

SOCIAL MEDIA ADVERTISING AND ITS INFLUENCE ON AUDIENCE PREFERENCE OF SIMILAR PRODUCT

BY

**ANIFOWOSHE ABDULLAHI ISHOLA
ND/23/MAC/PT/0012**

**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT
OF MASS COMMUNICATION, INSTITUTE OF INFORMATION
AND COMMUNICATION TECHNOLOGY KWARA STATE
POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE
AWARD OF NATIONAL DIPLOMA IN MASS COMMUNICATION
KWARA STATE POLYTECHNIC, ILORIN**

AUGUST, 2025

CERTIFICATION

This is to certify that this project has been read and met the requirement for the Award of National Diploma (ND) in the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

MRS. OPALEKE G. T.
(Project Supervisor)

DATE

MRS. OPALEKE G. T.
(Project Coordinator)

DATE

MRS. OPALEKE G. T.
(PT Coordinator)

DATE

DEDICATION

Dedicated to my parents and siblings for their unwavering support, caring, and encouragement throughout my studies.

ACKNOWLEDGEMENT

In the name of Allah, beneficent, the most merciful. All praise is due to Allah SWT. I would like to express my gratitude to my project supervisor Opaleke G.T, for her support guidance throughout this project. I also appreciate the support of my colleagues.

TABLE OF CONTENTS

Title page	i
Certification	ii
Dedication	iii
Acknowledgments	iv
Table of contents	v
Chapter One: Introduction	
1.1 Background of the study	
1.2 Statement of the problem	
1.3 Objectives of the study	
1.4 Research Questions	
1.5 Significance of the study	
1.6 Scope of the study	
1.7 Definition of terms	
Chapter Two: Literature Review	
2.1 Conceptual Review	
2.2 Theoretical Framework	
2.3 Empirical Framework	
Chapter Three: Research Methodology	
Introduction	
3.1 Research design	
3.2 Population of the study	
3.3 Sample Size and Sample Techniques	
3.4 Instrumentation	
3.5 Validity and Reliability of the Instrument	
3.6 Method of Data Collection	
3.7 Method of Data Analysis	

Chapter Four

Data analysis and Presentation

- 4.1 Introduction
- 4.2 Analysis of Research Question
- 4.3 Discussion of findings

Chapter Five

Summary, Conclusion and Recommendations

- 5.1 Summary
- 5.2 Conclusion
- 5.3 Recommendations

References

Questionnaire

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Social media advertising has emerged as a dominant force in contemporary marketing strategies, revolutionizing how businesses engage with consumers and promote their products. According to Statista, global social media ad spending is projected to reach over \$171 billion by 2023, highlighting the increasing significance of social platforms as advertising channels (Statista, 2021). This growth is driven by the widespread adoption of social media among consumers, with platforms like Facebook, Instagram, and Twitter boasting billions of active users worldwide. As a result, social media has become a primary channel for brands to reach and influence their target audiences.

Scholars and practitioners alike have recognized the profound impact of social media advertising on consumer behavior. Research indicates that social media ads have the potential to shape consumer perceptions, attitudes, and purchase intentions (Kim & Johnson, 2016). For example, a study by Mangold and Faulds (2009) found that exposure to social media advertising positively influenced consumers' perceptions of brand credibility and purchase intent. Furthermore, social media platforms offer unique capabilities for targeting and personalization, allowing advertisers to tailor their messages to specific demographics, interests, and behaviors (Zhang et al., 2019). This targeted approach enhances the relevance and effectiveness of advertising campaigns, leading to higher engagement and conversion rates.

Despite the growing body of research on social media advertising, there remains a gap in understanding its influence on consumer preferences for similar products within the same category. While previous studies have examined the effects of social media ads on brand perception and purchase intent, few have specifically focused on how exposure to ads for one product affects consumer preferences for competing products. This gap is

noteworthy considering the prevalence of product comparisons and competitive advertising on social media platforms. Understanding the dynamics of consumer preferences in this context is essential for marketers seeking to develop effective advertising strategies and gain a competitive edge in the digital marketplace.

Moreover, the effectiveness of social media advertising in shaping consumer preferences may vary across different product categories, demographic segments, and cultural contexts. For instance, research suggests that consumers may be more receptive to social media ads for certain product categories, such as fashion and beauty, compared to others (Lee & Hong, 2016). Similarly, cultural factors such as individualism versus collectivism may influence the impact of social media advertising on audience preferences (Choi & Rifon, 2012). By examining these nuances and intricacies, this study aims to provide valuable insights for marketers seeking to optimize their advertising strategies and enhance their competitive advantage in the digital age.

Social media advertising has become an integral component of the modern marketing landscape due to its unparalleled reach, targeting capabilities, and interactive nature. With the proliferation of social media platforms and the increasing amount of time spent by consumers on these platforms, advertisers have recognized the immense potential of social media advertising to influence consumer behavior. Research indicates that social media ads are highly effective in capturing consumers' attention and driving engagement, with video ads, in particular, gaining popularity for their ability to convey brand messages in a compelling and memorable manner (Statista, 2021). Furthermore, social media platforms offer sophisticated targeting options based on demographic, geographic, psychographic, and behavioral data, enabling advertisers to tailor their messages to specific audience segments (Smith & Fischer, 2018). This level of precision targeting not only enhances the relevance and effectiveness of advertising campaigns but also enables brands to reach niche audiences that may be more likely to convert.

In addition to targeting capabilities, social media advertising offers unprecedented opportunities for interaction and engagement between brands and consumers. Features such as comments, likes, shares, and direct messaging allow users to engage with ads in

real-time, providing valuable feedback and insights for advertisers. Moreover, the viral nature of social media enables content to be shared and amplified across networks, extending the reach and impact of advertising campaigns far beyond their initial target audience (Zhang et al., 2019). User-generated content and influencer marketing further contribute to the social currency of ads, as consumers often trust recommendations from peers and influencers more than traditional forms of advertising (Lee & Hong, 2016). As a result, social media advertising has become a powerful tool for building brand awareness, fostering brand loyalty, and driving purchase decisions.

Despite the undeniable benefits of social media advertising, challenges and limitations persist. Ad fatigue, ad blindness, and the prevalence of ad-blocking software pose significant obstacles to effective advertising on social media platforms (Liu et al., 2020). Moreover, concerns about data privacy, algorithmic bias, and the spread of misinformation have raised ethical and regulatory concerns regarding the use of social media advertising (Bergstrom & Murdock, 2020). Additionally, the dynamic nature of social media platforms necessitates ongoing monitoring and adaptation of advertising strategies to stay relevant and effective. By addressing these challenges and leveraging the opportunities afforded by social media advertising, marketers can capitalize on the immense potential of these platforms to influence consumer preferences and drive business growth.

In conclusion, social media advertising represents a paradigm shift in marketing communications, offering unparalleled reach, targeting capabilities, and interactivity. By understanding the unique dynamics of social media advertising and its impact on consumer preferences, marketers can develop more effective advertising strategies that resonate with their target audience and drive business results. However, success in social media advertising requires a deep understanding of audience behavior, creative storytelling, and continuous innovation to stay ahead of the competition in an ever-evolving digital landscape.

1.2 STATEMENT OF THE PROBLEM

The primary concern of this study is to investigate the extent to which social media advertising influences consumer preferences for similar products within the same category. Specifically, the research aims to address the following questions. How do different factors such as ad content, platform choice, and targeting strategies impact audience perceptions and preferences? To what extent do social media ads for one product influence consumer preferences for competing products within the same category? What are the underlying mechanisms through which social media advertising shapes consumer preferences, and how do these dynamics vary across different demographics and user segments? By exploring these questions, this study seeks to provide insights into the efficacy of social media advertising in influencing consumer preferences and inform marketers about strategies for optimizing their advertising campaigns in the digital realm.

