenting both opportunities and challenges for marketers (Smith et al., 2022). Traditionally, marketers have been able to buy time or space on fixed media in a controlled context that almost guaranteed them that their messages will not be delivered in a hostile or inappropriate environment. However, such guarantees are harder to make as the lack of control can be a source of great anxiety for marketers (Muhammad & Faraz, 2011).

User Generated Content (UGC) requires marketers to alter their approach and become more conversational with their target audiences on the social media platforms but the results may be that of mixed reactions due to the unique and complex level of engagement. Discussions on UGC sites are conversations initiated, maintained and owned by customers themselves; hence marketers are required to be smart and react in a manner that meets the expectations of individuals on the platforms else, they risk the disapproval of their target audiences. (Muhammad & Faraz, 2011) Adelabu (2015), further identified some weaknesses of online/social media advertisement which include:

- Measurement Problems: one of the greatest disadvantages of the internet is the lack of reliability of the research numbers generated.
- Clutter: as the number of ads proliferates, the likelihood of one's ad being noticed drops accordingly. The result is that some advertisements may not get noticed, and some consumers may become irritated by the clutter.

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- Poor Reach: while internet numbers are growing by leaps and bounds, its reach still lags behind that of television.

- Irritation: numerous studies have reported on the irritating aspects of some Web tactics. These studies have shown consumers' discontent with clutter, e-mail SPAM, and pop-ups and pop-unders. These irritating aspects can deter visitors from coming to or returning to the sites.

2.2.9 Consumers' Attitude toward Social Media Advertising

According to Philip, Armstrong and Opresnik (2018), attitude could be positive and negative due to the extent of favorability attached to feelings. Attitude has three com-ponents named as affect, cognition and behaviour, which means to feel, believe or behave about/to the object (Yavuz & Cansız, 2019). Customer attitude towards networking advertisement is cognitive and can be positive or negative (Kornias & Halalalu, 2012). Moreover, they are deemed to be a vital indicator of advertisement success, therefore, studying the factors affecting the behaviour of customers is very important in designing advertisements and especially for social media. Reports regarding the attitude of customers towards generalized advertisements state the development of positive attitude in customers is linked to interactivity and personalization (Hadija, Barnes & Hair 2012). Huge numbers of advertising models have been developed to explain attitude dependency on various factors (Kornias & Halalau, 2012).

An example of traditional advertising models includes a Pollay and Mittal model developed in 1993, which consisted of seven factors (Kornias & Halalau, 2012). The model displayed product information, entertainment and social information as utility factors. In addition to these factors, four socio-economic factors are also included. This model is limited by factors such as the difficulty in articulating the economic factors, and considering only traditional advertisement systems, which

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makes this system unusable in the study of the analysis of customer attitude towards advertisements (Kornias & Halalau, 2012).

Another model was developed by Ducoffe in 1996. It includes information, entertainment and irritation as its three factors. Unlike Pollay and Mittal, 1993 model, socio-economic factors are not considered. These factors have been also analysed by various researchers for determining customer attitude towards advertisement. The model is found to be simple and effective (Kornias & Halalau, 2012). In 2001, one additional factor, credibility, was integrated by Bracket and Carr to Ducoffe's (1996) model as a component, as it offered further explanation of the attitude toward advertising construct.

Further in 2012, interactivity was added to the above-combined model by Logan et al (2012). This study has two dimensions: the first dimension focuses on the use of all the four factors described by Ducoffe (1996) and Bracket and Carr (2001), including entertainment as a factor. The second dimension of research user-related variables is analyzed. Attitude is a derived composite outcome of the interaction between a person's beliefs (cognitive thoughts) and expressed emotions (affective feelings) with respect to those beliefs. Knowledge of these interactions can help to predict a consumer's behaviour (conative action) (Asiegbu Powei & Iruka, 2012). Review of all the attitude associated factors has been carried out by many researchers and was found to be useful (Ducoffe, 1996; Brackett & Carr, 2001; Kornias & Halalau, 2012; Lou & Yuan, 2019).

2.2.10 Consumer Perception on Social Media Advertising

Shiff and Morgaeu (2003), assert that perception determines which of the different products category consumer will choose. Shiff and Morgaeu (2003) add that perception could be a person's personal views or feelings about a particular product and service. Shiff and Morgaeu (2003), further observe that through social media advertising, large audiences can be reached with just a simple

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message that presents them the opportunities to understand the product, its primary function and how it relates to other products.