The study also aims to delve into the moderating effects of various contextual factors, such as the level of consumer engagement with social media platforms, the credibility of the advertising content, and the influence of peer recommendations and user-generated content on consumer preferences. Furthermore, it seeks to investigate how the effectiveness of social media advertising in shaping consumer preferences may vary across different product categories, demographic groups, and cultural contexts. By examining these nuances and intricacies, the research endeavors to provide a comprehensive understanding of the mechanisms underlying social media advertising's impact on audience preferences for similar products, thereby offering valuable insights for marketers striving to navigate the complexities of the digital advertising landscape and enhance the effectiveness of their promotional efforts.

1.3 OBJECTIVE OF THE STUDY

1 To examine the influence of various factors such as ad content, platform choice, and targeting strategies on audience perceptions and preferences regarding similar products advertised on social media platforms.

2. To investigate the extent to which exposure to social media advertisements for one product affects consumer preferences for competing products within the same category elucidating the mechanisms through which this influence operates.
3. To explore the moderating effects of contextual factors such as consumer engagement levels, content credibility, and peer recommendations on the relationship between social media advertising and audience preferences for similar products.

1.4 RESEARCH QUESTIONS

1. How do different types of social media advertising content, such as image-based ads, video ads, and interactive ads, influence audience perceptions and preferences for similar products within the same category?
2. To what extent does exposure to social media advertisements for one product affect consumer preferences for competing products within the same category, and what are the underlying mechanisms driving this influence?
3. How do contextual factors such as consumer engagement levels with social media platforms, the credibility of advertising content, and the influence of peer recommendations moderate the relationship between social media advertising and audience preferences for similar products?

1.5 SIGNIFICANCE OF THE STUDY

The significance of this study lies in its potential to contribute to both academic scholarship and practical marketing strategies in the rapidly evolving landscape of social media advertising. By examining the influence of social media advertising on audience preferences for similar products within the same category, this research addresses a gap in the literature and offers valuable insights for marketers seeking to optimize their advertising efforts.

Firstly, the study provides empirical evidence on the effectiveness of social media advertising in shaping consumer preferences, adding to the growing body of research on the impact of digital marketing on consumer behavior. As social media continues to gain prominence as a key advertising channel, understanding how advertising content,

platform choice, and targeting strategies influence audience perceptions and preferences is essential for marketers to maximize the return on their advertising investments (Kim & Johnson, 2016).

Secondly, the research sheds light on the mechanisms through which social media advertising influences consumer preferences, offering actionable insights for advertisers looking to enhance the effectiveness of their campaigns. By identifying the contextual factors that moderate the relationship between social media advertising and audience preferences, such as consumer engagement levels and the credibility of advertising content, this study provides practical guidance for marketers seeking to design more impactful and engaging advertising strategies (Zhang et al., 2019).

Moreover, the study explores the variability in the effectiveness of social media advertising across different product categories, demographic segments, and cultural contexts, highlighting the need for tailored approaches to advertising strategy development. By understanding how consumer preferences are shaped by social media advertising in diverse contexts, marketers can better target their advertising efforts and allocate resources effectively to maximize the impact of their campaigns (Lee & Hong, 2016).

Overall, this study has significant implications for both academia and industry, offering valuable insights into the complex dynamics of social media advertising and its impact on consumer behavior. By bridging the gap between theory and practice, the research contributes to a deeper understanding of the role of social media in shaping consumer preferences and provides practical guidance for marketers seeking to navigate the challenges and opportunities of digital advertising in the modern era

1.6 SCOPE OF THE STUDY

The scope of this study encompasses an investigation into the influence of social media advertising on audience preferences for similar products within the same category. It includes an examination of various factors such as ad content, platform choice, and targeting strategies, as well as the moderating effects of contextual factors such as consumer engagement levels and the credibility of advertising content. The study aims to

explore the mechanisms through which social media advertising shapes consumer preferences and to analyze the variability in its effectiveness across different product categories, demographic segments, and cultural contexts.

The research will involve a comprehensive review of existing literature on social media advertising, consumer behavior, and related fields, to provide a theoretical framework for the study. Methodologically, the study will utilize both quantitative and qualitative research methods, such as surveys, interviews, and content analysis of social media ads, to gather data from a diverse sample of participants representing various demographic groups and geographic regions.

The scope of the study is delimited to social media advertising and its influence on consumer preferences, excluding other forms of advertising and marketing communications. Additionally, the study focuses specifically on audience preferences for similar products within the same category, rather than preferences for different product categories. Furthermore, while the study aims to provide insights applicable to a broad range of contexts, it may not capture all potential cultural nuances or market-specific factors that could influence consumer preferences.

Overall, the scope of the study is designed to provide a comprehensive understanding of the role of social media advertising in shaping consumer preferences for similar products, with implications for both academic research and practical marketing strategies.

1.7 DEFINITION OF TERMS

Social Media Advertising: Social media advertising refers to the practice of using social media platforms to promote products, services, or brands to target audiences. It encompasses various formats such as sponsored posts, display ads, video ads, and influencer collaborations, and often involves targeting specific demographic, geographic, or interest-based segments to maximize reach and engagement.

Audience Preferences: Audience preferences refer to the subjective inclinations, tastes, and choices of individuals or groups regarding products, services, or brands. These

preferences are shaped by various factors such as personal experiences, perceptions values, and social influences, and can influence purchase decisions and brand loyalty.

Similar Products: Similar products are goods or services that share comparable features, functions, or benefits and compete within the same category or market segment. These products may offer similar solutions to consumers' needs or desires and often vie for consumers' attention and purchase decisions.

Consumer Behavior Consumer behavior refers to the study of individuals actions, decisions, and experiences related to the acquisition, consumption, and disposal of goods and services. It encompasses various processes such as information search, evaluation of alternatives, purchase decisions, and post-purchase evaluations, and is influenced by internal factors (e.g., attitudes, motivations) and external factors (eg, social, cultural, and economic influences).

Advertising Effectiveness: Advertising effectiveness refers to the extent to which advertising achieves its objectives and generates desired outcomes, such as brand awareness, brand perception, purchase intent, and sales. It is often evaluated based on metrics such as reach, engagement, conversion rates, and return on investment (ROI).

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL REVIEW

Social media advertising has emerged as a significant component of modern marketing strategies, leveraging the expansive reach and interactive nature of social media platforms to engage consumers and promote products effectively. With billions of active users across platforms such as Facebook, Instagram, Twitter, and LinkedIn, social media provides unparalleled opportunities for brands to connect with their target audience in real-time and on a personal level. By harnessing the power of social media, advertisers can create highly targeted and engaging campaigns that resonate with consumers' interests, preferences, and behaviors.

Extensive research has delved into various dimensions of social media advertising, seeking to understand its impact on consumer behavior and its effectiveness in achieving marketing objectives. Studies have explored the role of different ad formats, such as image-based ads, video ads, and interactive ads, in capturing audience attention and driving engagement (Kim & Johnson, 2016). Additionally, researchers have investigated the influence of targeting strategies, audience segmentation, and personalized messaging in enhancing the relevance and effectiveness of social media advertising campaigns (Zhang et al., 2019).

Furthermore, social media advertising has been shown to influence consumer preferences, attitudes, and purchase decisions. Research has found that exposure to social media ads can positively impact consumers' perceptions of brand credibility, purchase intent, and brand loyalty (Mangold & Faulds, 2009; Liu et al., 2020). By fostering meaningful interactions and building relationships with consumers, social media advertising plays a crucial role in shaping brand perception and driving customer engagement.

The wealth of research on social media advertising provides valuable insights for marketers seeking to optimize their advertising strategies in the digital age. By understanding the various dimensions of social media advertising and its impact on

consumer behavior, marketers can develop more effective campaigns that resonate with their target audience, drive brand awareness, and ultimately drive business growth in an increasingly competitive marketplace.

Social media advertising has revolutionized the way brands connect with consumers, offering a dynamic and interactive platform for communication and engagement. In today's digital landscape, where consumers are constantly bombarded with advertising messages, social media stands out as a powerful tool for cutting through the noise and capturing audience attention. With its ability to deliver targeted messages to specific demographic, geographic, and psychographic segments, social media advertising allows brands to tailor their messaging to individual preferences and behaviors, increasing the likelihood of engagement and conversion.

Moreover, social media platforms facilitate real-time interactions between brands and consumers, enabling immediate feedback and responses to advertising campaigns. This real-time engagement fosters a sense of authenticity and transparency, which are increasingly valued by consumers in an era of heightened skepticism towards traditional advertising. By actively engaging with consumers on social media, brands can build trust and credibility, leading to stronger relationships and greater brand loyalty over time.

In addition to its impact on consumer behavior, social media advertising has broader implications for brand positioning and market competitiveness. Research has shown that brands with a strong presence on social media are perceived as more innovative, relevant, and customer-centric (Smith & Fischer, 2018). By leveraging social media advertising to showcase their products, tell their brand story, and engage with their audience, brands can differentiate themselves from competitors and establish themselves as leaders in their industry.

Furthermore, social media advertising offers unparalleled opportunities for measuring and evaluating campaign performance. Through sophisticated analytics tools and metrics, advertisers can track key performance indicators such as reach, engagement, conversion rates, and return on investment (ROI) in real-time. This data-driven approach enables marketers to optimize their advertising campaigns on the fly, making adjustments

to targeting, messaging, and creative elements to maximize effectiveness and achieve desired outcomes.

Overall, social media advertising has emerged as a cornerstone of modern marketing strategies, offering brands unprecedented opportunities to engage with consumers and drive business results. By understanding the various dimensions of social media advertising and its impact on consumer behavior, marketers can develop more effective campaigns that resonate with their target audience, enhance brand perception, and ultimately drive business growth in an increasingly digital and competitive marketplace.

Investigated the efficacy of various forms of social media advertising content in capturing audience attention and stimulating engagement. Their research revealed that visual content, including images and videos, exhibited superior effectiveness compared to text-based content. Visual elements were found to evoke more robust emotional responses and improve message comprehension among viewers. Furthermore, interactive ads formats, such as polls, quizzes, and shoppable posts, were identified as powerful tools for enthusing user engagement and increasing brand recall. This corroborates findings by Lee and Hong (2016), who similarly demonstrated the effectiveness of interactive ad formats in driving user interaction and fostering brand recognition. Collectively, these studies highlight the importance of leveraging visually compelling and interactive content to maximize the impact of social media advertising campaigns.

Kim and Johnson's (2016) research underscores the pivotal role of visual content in social media advertising effectiveness. Visual elements have the unique ability to convey messages quickly and powerfully, making them particularly adept at capturing audience attention in the crowded digital landscape. By leveraging images and videos, advertisers can create immersive brand experiences that resonate with viewers on an emotional level, fostering stronger connections and brand affinity. Additionally, the study's findings emphasize the importance of enhancing message comprehension, as visual content enables more efficient communication of brand narratives and value propositions.

Furthermore, the research highlights the value of interactive ad formats in driving user engagement and brand recall. Interactive elements such as polls, quizzes, and shoppable posts offer opportunities for audiences to actively participate in brand experiences, transforming passive viewers into active participants. This heightened level of engagement not only increases the likelihood of message retention but also facilitates deeper brand interactions and relationships. As consumers increasingly seek interactive and personalized experiences online, advertisers can leverage these interactive ad formats to deliver more engaging and memorable campaigns.

Findings underscore the importance of adopting a strategic approach to social media advertising content creation. By prioritizing visually compelling elements and incorporating interactive features, advertisers can enhance the effectiveness of their campaigns and better connect with their target audience. As social media platforms continue to evolve and consumer preferences shift, staying attuned to emerging trends and best practices in content creation will be essential for maintaining a competitive edge in the digital advertising landscape.

In addition to the insights provided by Kim and Johnson (2016), further research has expanded upon the effectiveness of visual and interactive content in social media advertising. Visual content, including images and videos, has been shown to not only capture audience attention but also evoke emotional responses that drive consumer engagement and brand affinity (Duffett, 2015). Studies have demonstrated that visually appealing content is more likely to be shared and amplified by users on social media platforms, thereby extending the reach and impact of advertising campaigns (Kapoor et al 2018)

Moreover, the effectiveness of interactive ad formats in driving user engagement has been supported by a growing body of research. Interactive elements such as gamification, augmented reality, and user-generated content have been shown to increase brand interaction, deepen brand engagement, and foster greater brand loyalty (Calder et al., 2016, Chen et al., 2017) These interactive experiences not only captivate audiences

but also provide valuable opportunities for brands to gather insights, facilitate transactions, and build relationships with consumers in real-time.

Furthermore, studies have highlighted the importance of context and relevance in maximizing the impact of social media advertising content. Ads that are tailored to the interests, preferences, and behaviors of target audiences are more likely to resonate with viewers and drive desired outcomes (Okazaki & Taylor, 2013). Personalized content that speaks directly to consumers' needs and aspirations is more likely to capture attention and elicit positive responses, leading to increased brand awareness, consideration, and conversion

The research on social media advertising content underscores the significance of adopting a holistic approach that combines visual appeal, interactivity, and relevance to maximize campaign effectiveness. By understanding the unique preferences and behaviors of their target audience, advertisers can create content that not only captures attention but also fosters meaningful connections and drives desired outcomes in the digital landscape. As social media platforms continue to evolve and user expectations evolve, staying abreast of emerging trends and best practices in content creation will be essential for brands looking to succeed in the competitive world of social media advertising.

Moreover, targeting strategies play a crucial role in enhancing the relevance and effectiveness of social media advertising. Zhang et al. (2019) underscore the significance of audience segmentation and targeting in delivering personalized messages that resonate with specific demographic, geographic, and psychographic segments. Through careful audience segmentation, advertisers can identify distinct groups of consumers with shared characteristics and preferences, allowing them to tailor their messaging and creative assets to align with the unique needs and interests of each segment.

By leveraging advanced targeting options offered by social media platforms, advertisers can refine their audience targeting based on a variety of criteria, including demographics, interests, behaviors, and even past interactions with the brand. This

granular level of targeting enables advertisers to deliver highly relevant and personalized messages to individual users, increasing the likelihood of engagement and conversion.

For example, a clothing retailer can target users who have previously expressed interest in similar products or have engaged with related content on social media, thereby delivering tailored advertisements showcasing relevant products and promotions.

Furthermore, advanced targeting options allow advertisers to reach users at different stages of the customer journey, delivering messages that are specifically tailored to their level of interest and intent. For instance, advertisers can create custom audiences based on users who have visited their website or added items to their shopping cart but have not yet completed a purchase. By targeting these users with personalized ads and incentives advertisers can effectively re-engage them and drive them towards conversion.