Abimaje (2014), indicate that the purpose of social media advertising is to make potential buyers respond more favourably to the firm's offering. Abimaje (2014), adds that social media advertising provides information, creates and modifies consumers' desire and provides reasons for preferring a particular product. According to Vani, Babu and Panchanatham (2011), the captivating and persuasive nature of social media advertising creates want through passive compulsion so that the consumer will buy the product. Abimaje (2014), further adds that social media advertising also helps society by improving competition, lowering prices, encouraging more product choices, supporting the media and providing information.

According to Solomon (2002), the central goal of any given advertisement is to persuade customers by changing and modifying their attitudes towards the product. Abimaje (2014), observes that before a consumer can consider a product, the consumer must be aware of the existence of such product, hence a consumer's choice is limited to the set of product he is aware of and this awareness is a function of the demography of the consumer and his exposure to the advertisement. Abimaje (2014), asserts that every advertising campaign is based on six principles which are; to secure attention, to arose interest, to develop and sustain the interest, to create desire, to incite action and to create goodwill.

Wellbacher (2003), asserts that for consumers' perception of social media advertising to be better understood, advertisers need to consider their beliefs and feelings about such social media advertising as well as the way consumers behave towards it. According to Wellbacher (2003), the trust consumers hold about the credibility of an advertisement will likely influence information offered by such advertisement. He observes that if consumers do not trust the media, then they are

less likely to pay attention to it. Wellbacher (2003), further adds that every piece of advertising message and the media used for the dissemination of the information should be credible enough so that consumer will have no reason to distrust both the message and the medium. This way, consumer will hold the organization in high esteem and regard their product or brand as worth buying.

2.3   Empirical Report Review

Chrisniyanti and Fah (2022) "researched on the impact of social media marketing on purchase intention of skincare products among Indonesian young adults". This study aims to investigate the impact of social media marketing activities (SMMAs) on purchase intention of skincare products among Indonesian young adults. The secondary objective of this study is to investigate the mediating effect of subjective norms, perceived behavioral control, brand awareness, and social brand engagement on the relationship between social media marketing activities on purchase intention of skincare products. This study adopted theory of planned behavior. This study adopts a quantitative cross-sectional method.

A total of 271 responses were collected from the respondents aged 18 to 34 years old through non-probability sampling. It was found that social media marketing activities (SMMAs) have a positive significant impact on purchase intention of skincare products among Indonesian young adults. Additionally, the relationship between social media marketing activities and purchase intention was significantly mediated by subjective norms, perceived behavioral control, brand awareness, and social brand engagement. The findings of this study will assist skincare brands' marketers and future researchers to have useful insight into the impact of social media marketing activities on purchase intention of skincare products. Chrisniyanti and Fah (2022)'s research is

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relevant to this study because they both show the relationship between social media marketing activities and purchase intention of consumers.

Ihinmoyan (2022) researched on the "effects of digital advertising on consumer buying behaviour in Nestle Plc Nigeria Lagos". This study seeks to investigate the effects of digital advertising on consumer buying behaviour in Nestle Plc Lagos Nigeria. The study adopted mediation reality theory, shifting reality theory and the magic of the meaning theory. The researcher adopted the cross sectional design. The population for the study were customers of Nestle Nigeria Plc and purposive sampling technique was used in selecting the sample of 100 participants (40%) male and (60%) female. Results from the study revealed that there was a significant relationship between digital advertising and consumer buying behavior in Nestle Nig Plc [$r (98) = .295$ p < .05];there is a significant influence of consumer buying behavior in Nestle Nig Plc [$F (2, 99)$ =27.361; $p<0.05$].It was recommended that digital advertising information should be clear, concise, consistent and compelling to attract more customers.; companies should conduct quarterly digital marketing research, so as to gather information as regard the digital platforms to meet the target market in order to meet the projected sales and profit level set by them. Ihinmoyan (2022) research is relevant to this present study because they both examine the significant relationship between digital advertising and consumer buying behavior.

Aji, Nadhila and Sanny (2020) researched on "effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry". This study attempts to investigate whether Social Media Marketing Activity (SMMA) carried out by companies / brands have a positive impact on their brand equity, e-WOM distribution on social media and customers' purchase intention. The objective of this paper is to investigate the impact of SMMA towards customers' purchase intention. The study adopted psychometric theory. The

researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Moreover, brand equity had a positive impact on Electronic-Word of Mouth (e-WOM); and e-WOM maintained a positive influence towards customers' purchase intention. Finally, SMMA also has showed a direct impact to customers' purchase intention. Aji, Nadhila and Sanny (2020)'s study is relevant to this present study because they both highlighted the effect of social media marketing towards purchase habit of consumers.