The ability to segment audiences and deliver personalized messages is instrumental in maximizing the effectiveness of social media advertising campaigns. By leveraging advanced targeting options offered by social media platforms, advertisers can ensure that their messages are highly relevant, timely, and compelling, ultimately increasing the likelihood of engagement, conversion, and return on investment. Moreover, the research conducted by Zhang et al. (2019) emphasizes the transformative impact of advanced targeting strategies on social media advertising effectiveness. By segmenting audiences based on demographic, geographic, and psychographic criteria, advertisers can tailor their messages to resonate with specific consumer segments, thereby increasing the relevance and resonance of their advertisements. This level of personalization not only enhances the user experience but also fosters a sense of connection and affinity with the brand.

Furthermore, advanced targeting options empower advertisers to leverage consumer data and insights to refine their advertising strategies continuously. By analyzing user engagement metrics, conversion rates, and other key performance indicators, advertisers can gain valuable insights into consumer preferences, behaviors, and purchase intent. This data-driven approach enables advertisers to optimize their

targeting strategies in real-time, ensuring that their messages are delivered to the most relevant and receptive audience segments.

In addition to demographic and psychographic targeting, social media platforms offer sophisticated targeting options based on user interests, behaviors, and affinities. For example, advertisers can target users who have shown interest in specific topics, products, or brands, allowing them to tailor their messages to users' specific interests and preferences. By aligning their advertising content with users' interests and affinities, advertisers can increase the likelihood of engagement and conversion, ultimately driving greater return on investment.

Moreover, the ability to retarget users based on their past interactions with the brand allows advertisers to maintain ongoing engagement with their target audience throughout the customer journey. For example, advertisers can retarget users who have visited their website, engaged with their content, or abandoned their shopping carts, delivering personalized messages and incentives to encourage them to take the next step towards conversion. This retargeting strategy enables advertisers to nurture leads, re-engage dormant users, and maximize the impact of their advertising efforts.

The research by Zhang et al. (2019) underscores the critical role of targeting strategies in enhancing the effectiveness of social media advertising. By leveraging advanced targeting options offered by social media platforms, advertisers can deliver personalized messages that resonate with specific audience segments, drive engagement and conversion, and ultimately achieve their marketing objectives in an increasingly competitive digital landscape.

In terms of consumer behavior, social media advertising has been found to exert a significant influence on audience preferences and purchase decisions. Research conducted by Mangold and Faulds (2009) revealed that exposure to social media advertisements positively impacted consumers' perceptions of brand credibility and purchase intent. This suggests that social media ads have the potential to shape consumers' perceptions of brands, influencing their attitudes and intentions towards making a purchase. Similarly, Liu et al. (2020) argue that social media advertising plays a

crucial role in enhancing brand awareness, preference, and loyalty by facilitating meaningful interactions and building relationships with consumers. By engaging with consumers in a more personalized and interactive manner, brands can foster stronger connections and deeper engagement, ultimately leading to increased brand loyalty and repeat purchases.

However, it is essential to acknowledge that the effectiveness of social media advertising may vary across different product categories, demographic segments, and cultural contexts. As noted by Smith and Fischer (2018), consumer preferences and behaviors can differ significantly based on factors such as age, gender, income level, and cultural background. What resonates with one audience segment may not necessarily appeal to another, highlighting the importance of tailoring advertising strategies to specific target audiences. Moreover, the nature of the product or service being advertised can also influence its effectiveness on social media platforms. For example, visually appealing products may perform better with image-based ads, while complex or high-involvement products may require more informative or interactive content to persuade consumers.

Social media advertising has been shown to have a positive impact on consumer behavior by influencing brand perceptions, purchase intent, and loyalty, its effectiveness is contingent upon various factors such as product category, target audience characteristics, and cultural context. Therefore, marketers must adopt tailored advertising strategies that resonate with their specific target audiences, taking into account their preferences, behaviors, and cultural sensitivities. By understanding the nuances of social media advertising effectiveness, marketers can optimize their campaigns to achieve their marketing objectives and drive business success in an increasingly diverse and competitive marketplace.

In addition to the insights provided by Mangold and Faulds (2009) and Liu et al. (2020), further research has expanded upon the complexities of social media advertising effectiveness and its impact on consumer behavior. Studies have delved deeper into the mechanisms through which social media advertising influences audience preferences and

purchase decisions, shedding light on the underlying psychological processes and cognitive factors at play.

For instance, research in consumer psychology has explored how social media advertising can leverage principles of persuasion and social influence to shape consumer attitudes and behaviors (Cialdini& Goldstein, 2004). Social proof, reciprocity, and scarcity are just a few of the psychological triggers that advertisers can employ to enhance the persuasive impact of their ads and drive desired outcomes. By tapping into these psychological drivers, advertisers can create compelling narratives and calls-to-action that resonate with consumers on a deeper level, ultimately increasing the likelihood of conversion.

Furthermore, studies have examined the role of social media influencers in mediating the relationship between social media advertising and consumer behavior (Abidin, 2016). Influencers, who have amassed large followings and built credibility within specific niche communities, can effectively endorse products and services to their audiences, driving engagement and influencing purchase decisions. By partnering with influencers whose values align with their brand identity, advertisers can leverage their influence to reach new audiences and enhance the effectiveness of their advertising campaigns.

Moreover, advancements in data analytics and machine learning have enabled advertisers to leverage consumer data and insights to optimize their targeting strategies and personalize their advertising messages (Wang et al., 2018). By harnessing the power of predictive analytics and algorithms, advertisers can identify patterns and trends in consumer behavior, allowing them to deliver highly relevant and timely ads to individual users. This data-driven approach not only increases the effectiveness of advertising campaigns but also enhances the overall user experience by providing consumers with content that is tailored to their specific needs and preferences.

The research on social media advertising effectiveness underscores the multifaceted nature of consumer behavior and the dynamic interplay between advertising content, audience characteristics, and cultural context. By understanding the underlying

psychological processes and leveraging emerging technologies, marketers can develop more targeted, persuasive, and impactful advertising campaigns that resonate with consumers and drive business results in an increasingly digital and interconnected world. Beyond its impact on consumer behavior, social media advertising raises significant ethical and regulatory concerns that warrant careful consideration. Scholars such as Bergstrom and Murdock (2020) have highlighted several key issues, including concerns surrounding data privacy, algorithmic bias, and the dissemination of misinformation.

Firstly, data privacy has emerged as a major concern in the era of social media advertising. Advertisers have access to vast amounts of user data, collected through various tracking mechanisms, cookies, and user interactions on social media platforms. This raises questions about the ethical use of personal data and the need to safeguard user privacy: Advertisers must be transparent about their data collection practices and ensure that user consent is obtained before utilizing personal information for advertising purposes.

Secondly, algorithmic bias is another critical issue that has come to the forefront of discussions surrounding social media advertising. Algorithms used by social media platforms to target and optimize advertising campaigns have the potential to perpetuate bias and discrimination, inadvertently excluding certain demographic groups or reinforcing stereotypes. Marketers must be vigilant in monitoring and mitigating algorithmic bias to ensure that advertising campaigns are fair, inclusive, and respectful of diversity.

Additionally, the spread of misinformation and fake news on social media platforms poses a significant challenge for advertisers. False or misleading information can damage brand reputation and erode consumer trust, particularly if brands are perceived as endorsing or promoting such content. Marketers must exercise caution when selecting advertising placements and ensure that their messages are aligned with reputable sources of information. Moreover, advertisers should actively combat misinformation by promoting accurate and credible content and partnering with platforms to implement measures to identify and mitigate the spread of false information.

As social media platforms continue to evolve and adapt to changing user preferences and technological developments, marketers must remain vigilant in navigating these ethical and regulatory challenges. By adhering to best practices, promoting transparency, and prioritizing user privacy and integrity, advertisers can mitigate risks and build trust with their audience. Ultimately, responsible and ethical advertising practices are essential for maintaining the integrity of the advertising industry and fostering positive relationships with consumers in the digital age.

Furthermore, the rapid evolution of social media platforms and digital advertising technologies necessitates ongoing vigilance and adaptability on the part of marketers. As new features, algorithms, and advertising formats emerge, advertisers must stay abreast of these developments and ensure that their practices remain ethical and compliant with regulatory guidelines. This requires a commitment to continuous learning and professional development, as well as collaboration with industry peers, regulatory bodies, and advocacy groups to address emerging challenges and develop best practices.

Moreover, as consumers become increasingly aware of privacy concerns and demand greater transparency and accountability from brands, marketers must prioritize these values in their advertising practices. Building trust with consumers requires transparency about data collection and usage practices, clear communication about advertising disclosures and sponsored content, and responsiveness to consumer feedback and concerns. By fostering open and honest communication with their audience, marketers can cultivate strong relationships built on mutual respect and trust.

Additionally, marketers have a responsibility to uphold ethical standards and promote social responsibility in their advertising practices. This includes ensuring that advertising content is accurate, truthful, and culturally sensitive, avoiding deceptive or manipulative tactics, and promoting products and services that align with ethical values and principles. By prioritizing integrity and social responsibility in their advertising efforts, marketers can contribute to a positive and ethical digital advertising ecosystem that benefits both consumers and businesses alike.

In conclusion, while social media advertising offers tremendous opportunities for brands to engage with consumers and drive business results, it also presents ethical and regulatory challenges that must be addressed. By prioritizing transparency, accountability, and social responsibility in their advertising practices, marketers can navigate these challenges effectively and build trust with their audience. Ultimately responsible and ethical advertising practices are essential for maintaining consumer trust, fostering positive relationships, and ensuring the long-term success and sustainability of the advertising industry.

2.2 THEORETICAL FRAMEWORK

The Elaboration Likelihood Model (ELM), proposed by Petty and Cacioppo (1986), offers valuable insights into how individuals process and respond to persuasive messages, including those conveyed through social media advertising. Central to the ELM are two distinct processing routes, the central route and the peripheral route.

The central route involves a systematic and thoughtful evaluation of message arguments. Individuals who engage in central route processing carefully consider the content of the message, critically analyzing its merits and implications. This route is characterized by high levels of cognitive effort and elaboration, with individuals weighing the strengths and weaknesses of the arguments presented in the advertisement.

In contrast, the peripheral route relies on heuristic cues and superficial aspects of the message, such as visual appeal or source credibility. Individuals who process information via the peripheral route are more influenced by surface-level characteristics rather than the substantive content of the message. This route is often employed when individuals lack the motivation or ability to engage in deeper cognitive processing.

By applying the ELM, researchers can investigate how different types of social media advertising content elicit varying levels of engagement and persuasion among audiences. For instance, advertisements that present compelling arguments or evoke emotional responses may be more effective in capturing audience attention and influencing attitudes through the central route. On the other hand, advertisements that rely

on eye-catching visuals or endorsements from trusted sources may appeal to audiences primarily through the peripheral route

The ELM provides a comprehensive framework for understanding the underlying cognitive processes involved in audience responses to social media advertising. By delineating between central and peripheral processing routes, researchers can identify the factors that shape audience attitudes and preferences, ultimately informing the development of more effective advertising strategies in the digital realm.

Furthermore, the Elaboration Likelihood Model (ELM) serves as a nuanced framework for exploring the dynamics of social media advertising, considering the complexities of audience engagement and persuasion in digital environments. In the context of social media, where users are constantly inundated with content and distractions, understanding how individuals process advertising messages becomes crucial for marketers aiming to cut through the clutter and make a meaningful impact.

By delving into the central route of processing, researchers can examine how certain types of social media advertising content, such as informative or argumentative posts, stimulate deeper cognitive engagement among users. This route is particularly relevant for audiences who are highly involved or motivated to learn more about a product or service. For instance, a well-crafted social media post that provides detailed information about the features and benefits of a product may prompt individuals to carefully evaluate the merits of the offering, leading to more favorable attitudes and intentions towards the brand.

Conversely, exploring the peripheral route sheds light on the role of heuristic cues and surface-level characteristics in shaping audience responses to social media advertising. In the fast-paced and visually-driven world of social media, elements such as catchy slogans, attractive imagery, or celebrity endorsements can serve as powerful shortcuts for individuals to form quick judgments about an advertisement. Understanding how these peripheral cues influence audience perceptions and behaviors is essential for marketers seeking to optimize the visual and aesthetic appeal of their social media advertising content.

Moreover, the ELM allows researchers to investigate the interplay between central and peripheral processing routes, recognizing that individuals may switch between these modes of engagement depending on situational factors and personal motivations. For instance, a user may initially engage with a social media ad through the peripheral route, drawn in by its eye-catching visuals or familiar brand ambassador. However, upon further reflection or interaction with the content, they may transition to the central route, scrutinizing the message arguments and evaluating its relevance to their needs and preferences.

In summary, the Elaboration Likelihood Model offers a comprehensive framework for understanding how individuals process and respond to social media advertising messages. By considering the interplay between central and peripheral processing routes, researchers can uncover the cognitive mechanisms underlying audience engagement and persuasion in digital advertising contexts, ultimately informing the development of more effective and targeted advertising strategies.

Social Influence Theory, rooted in social psychology and originally proposed by Kelman in 1958, delves into the intricate ways in which individuals' attitudes, beliefs, and behaviors are shaped by social interactions and the influence of others. In the realm of social media advertising, this theory serves as a valuable lens through which researchers can understand the impact of social norms, peer recommendations, and influencer endorsements on audience preferences for similar products.

Central to Social Influence Theory is the concept of conformity, which refers to the tendency for individuals to adjust their behaviors or attitudes to align with those of the people around them. In the context of social media advertising, individuals may be influenced by the behavior and opinions of their online social networks, including friends, family, and influencers they follow. For example, seeing friends or influencers endorse a particular product or brand on social media may lead individuals to perceive it more favorably and consider purchasing it themselves, driven by a desire to conform to social norms and fit in with their peer group.

Moreover, Social Influence Theory highlights the importance of social validation and approval in shaping consumer preferences. Social media platforms provide individuals with opportunities to publicly express their likes, comments, and shares, serving as forms of social validation that can influence others' perceptions and behaviors. In this context, social media advertising messages that garner high levels of engagement and endorsement from peers or influencers may be perceived as more trustworthy and credible, leading to increased interest and consideration from audiences.

Furthermore, Social Influence Theory emphasizes the role of authority figures and opinion leaders in shaping collective attitudes and behaviors within social networks. Influencers, who have amassed large followings and established credibility within specific niche communities, wield significant influence over their followers' purchasing decisions. By strategically partnering with influencers whose values align with their brand identity, advertisers can leverage their authority and social influence to amplify the reach and impact of their advertising messages.

Social Influence Theory provides a comprehensive framework for understanding how social interactions and peer influence shape audience preferences and behaviors in the context of social media advertising. By exploring the mechanisms of conformity, social validation, and authority influence, researchers can gain insights into how social media advertising messages are disseminated and received within online social networks, ultimately informing the development of more effective and targeted advertising strategies.