Zeqiri, Ibraimi and Zuferi (2019) conducted a research on the "impact of billboard advertising on consumer buying behavior". The study found the effect of billboard advertisements on consumer buying behaviour. It also sees factors like, lay out, size, visual appeal, texts, etc., that play an important role in consumer buying behaviour. The study uses secondary and primary data. The secondary data is collected from literature review, whereas the primary data is collected through a structured questionnaire with the Likert Scale (1 denoting consumer's "completely disagreed" position, and "5 denoting completely agreed" position, with 3 being a neutral position. The collected data is analyzed using the SPSS statistical software. The results of the analysis show that consumers agree that billboard advertising is important and has an impact on consumer purchase decisions. So, the study offers some insights for companies in order to use them in their outdoor advertisements. Zeqiri, Ibraimi and Zuferi (2019)'s study is relevant to this present research because the both show the importance and impact of advertising on consumer purchase decisions.

Binwani and Ho (2019) researched on the "effects of social media on cosmetic brands. Social media has become an increasingly important platform for brands in order to showcase their

products". The social media posts can reach a wide range of potential customers from all over the world and generate buzz, particularly in the cosmetics industry. This study extends Kim and Ko's (2012) research by examining the role of social media marketing activities in enhancing brand equity, value equity and relationship equity, specifically among cosmetic users. Findings from 201 cosmetic users revealed that social media marketing activities influence users' perception on brand, value and relationship equity with the cosmetic brands differently as compared to Kim and Ko's (2012) findings in the luxury segment. This study also finds varying role of relationship equity and value equity in forming brand equity and influencing the degree towards cosmetic customers' future purchase intention. Binwani and Ho (2019)'s research is relevant to this present study because they both expatiate the important role advertising plays and how advertisement is influencing the degree towards cosmetic customers' future purchase intention.

Nwankwo and Ifejiofor (2018) did a research on Social media: A critical examination of its effect on students'shopping habits. The reason for this study is to examine the effect of social media advertisement on students' shopping habit in Nigeria, as well as examine the effect of social media credibility on students' shopping habits in Nigeria. The research focused on internet users (students) from five selected Local Government Councils (Oyi, Idemili North and South, Onitsha North and South) particularly those who use social media sites. Data was collected using questionnaires and interviews from the population of internet users of the selected five selected Local Government Councils. A sample of 150 internet users was drawn from the population. Regression statistics was used to analyse the established variables. The test conducted show that social media advertisement and credibility has significant effect on students' shopping habit. Based on the outcome of the findings, the authors recommend that advertisers should give all the details that are needed for easy patronage of the products. In addition, users of social media in promotion of products, especially

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manufacturers and middlemen, should know that the credibility of any social platform creates an added advantage to the profit of that organization. Nwankwo and Ifejiofor (2018)'s study is relevant to this present study because they both try to understand how social media advertisement and credibility has significant effect on students' shopping habit.

Alalwan, (2018) did a research investigating the "impact of social media advertising features on customer purchase intention". The purpose of this paper is to research empirically, the impact of social media on the purchasing behavior of consumers, and especially on how the feedbacks and reviews influence each of the stages of the consumer decision making process, a sample of 828 randomly selected, Moroccan social media users, was investigated through a survey. The study examined social commerce intentions through the uses and gratifications theory. The results show that consumers' purchasing decision is highly influenced by social media networks. According to the results, the influence of social media on information and evaluation of alternatives stages is higher than the rest of the stages of the purchase-decision making process. Finally, almost most of the survey respondents (85, 4 %) believe that social media has an impact on our purchasing behavior. The study recommended that E-commerce companies are increasingly encouraging their users to connect to social media venues such as Facebook and Pinterest. The main strategic goal of such social connections is to boost user interaction and adoption on social media. Alalwan, (2018)'s study is relevant to this present study because the both try to understand if consumers' purchasing decision is highly influenced by social media networks.

Anatasia, Sunitarya and Adriana (2016) researched on the "effects of advertising strategies on consumer trust:a case of skin care products in Taiwan". The main aim of this study was to develop advertising strategies in order to increase consumer trust. Four advertising elements: celebrity endorsement, branding, product attribute, and third party certification were investigated.

Data were collected to answer two research questions: (1) To investigate the advertising strategies of skin care products leading to consumer trust, (2) To know the effects of advertising strategies in skin care products on consumer trust. The study was anchored on equity theory A 5-point Likert scale survey was distributed to the female population in Taipei area. Via online and personal approaches, 266 questionnaires were returned. Targeting on 18-30 years old female skin care product users who stay in Taipei area more than six months, 240 qualified questionnaires were analyzed. The four independent variables are found having a significant relationship with trust in skin care advertising, in which branding has the greatest influence on increasing consumer trust. The control variable which is financial status is not found having statistically significant effect on consumer trust. To conclude, this study is dedicated to the communities in order to optimize their marketing strategies. Anatasia, Sunitarya and Adriana (2016)'s study is relevant to this present study because they both show how advertising is a good tool for creating awareness and persuading customer to choose appliances of their choice.