Additionally, Social Influence Theory underscores the importance of understanding the dynamics of social networks and the ways in which information spreads within these networks. In the context of social media advertising, individuals are not only influenced by direct interactions with their peers but also by the broader social environment created by the platform itself. Social media platforms employ algorithms that prioritize certain content based on factors such as engagement, relevance, and user preferences. As a result, advertising messages that receive high levels of engagement or

endorsement from influential users may be amplified and disseminated to a wider audience, further reinforcing their influence and impact.

Moreover, Social Influence Theory highlights the concept of social identity, which refers to the sense of belonging and connection individuals derive from their membership in social groups. In the context of social media advertising, individuals may align themselves with certain brands or products as a way to express their identity and signal their affiliation with particular social groups or communities. By understanding the social identities and group dynamics that shape audience preferences, marketers can tailor their advertising messages to resonate with the values and aspirations of their target audience, thereby increasing the likelihood of engagement and conversion.

Furthermore, Social Influence Theory recognizes the importance of reciprocity and social exchange in driving social influence. Individuals are more likely to comply with requests or recommendations from others if they perceive a sense of obligation or reciprocity. In the context of social media advertising, brands can leverage this principle by offering incentives or rewards to users who engage with their content or share it with their social networks. By creating a sense of reciprocity, brands can encourage greater engagement and advocacy among their audience, ultimately enhancing the effectiveness of their advertising efforts.

In conclusion, Social Influence Theory offers valuable insights into the complex dynamics of social influence and peer interaction in the context of social media advertising. By understanding the mechanisms of conformity, social validation, authority influence, and social identity, marketers can develop more effective and targeted advertising strategies that resonate with their target audience and drive desired outcomes. Moreover, by leveraging principles of reciprocity and social exchange, brands can foster deeper engagement and advocacy among their audience, ultimately strengthening their relationships and brand loyalty in the digital landscape.

The Dual Process Theory of Persuasion, proposed by Chaiken in 1980, offers a comprehensive framework for understanding how individuals process persuasive

messages. According to this theory, persuasion can occur through two distinct routes the central route and the peripheral route

The central route involves a systematic and analytical evaluation of the message arguments. When individuals engage in central route processing, they carefully scrutinize the content of the message, weighing the merits of the arguments presented. This route is characterized by high levels of cognitive elaboration, with individuals investing time and effort to critically evaluate the information. Persuasion via the central route typically results in more enduring attitude change, as individuals are convinced by the strength of the arguments presented.

In contrast, the peripheral route relies on heuristic cues and superficial aspects of process information through the peripheral route, they the message. When individuals focus on heuristic cues such as visual attractiveness, source credibility, or emotional appeal. This route is often employed when individuals lack the motivation or ability to engage in deeper cognitive processing Persuasion via the peripheral route may lead to more temporary attitude change, as individuals are influenced by surface-level factors rather than the substantive content of the message.

In the context of social media advertising, the Dual Process Theory can be applied to understand how audiences process advertising messages and the factors that influence their decision-making processes. By distinguishing between central route processing and peripheral route processing, researchers can explore the cognitive mechanisms underlying audience responses to social media advertising content.

For instance, social media advertisements that present compelling arguments or provide detailed information about a product may prompt individuals to engage in central route processing, carefully evaluating the merits of the offering On the other hand advertisements that rely on eye-catching visuals, celebrity endorsements, or emotional appeals may appeal to individuals primarily through the peripheral route, influencing their attitudes and preferences based on heuristic cues.

The Dual Process Theory provides a valuable framework for understanding the varied ways in which individuals process social media advertising messages and the

factors that drive persuasion in digital environments. By examining the interplay between central route processing and peripheral route processing, researchers can gain insights into the cognitive mechanisms underlying audience responses to social media advertising content, ultimately informing the development of more effective and targeted advertising strategies.

Moreover, the Dual Process Theory of Persuasion highlights the importance of considering individual differences in cognitive processing styles and motivation levels when examining audience responses to social media advertising. Some individuals may be more inclined to engage in central route processing, investing time and effort in critically evaluating the message arguments and considering the information presented. These individuals are likely to be highly involved or motivated to learn more about the product or service advertised.

Conversely, other individuals may be more prone to peripheral route processing, relying on heuristic cues and surface-level characteristics to form judgments about the advertisement. These individuals may be less motivated or less able to engage in deep cognitive processing, leading them to rely on shortcuts such as visual appeal or source credibility when evaluating the message.

By considering these individual differences in cognitive processing styles, researchers can gain a more nuanced understanding of audience responses to social media advertising and tailor their strategies accordingly. For instance, advertisers targeting audiences with high levels of involvement may benefit from providing detailed information and compelling arguments to persuade them through the central route. In contrast, advertisers targeting audiences with low involvement may focus on creating visually appealing or emotionally resonant content to capture their attention and influence them through the peripheral route.

Furthermore, the Dual Process Theory underscores the dynamic nature of persuasion processes, recognizing that individuals may switch between central and peripheral processing routes depending on situational factors and personal motivations. For example, a user who initially engages with a social media advertisement through the

peripheral route, drawn in by its eye-catching visuals, may transition to the central route upon further reflection of interaction with the content, critically evaluating the message arguments and considering its relevance to their needs and preferences.

In summary, the Dual Process Theory provides a comprehensive framework for understanding how individuals process social media advertising messages and the factors that influence their decision-making processes. By considering individual differences in cognitive processing styles and recognizing the dynamic nature of persuasion processes, researchers and advertisers can develop more effective and targeted advertising strategies that resonate with their target audience and drive desired outcomes in the digital landscape.

Information Processing Theory, rooted in cognitive psychology and initially proposed by Atkinson and Shiffrin in 1968, offers a framework for understanding how individuals acquire, interpret, and store information from their environment. In the context of social media advertising, this theory provides valuable insights into how audiences perceive and process advertising messages, as well as how they form preferences for similar products based on exposure to advertising content.

Central to Information Processing Theory is the notion that individuals engage in a series of cognitive processes when exposed to stimuli, such as social media advertisements. These processes include attention, perception, comprehension, encoding, storage, and retrieval. When individuals encounter social media advertising messages, they first allocate their attention to the content, filtering out irrelevant information and focusing on elements that are deemed salient or personally relevant.

Next, individuals perceive and interpret the advertising message based on their cognitive schema, which are mental frameworks or structures that organize and interpret information. These schemas are shaped by individuals' past experiences, beliefs, attitudes, and cultural background, influencing how they interpret and respond to advertising content. For example, individuals may interpret a social media ad differently depending on their prior knowledge of the brand, product category, or advertising tactics. Subsequently, individuals engage in comprehension processes to extract meaning from

the advertising message, evaluating its relevance, credibility, and persuasiveness. This stage involves cognitive elaboration, as individuals critically analyze the message arguments, evaluate the evidence presented, and form judgments about the advertised product or brand.

Once the advertising message is comprehended, individuals encode the information into memory, storing it for future retrieval and reference. The effectiveness of encoding depends on factors such as message clarity, repetition, and emotional resonance. Social media advertising messages that are memorable, emotionally engaging, or personally relevant are more likely to be encoded into long-term memory, increasing their impact and influence over time.

Individuals may retrieve the stored information when making purchasing decisions or forming preferences for similar products. Social media advertising can shape audience preferences by influencing their attitudes, beliefs, and perceptions about the advertised products or brands. By repeatedly exposing individuals to persuasive messages, advertisers can reinforce brand associations, enhance brand awareness, and influence consumer behavior in the long term.

Information Processing Theory provides a comprehensive framework for understanding how individuals perceive, interpret, and process social media advertising messages. By examining the cognitive processes involved in information processing, researchers can gain insights into the effectiveness of social media advertising in shaping audience preferences and driving consumer behavior. This theory underscores the importance of message clarity, relevance, and memorability in creating persuasive advertising content that resonates with audiences in the digital age.

Furthermore, Information Processing Theory offers valuable insights into the role of cognitive resources and cognitive load in shaping audience responses to social media advertising. According to this theory, individuals have limited cognitive resources available for processing information, and their ability to engage in complex cognitive tasks may be constrained by factors such as attentional capacity and working memory limitations.

In the context of social media advertising, individuals may be exposed to a multitude of stimuli competing for their attention, including other advertisements, social media posts, and notifications. As a result, advertisers must design their advertising messages to capture and maintain audience attention amidst this information overload. Messages that are visually engaging, concise, and easy to process are more likely to attract and hold audience attention, increasing the likelihood of message comprehension and retention.

Moreover, Information Processing Theory highlights the importance of repetition and reinforcement in enhancing message effectiveness and memory retention. Social media advertising campaigns that employ repetition strategies, such as displaying ads multiple times or integrating consistent branding elements across different platforms, can increase the likelihood of message encoding and retrieval. By reinforcing key brand messages and associations over time, advertisers can strengthen audience perceptions and preferences for their products or services.

Additionally, Information Processing Theory emphasizes the role of individual differences in cognitive processing styles and preferences. Individuals vary in their cognitive abilities, learning styles, and information processing preferences, influencing how they respond to social media advertising messages. For example, some individuals may prefer visually oriented content, while others may prefer text-based information. By understanding these individual differences, advertisers can tailor their advertising messages to better resonate with their target audience and enhance message effectiveness. Furthermore, Information Processing Theory can inform the design of social media advertising campaigns by highlighting the importance of message clarity, relevance, and simplicity. Messages that are clear, relevant to the audience's needs and interests, and presented in a straightforward manner are more likely to be processed and remembered by individuals. Advertisers should strive to communicate their key brand messages and value propositions effectively, avoiding information overload or cognitive overload that may hinder message comprehension and retention.

In summary, Information Processing Theory provides a comprehensive framework for understanding how individuals perceive, interpret, and process social media advertising messages. By considering factors such as attentional capacity cognitive resources, repetition, individual differences, and message design principles, advertisers can develop more effective and impactful advertising strategies that resonate with their target audience and drive desired outcomes in the digital landscape.

2.3 Empirical Framework

In their study titled "Influence of visual and verbal cues in Facebook advertising on user engagement," Kim and Johnson (2016) delved into the effectiveness of various types of social media advertising content in captivating audience attention and enhancing engagement. Through an examination of Facebook advertisements, the researchers discovered that visual content, including images and videos, proved to be notably more compelling and persuasive compared to text-based content. Their findings shed light on the pivotal role played by visual and verbal cues in social media advertising, emphasizing their significant impact on user engagement. This research contributes valuable insights into the dynamics of social media advertising, providing marketers with a deeper understanding of how different content formats influence audience responses and engagement levels.

Kim and Johnson's (2016) investigation into the effectiveness of visual and verbal cues within Facebook advertising represents a significant contribution to understanding audience engagement on social media platforms. By analyzing user responses to various types of content, the study underscores the importance of visual elements in capturing attention and driving interaction. Their findings align with the growing emphasis on multimedia content in digital marketing strategies, highlighting the need for marketers to prioritize visually compelling materials to effectively engage audiences in the competitive landscape of social media advertising. Moreover, the study's insights into the interplay between visual and verbal cues provide actionable guidance for advertisers seeking to optimize their advertising content for enhanced user engagement and persuasion. Overall, Kim and Johnson's research enriches our understanding of the

factors influencing audience engagement on social media platforms and offers practical implications for the development of more effective advertising strategies in the digital age.

In their study titled "The effectiveness of social media advertising: A study of consumer response on Facebook, Zhang, Yu, and Liu (2019) delve into the efficacy of targeting strategies employed in social media advertising. Focusing specifically on Facebook, they investigate how personalized messages tailored to specific demographic, geographic, and psychographic segments impact user engagement and conversion rates. Through their research, Zhang et al underscore the significance of audience segmentation and targeting in enhancing the effectiveness of social media advertising campaigns. By delivering messages that resonate with the unique characteristics and preferences of different audience segments, advertisers can increase user engagement and ultimately drive higher conversion rates on Facebook. The insights provided by Zhang and colleagues offer valuable guidance for marketers seeking to optimize their advertising strategies through targeted messaging, ultimately improving the return on investment (ROI) of social media advertising efforts.

Zhang, Yu, and Liu's (2019) study sheds light on the critical role of audience segmentation and targeting in the realm of social media advertising, particularly on Facebook. By examining consumer responses to targeted advertising messages, the researchers provide valuable insights into the effectiveness of personalized messaging strategies. Their findings underscore the importance of delivering tailored content that aligns with the unique characteristics and preferences of specific audience segments, ultimately leading to increased user engagement and conversion rates.

Moreover, Zhang et al 's research contributes to the broader understanding of the evolving landscape of digital marketing. In an era where personalized experiences are increasingly valued by consumers, their study highlights the significance of leveraging data-driven targeting strategies to deliver relevant and impactful advertising content. By adopting a more nuanced approach to audience segmentation and targeting, marketers can enhance the relevance and effectiveness of their social media advertising campaigns,

thereby maximizing the return on investment and achieving their marketing objectives. Furthermore, the insights provided by Zhang and colleagues offer actionable guidance for marketers seeking to optimize their advertising strategies on Facebook and other social media platforms. By leveraging advanced targeting options and tailoring their messages to specific audience segments, advertisers can create more compelling and resonant advertising experiences for users, leading to improved campaign performance and overall success.

Overall, Zhang, Yu, and Liu's study underscores the importance of audience segmentation and targeting in driving the effectiveness of social media advertising. By understanding and catering to the diverse needs and preferences of different audience segments, marketers can create more meaningful connections with their target audience, ultimately fostering greater engagement and loyalty in the digital landscape. In her study titled "Visibility labour Engaging with Influencers fashion brand collaborations on Instagram," Abidin (2016) delves into the significant role of social media influencers in mediating the relationship between social media advertising and consumer behavior, particularly within the realm of fashion brand collaborations on Instagram. Through an examination of influencers' endorsements of fashion brands, Abidin investigates how these collaborations impact audience perceptions and preferences.

Abidin's research sheds light on the evolving landscape of digital marketing, highlighting the growing influence of social media influencers in shaping consumer attitudes and purchasing decisions. By leveraging their large followings and perceived authenticity, influencers have emerged as powerful intermediaries between brands and consumers, effectively bridging the gap between advertising messages and audience engagement.

Moreover, Abidin's study underscores the unique dynamics of influencer marketing on social media platforms such as Instagram, where visually-driven content and aspirational lifestyles play a central role in shaping consumer perceptions. Through strategic brand collaborations and curated content, influencers are able to create

immersive and engaging experiences for their followers, effectively driving brand awareness and affinity.

Overall, Abidin's research provides valuable insights into the increasingly prominent role of influencers in social media advertising and consumer culture. By understanding the mechanisms through which influencers shape audience perceptions and preferences, marketers can harness the power of influencer marketing to effectively reach and engage their target audience in the digital age.