Muhammad, and Dwi, (2015) researched on the "impact of online advertising on consumer attitude and interests buy online". The objective of study is to find out to the impact of Online Advertising on Consumer Attitude and Interests Buy Online. The theory study is based on online advertising on consumer Attitude and Interests Buy Online a research theoretical framework is constructed to illustrate the impact of online advertising on Consumer Attitude and Interests Buy Online. The study consisted 90 sampled respondents make shopping online. It findings of the study found that most of the online advertisement platform makes is easy for the audience to engage with your advertisement or products. As an advertiser we would be able to get more feedback from the audience and thereby improve the quality of our advertisement going forward. The study recommended that it can be inferred that marketer's efforts have gone well beyond just mere selling

of the products and goods. The study had made sure that efforts taken by the marketers to create awareness about the product, made them understand the importance of the product and prepared them to buy branded products through online advertising. Muhammad, and Dwi (2015) research is relevance to this present study because they both are trying to understand the impact advertising has on consumer attitude and interests buy online. The study both try to explain the efforts taken by the marketers and organizations to create awareness about the product, importance of the product and prepared them to buy branded products through online advertising.

CHAPTER THREE

METHOD OF THE STUDY

3.1 Research Design

A research design is a systematic plan used to investigate a scientific problem (Rahman, Ali, & Khan, 2021). The research design adopted in this study is qualitative research design utilizing a self-administered questionnaire.

3.2 Research Method

Research method refers to the description of how research will be done in order to ensure valid and reliable study. For this study, survey method was used to samples the opinion of respondents with the use of questionnaire.

3.3 Population of the Study

Ogundipe, Lucas and Sanni (2006) defined population as "the totality of all elements, subjects or members that possess a specified set of one or more common definite attributes". In this research, the population of the study are undergraduates of Kwara State University, Malete. Thus, the undergraduate students of Kwara State University are the sample size for this study. The total population of undergraduates of Kwara State University in figure is 18,970 as at the time of this study according to KWASU Registry. Thus, the population of the entire students of KWASU represents the universe of the study.

3.4 Sample Size and Sampling Technique

Rahman, Tabash, Salamzadeh, Abduli and Rahaman (2022) describes sampling as the process of selecting a suitable sample, while a sample is a subset of the population that is taken to be representative of the entire population. The sample is an important feature of any study in which

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the goal is to make inferences about a population from a sample (Rahman, Tabash, Salamzadeh, Abduli & Rahaman (2022).

To reach the 18,970 population will be almost impossible for the researcher because of the sheer size. Thus, a sample becomes imperative. A sample is a subset of the population the researcher actually examines to gather her data. The sample size for this study is calculated using the Taro Yamanne formula, which is represented below:

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

Where: n= the sample size

N = the finite population size

e = level of significance (at 0.05 or 5% level of significance)

$$n = \frac{18,970}{1+18,970 (0.05)^2}$$

$$n = \frac{18,970}{1+18,970 \times 0.0025}$$

$$n = \frac{18,970}{1+47.425}$$

$$n = \frac{18,970}{48.425}$$

n = 391.7, approximately to (392).

Thus, based on the calculation, 392 respondents was used as sample size for the study.

3.5   Research Instrument

According to Aini, Zaharuddin and Yuliana (2018), research instrument for the data collection means the tools which will be used to collect data for the purpose of testing hypothesis or answering research questions. A well-structured questionnaire was used as the measuring

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instrument, because of the survey method that was adopted in this study, which gave room for people's opinions. The questions were structured in both close and open-ended formats. The questionnaire was structured in two sections, section B consisted of questions that gave answers to the research questions, while section would A consisted of demographic questions of the research.

3.6   Validity of the Research Instrument

Validity is an attempt to find out whether the test really measures what it is supposed to measure (Kiley & Vaisey, 2020). Therefore, this supposes that after the researcher administers the instrument, the researcher will examine the degree to which the responses of the respondents are identical for the set of data. To ensure appropriateness of the research instrument, the questionnaire was subject to the scrutiny of my supervisor and other lecturers in the Mass communication department. Also, a pilot test was done on 20 undergraduates students of University of Ilorin to find out if the instrument is valid. The result was used to adjust the instrument.

To ensure appropriateness of the research instrument, a face validity was carried out by an expert for vetting and corrections to avoid errors and omissions before used.

3.7   Reliability of the Research Instrument

Before the commencement of data analysis, the reliability test was carried out to establish that the instrument and its constructs had internal consistency and had actually measure what they were designed to measure. For ascertaining the reliability, the researcher employed the Cronabach's Alpha Test of reliability. The reliability test was carried out to determine the consistency of all responses given by respondents to the 18 items in the questionnaire used to get respondents perception on impact of social media advertising on purchasing habit of undergraduates students of Kwara State University, Malete. It also examines the interconnectedness of responses using Cronabach's Alpha (α) with a coefficient value ranging from 0 to 1 (Tavakol & Dennick, 2011).

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The reliability test was carried out to test the reliability of the final draft of the questionnaire.

For the pilot questionnaire, the result of the reliability test is given below;

Table 3.1: Reliability Statistics (Pilot Questionnaire)

Reliability Statistics

Cronbach's Alpha	N of Items
.480	18

Table 3.2: KMO and Bartlett's Test

Validity Statistics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	3284.434
	Df	325
	Sig.	.000

3.7 Method of Administration of the Research Instrument

The researcher with the aid of an assistant personally distributed the questionnaires to the undergraduates students of Kwara State University, Malete, waited for them to fill it and dully collected them from the respondents after responses have been given.

3.8 Methods of Data Analysis

The data was analyzed using Statistical Package for Social Science (SPSS). Presentation was done using simple percentages and frequency tables.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

For the purpose of clarity, this chapter is organized into three parts. In part one, analysis of data was carried out to provide answers to the research question, using frequency tables and simple percentage to present the data and explanations were stated after each table. Part two covers summary of major findings while part three dwells on discussion of findings. 392 copies of questionnaire were distributed to the respondents while 350 copies were retrieved. However, 25 copies representing 6.4% of the questionnaire were not properly filled and 17 copies representing 4.3% of the questionnaire were not returned. Therefore, the data analysis was based on the correctly filled copies of the questionnaire. Thus, 350 copies representing 89.3% of the questionnaire were analyzed. The missing copies were 42 representing 10.7% of the questionnaire administered.

4.1   Field performance of the Research Instrument

No of Questionnaire Administered	Percentage Administered	No of Questionnaire Retrieved	Percentage Retrieved
392	100%	350	89.3%

The researcher felt that the 89.3% return rate was good enough for analysis, thus the population used for data analysis for this study is N = 350

4.2 Analysis of Data on the Research Questions

Table 4.1: Demographic Characteristics of the respondents

Demography of Respondent for Survey Questionnaire

S/N	Respondent's Demographic Variables	% (n)	% (n)	% (n)	% (n)	% (n)	Total (n)
1.	Gender	Male 166(47.4%)	Female 184(52.6%)				350 (100%)
2	Age	16-20 100(28.6%)	21-25 104(29.7%)	26-30 106(30.3%)	31 & above 40(11.4%)		350 (100%)
3	Marital Status	Single 293 (83.7)	Married 57(16.3%)	Divorced -	Separated -		350 (100%)
4	Religion	Islam 207(59.1%)	Christianity 143(40.9%)	Others -			350 (100%)
5	Level	100 Level 70(20%)	200 Level 90(25.7%)	300 Level 82(23.4%)	400 Level 70(20%)	500 Level 38(10.9%)	350 (100%)

Table 4.1 shows that 47.4% of the respondents are males while 52.6% are females. On the age of the respondents, 28.6% of the respondents are within the ages of 16-20 years, 29.7% are within the ages of 21-25yrs, 30.3% within the ages of 26-30yrs and 11.4% are 31yrs and above. On the respondent's marital status, 293 or 83.7% are single and 57 or 16.3% are married. On the religion, 207 or 59.1% of the respondents are Muslims while 143 or 40.9% of the respondents are Christians. One the level of the respondent's, 20% are in 100L, 25.7% in 200L, 23.4% are in 300Level, 20% are in 400L and 10.9% are in 500 Level.

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Research Question One: To what extent are undergraduates exposed to advertisements on social media?

Table 4.2: The extent to which undergraduates' are exposed to advertisement on social media.

SN	Statements	% (n)	% (n)	% (n)	% (n)	% (n)	Tota
1.	Do you have a social media account?	Yes 350 (100%)	No -				350 (100%)
2.	Which of the following social media platforms do you see advertisement	Facebook 36 (10.3%)	Tiktok 76 (21.7%)	WhatsApp 96 (27.4%)	Instagram 108 (30.9%)	Others 34 (9.7%)	350 (100%)
3.	Are you aware of social media advertising?	Yes 350 (100%)	No -				350 (100%)
4.	I see advertisements on social media everyday	SA 156 (44.6%)	A 146 (41.7%)	U 20 (5.7%)	D 11 (3.1%)	SD 17 (4.9%)	350 (100%)
5.	I see advertisements of different products on social media once in a day	SA 182 (52%)	A 107 (30.6%)	U 36 (10.3%)	D 25 (7.1%)	SD -	350 (100%)
6.	I am not aware of advertisement on social media	SA	A -	U 30 (8.6%)	D 176 (50.3%)	SD 144 (41.1%)	350 (100%)
7.	I regularly watch, read or/and listen to advertisement to be updated about certain products on social media	SA 132 (37.7%)	A 144 (41.1%)	U 36 (10.3%)	D 17 (4.9%)	SD 21 (6%)	350 (100%)

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Table 4.2 above shows the extent to which undergraduates' are exposed to advertisement on social media. On the statement "*Do you have a social media account?*" 100% of the respondents have social media account. On the statement "*Which of the following social media platforms do you see advertisement*" 10.3% of the respondents choose Facebook, 21.7% of the respondents choose Tiktok, 27.4% of the respondents choose WhatsApp, 30.9% of the respondents choose Instagram, while 9.7% of the respondents choose others. On the statement "*Are you aware of social media advertising?*" 100% i.e. all of the respondents said they are aware of social media advertising. On the statement "*I see advertisements on social media everyday*", 44.6% of the respondents strongly agreed that they see advertisements on social media everyday, 41.7% agreed, 5.7% were undecided, 3.1% disagreed while 4.9% strongly disagreed with the statement. On the statement "*I see advertisements of different products on social media once in a day*", 52% of the respondents strongly agreed, 30.6% agreed, 10.3% were undecided while 7.1% disagreed with the statement. On the statement "*I am not aware of advertisement on social media*", 8.6% were undecided, 50.3% disagreed while 41.1% strongly disagreed that they are not aware of advertisement on social media. On the statement "*I regularly watch, read or/and listen to advertisement to be updated about certain products on social media*", 37.7% of the respondents strongly agreed that they regularly watch, read or/and listen to advertisement to be updated about certain products on social media, 41.1% agreed, 10.3% were undecided, 4.9% disagreed while 6% strongly disagreed with the statement.

From the above table undergraduates of Kwara State University are exposure to social media advertisement of different products, most of them regularly watch, read or/and listen to the social media advertisement to be updated about products.

Research Question Two: On which social media platforms do undergraduates mostly view advertisements?

Table 4.3: The social media platforms which undergraduates' are likely to make purchasing decisions

SN	Statements	SA	A	U	D	SD	Total
8.	Instagram.	182 (52%)	142 (40.6%)	26 (7.4%)	-	-	350 (100%)
9.	Tiktok.	122 (34.9%)	124 (35.4%)	26 (7.4%)	42 (12%)	36 (10.3%)	350 (100%)
10.	WhatsApp.	122 (26.3%)	124 (35.4%)	26 (7.4%)	42 (12%)	36 (10.3%)	350 (100%)
11.	Twitter.	94 (26.9%)	85 (24.3%)	34 (9.7%)	70 (20%)	67 (19.1%)	350 (100%)
12.	Facebook.	150 (42.9%)	144 (41.1%)	26 (7.4%)	13 (3.7%)	17 (4.9%)	350 (100%)
13.	Others.	94 (26.9%)	85 (24.3%)	34 (9.7%)	70 (20%)	67 (19.1%)	350 (100%)

Table 4.3 above shows the social media platforms on which undergraduates' mostly view advertisements. On the statement *"Instagram"*, 52% of the respondents strongly agreed, 40.6% agreed, and 7.4% were undecided that the social media platforms on which undergraduates' mostly view advertisements is Instagram. On the statement *"Tiktok"*, 34.9% of the respondents strongly agreed, 35.4% agreed, 7.4% were undecided, 12% disagreed while 10.3% strongly disagreed that the social media platforms on which undergraduates' mostly view advertisements is Tiktok. On the

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statement "*WhatsApp*", 34.9% of the respondents strongly agreed, 35.4% agreed, 7.4% were undecided, 12% disagreed while 10.3% strongly disagreed that the social media platforms on which undergraduates' mostly view advertisements is WhatsApp. On the statement "*Twitter*", 26.9% of the respondents strongly agreed, 24.3% agreed, 9.7% were undecided, 20% disagreed while 19.1% strongly disagreed that the social media platforms on which undergraduates' mostly view advertisements is Twitter. On the statement "*Facebook*", 42.9% of the respondents strongly agreed, 41.1% agreed, 7.4% were undecided, 3.7% disagreed and 4.9 strongly disagreed that the social media platforms on which undergraduates' mostly view advertisements is Facebook. On the statement "*others*", 26.9% of the respondents strongly agreed, 24.3% agreed, 9.7% were undecided, 20% disagreed while 19.1% strongly disagreed that the social media platforms on which undergraduates' mostly view advertisements are other ones not mentioned.

From the above table the social media platforms on which undergraduates' mostly view advertisements is through Instagram, Facebook, Tiktok as well as Whatsapp and social media advertisements have significant influence on Kwara State University undergraduate awareness about products.

Research Question Three: What factors are likely to influence undergraduates' exposure to advertisements on social media platforms?

Table 4.4: The factors that are likely to influence undergraduates' exposure to advertisements on social media platforms

SN	Statements	SA	A	U	D	SD	Total
14.	Social media advertisement help me to know about new products that are available in the market.	146 (41.7%)	164 (46.9%)	20 (5.7%)	12 (3.4%)	8 (2.3%)	350 (100%)
15.	Social media advertisements are informative, provides detail description about products and demonstrate the way of usage of the product.	150 (42.9%)	160 (45.7%)	40 (11.4%)	-	-	350 (100%)
16.	I feel satisfied when I get exposed to the advertisement of the product I like on social media platform.	150 (42.9%)	160 (45.7%)	40 (11.4%)	-	-	350 (100%)
17.	Social media advertisements lead me to do a repeat purchase of a product.	150 (42.9%)	138 (39.4%)	25 (7.1%)	20 (5.7%)	17 (4.9%)	350 (100%)
18.	Social media advertisement help me to know about new products that are available in the market.	142 (40.6%)	188 (53.7%)	20 (5.7%)	-	-	350 (100%)

Table 4.4 above shows the factors that are likely to influence undergraduates' exposure to advertisements on social media platforms. On the statement "*social media advertisement helped me to know about new products that are available in the market*", 41.7% of the respondents strongly agreed, 46.9%, 5.7% were undecided, 3.4% disagreed while 2.3% strongly disagreed that social media advertisement help me to know about new products that are available in the market. On the

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statement *"social media advertisements are informative, provides detail description about products and demonstrate the way of usage of the product"*, 42.9% of the respondents strongly agreed that social media advertisements are informative, provides detail description about products and demonstrate the way of usage of the product, 45.7% agreed while 11.4% were undecided with the statement. On the statement *"I feel satisfied when I get exposed to the advertisement of the product I like on social media platform"*, 42.9% of the respondents strongly agreed, 45.7% agreed while 11.4% were undecided with the statement. On the statement *"social media advertisements lead me to do a repeat purchase of a product"*, 42.9% of the respondents strongly agreed that social media advertisements lead me to do a repeat purchase of a product, 39.4% agreed, 7.1% were undecided, 5.7% disagreed while 4.9% strongly disagreed with the statement. On the statement *"social media advertisement help me to know about new products that are available in the market"*, 40.6% of the respondents strongly agreed, 53.7% agreed while 5.7% were undecided that social media advertisement them to know about new products that are available in the market.

From the above table social media advertisement have an influence the buying habit of Kwara State University undergraduates has it lead them to do a repeat purchase of a product. Kwara State University undergraduates affirm that are satisfied with been exposed to social media advert as it is informative and provides detail description about products.

4.3   Discussion of Findings

The findings from the study are discussed in line with the objectives of the study and the research questions that were raised at the beginning of the study.

Research question one deals with the extent that undergraduates are exposed to advertisements on social media. Based on the findings of this study, undergraduates of Kwara State University are exposure to social media advertisement of different products, most of them regularly

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watch, read or/and listen to the social media advertisement to be updated about products. This is in line with Bandura (1986), Gerbner, Gross, Morgan, Signorielli and Shanahan (1980) cultivation theory that deduced that the audience has to pay attention to their messages, learn the contents of the messages and make appropriate changes in their attitudes or beliefs, or produce the designed behavioural responses. Thus, this theory also helps to explain the relationship between Kwara State University undergraduates and influence social media advertising have on their choice and buying habit of a particular product.

The research question two deals with the social media platforms undergraduates mostly view advertisements. From the findings, the social media platforms on which undergraduates' mostly view advertisements is through Instagram, Facebook, Tiktok as well as Whatsapp and social media advertisements have significant influence on Kwara State University undergraduate awareness about products. This is in line with Folarin (1998) uses and gratification theory that indicatd the media and content choice is generally rational and directed towards certain specific goals and satisfactions. Folarin (1998) uses and gratification theory also explains how many organizations, companies, establishments makes use of social media advertising in promoting their products and services because it is a medium to many who are not exposed to radio, television, cinema, newspaper and have a significant amount of purchasing power that advertisers cannot ignore.

The research question three deals with the factors that are likely to influence undergraduates' exposure to advertisements on social media platforms. From the result social media advertisement have an influence the buying habit of Kwara State University undergraduates has it lead them to do a repeat purchase of a product. Kwara State University undergraduates affirm that are satisfied with been exposed to social media advert as it is informative and provides detail description about

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products. This is in line with an existing literature by Binwani and Ho (2019) that showed that varying role of relationship equity and value equity in forming brand equity and influencing the degree towards customers' future purchase intention. This is also in line with an existing literature by Zeqiri, Ibraimi and Zuferi (2019 that indicated that consumers agree that advertising is important and has an impact on consumer purchase decisions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The researcher has attempted to examine impact of social media advertising on purchasing habit of undergraduates students of Kwara State University, Malete. It summarizes and concludes this study under the following subheadings i.e. summary, conclusions, recommendations and limitation of the study.

5.1   Summary

This study is aimed on impact of social media advertising on purchasing habit of undergraduates students of Kwara State University, Malete. The purpose of the study was to: investigate the extent to which undergraduates' are exposed to advertisement on social media, identify the social media platforms on which undergraduates' mostly view advertisements and examine the factors that are likely to influence undergraduates' exposure to advertisements on social media platforms. However, the three research questions that were designed to proffer answers to the objectives of the study are: to what extent are undergraduates exposed to advertisements on social media?, on which social media platforms do undergraduates mostly view advertisements? and what factors are likely to influence undergraduates' exposure to advertisements on social media platforms?. The study was anchored on the cultivation theory and uses and gratification theory. In the view of the above, the researcher adopted survey research as the research method. The Taro Yamanne formula as well as the simple random sampling method was used to select the sample. With the aid of a carefully prepared questionnaire, data that are relevant to the research work were elicited from the respondents. A total number of 392 copies of questionnaire were administered to undergraduates of Kwara State University; however, 350 copies were retrieved. The data gathered

from the copies of questionnaires were interpreted, analysed and presented in tables with simple frequency and percentage counts.

Findings from the study showed that undergraduates of Kwara State University are exposed to social media advertisement of different products, most of them regularly watch, read or/and listen to the social media advertisement to be updated about products. The study also found that the social media platforms on which undergraduates' mostly view advertisements is through Instagram, Facebook, Tiktok as well as Whatsapp and social media advertisements have significant influence on Kwara State University undergraduate awareness about products. The study found that social media advertisement have an influence the buying habit of Kwara State University undergraduates has it lead them to do a repeat purchase of a product.

5.2   Conclusion

This research explored the impact of social media advertising on purchasing habit of undergraduates students of Kwara State University, Malete. Advertisement is very effective because of the ability to convince the consumers to make purchase decisions, creating interest among consumers to purchase and can satisfy the customers. Also, features like price and quality were found to be the most dominating factors that influences consumer buying behaviour while purchasing consumer durables. The study concluded that Kwara State university undergraduates are exposed to social media advertisement. The study also concluded that the most preferred medium through which Kwara State University undergraduates get exposed to social media advertisement is through Instagram and Whatsapp more than other social media platforms. Furthermore, it was observed that undergraduates of Kwara State University are influence by social media advertisement of their choice of various product they want to buy.

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5 3   Recommendations

5.3.1   Recommendations to Study — Specific Stakeholders

Based on the findings and conclusion of this study, the study recommends the following:

1. Social media advertisers should put more creativity into producing their advertisements. As much as possible, they should produce advertisements that are informative.

2. Companies should task advertisers in designing various advertising platform in attractive texts, images and even videos to create better awareness of their various products.

3. The advertising agencies should always ensure that online adverts carry a strong convincing advertisement specifically on the quality and accessibility of the service they are providing.

4. Advertisers should tailor their adverts to better suit social media platforms so that they can reach majority of their targets.

5. Advertisers should also tailor their adverts to include more videos than pictures and text to ensure more reach and attraction.

5.3.2   Recommendations for Further Studies

This study focused on the impact of social media advertising on purchasing habit of undergraduate students of Kwara State University, Malete. For future studies, the researcher recommends the following for investigation:

1. Influence of social media advertising on the choice of product among undergraduate Kwara State University, Malete.

2. Perception of Tv and online advertisement on consumer behaviour: A comparative study.

3. Effect of online advertisement on consumer brand loyalty among undergraduate of Kwara State University, Malete.

5.4   Limitations of Study

The major limitation involved in this work is the geographical location because it was not possible for the researcher to cover all the undergraduates in Kwara State University. Similarly, the sample size of 392 respondents that was taken for the study might be too small to truly represent the scope of the study. A larger sample size could have yielded more reliable results but this was not possible due to financial constraint. Another challenge encountered by the researcher was the attitude of some of the respondents as they displayed lack of cooperation in terms of filling the questionnaire during administration.

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