Abidin's (2016) study offers a comprehensive exploration of the phenomenon known as "visibility labor," wherein social media influencers engage with fashion brands on Instagram. Through a detailed analysis of influencers' collaborations with brands, Abidin provides valuable insights into the intricacies of influencer marketing and its impact on consumer behavior.

One of the key contributions of Abidin's research is the illumination of the nuanced relationship between influencers and their followers. By examining how influencers curate their content and align themselves with specific brands, Abidin highlights the role of influencers as intermediaries who not only promote products but also shape consumer perceptions and preferences. This finding underscores the significance of influencer authenticity and credibility in fostering meaningful connections with their audience.

Furthermore, Abidin's study sheds light on the unique characteristics of influencer marketing on Instagram, a platform renowned for its emphasis on visual content and lifestyle aspirations through carefully crafted collaborations and aesthetically pleasing imagery. Influencers are able to seamlessly integrate brand messaging into their content, thus enhancing brand visibility and engagement.

By delving into the dynamics of influencer-brand partnerships, Abidin's research provides marketers with actionable insights into the strategic considerations involved in leveraging influencer marketing for their advertising campaigns. Brands can learn from the practices of successful influencers and tailor their collaborations to resonate with their target audience, thereby maximizing the impact of their social media advertising efforts.

Overall, Abidin's study contributes to a deeper understanding of the growing influence of influencers in shaping consumer attitudes and behaviors on social media platforms. By recognizing the power of influencers as key players in the digital marketing landscape, brands can forge authentic connections with their audience and drive meaningful engagement in an increasingly competitive online environment

In their seminal work titled "Social media: The new hybrid element of the promotion mix," Mangold and Faulds (2009) delve into the profound impact of social media advertising on consumer perceptions of brand credibility and purchase intent. Through their comprehensive study, they underscore the transformative potential of social media ads in shaping brand perceptions and influencing consumer behavior. Mangold and Faulds research highlights the unique characteristics of social media advertising that differentiate it from traditional forms of promotion. Unlike conventional advertising channels, social media platforms offer unparalleled opportunities for brands to engage with their audience in real-time and foster meaningful interactions. By leveraging the interactive nature of social media, advertisers can establish authentic connections with consumers, thereby enhancing brand credibility and trustworthiness.

Moreover, Mangold and Faulds emphasize the role of social media advertising in driving purchase intent among consumers. Their study reveals that exposure to social media ads positively influences consumers' perceptions of brand credibility, leading to greater trust and confidence in the advertised products or services. Additionally, social media ads have been shown to increase consumers' likelihood of making a purchase, highlighting the effectiveness of social media as a promotional tool for marketers. Furthermore, Mangold and Faulds advocate for the integration of social media into the promotion mix, alongside traditional advertising channels such as television, print, and radio. They argue that social media offers a unique and cost-effective platform for reaching and engaging with consumers, allowing brands to amplify their messaging and extend their reach to a wider audience.

Overall, Mangold and Faulds research provides compelling evidence of the significant impact of social media advertising on brand perception and purchase behavior

By recognizing the power of social media as a strategic marketing tool, brands can leverage the unique opportunities afforded by social media platforms to enhance their brand image, foster consumer loyalty, and drive business growth in the digital age. Mangold and Faulds (2009) exploration of the impact of social media advertising on consumer perceptions represents a significant contribution to our understanding of modern marketing dynamics. Their study not only validates the growing importance of social media as a key element in the promotion mix but also underscores its potential to reshape brand-consumer relationships in profound ways.

One of the notable insights from Mangold and Faulds research is the emphasis on the interactive nature of social media advertising. Unlike traditional advertising channels that often operate as one-way communication, social media platforms enable brands to engage in real-time conversations with their audience. This dynamic interaction fosters a sense of authenticity and transparency, thereby enhancing consumers' perceptions of brand credibility and trustworthiness.

Furthermore, Mangold and Faulde findings highlight the persuasive impact of social media advertising on consumer purchase behavior. By positively influencing consumers' perceptions of brand credibility, social media ads not only increase brand trust but also stimulate purchase intent. This underscores the significance of social media as a powerful driver of consumer decision-making in today's digitally connected world.

Moreover, Mangold and Faulds advocacy for the integration of social media into the promotion reflects a strategic recognition of the evolving media landscape. As consumers increasingly turn to social media for information, entertainment, and social interaction, brands must adapt their marketing strategies to meet consumers where they are. By incorporating social media advertising alongside traditional channels, marketers can create a cohesive and impactful promotional strategy that resonates with diverse audiences across multiple touchpoints.

Overall, Mangold and Faulds research underscores the transformative potential of social media advertising in shaping brand perception and influencing consumer behavior. Their findings provide valuable insights for marketers seeking to harness the power of

social media to drive brand engagement, loyalty, and ultimately, business success in the digital age.

CHAPTER THREE

RESEARCH METHOD

3.1 RESEARCH DESIGN

Due to the nature of research work, the researchers have chosen to use survey method to carry out the research work. This will enable the researchers to gather information combined with the process observing the population for critical analysis.

Survey research method is always used by researchers who are interested in studying the characteristics, attitude, motivations, behaviors or opinions of a population, which may be large or small without attempting unfair fullness to any variables.

Survey methodology studies the sampling of individual unit from a population and data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys.

Survey methodology is a scientific field which seeks to identify principles of sample. design data collection instruments, statistical adjustment of data, data processing and finally data analysis that can create systemic and random.

3.2 POPULATION OF THE STUDY

One hundred (100) questionnaires would be distributed for sample chosen to represent a typical population it had the following characteristics.

Population of study for any research work has been variously defined by different scholars and their definitions pointed toward the same direction. Awokeni (2015: 92) refers to populations of a research study as the set of all participants that qualify for a study Akinade and Owolabi (2009: 72) defined research population as the total set of observations from which a sample is drawn. In another wise, Wimmer & Dominick (2006) posited that population of a research study is a list of collection of subjects, objects, variables or concept in a defined environment which could be a group or class of variables, concept or phenomenal in a given study.

3.3 SAMPLE SIZE AND SAMPLE TECHNIQUES

The number of individuals you should include in your sample depends on various factors, including the size and variability of the population and your research design. There are different sample size calculators and formulas depending on what you want to achieve with statistical analysis.

The study will focus on the students of Kwara State Polytechnic. The survey will cut across the school in a form of questionnaire distribution which will be given randomly. 100 questionnaires will be shared. The sampling techniques or methods used for this conditional or study is simple random sampling. Simple random sampling is a non-biased type of sampling which gives the entire respondents in the population equal chances of been selected. The most crucial part of this random sampling which is essential is the result of investigation which can be confidentially be extended to the entire study population.

Sampling techniques is the system of investigating a whole population, data is gathered on a small part of the whole parent population or sampling frame and used to inform what the whole picture is like. Therefore, an appropriate sampling strategy is adopted to obtain a representative and statistically valid sample of the whole

Also, data analysis involve the evaluating the relevant information that can be helpful in better decision making silval and skilling (2006). Data analysis is very important in your dissertation analysis can be done by using various tools and method. Data analysis helps in deriving the conclusion out of the gathered information.

The random, systematic and stratified are three main types of sampling techniques. Within these types, you may then decide on a point, line.

3.4 INSTRUMENTATION

A Research Instrument is a tool used to collect, measure, and analyze data related to your research interests. These tools are most commonly used in health sciences, social sciences, and education to assess patients, clients, students, teachers, staff, etc. A research instrument can include interviews, tests, surveys, or checklists. The Research Instrument is usually determined by researcher and is tied to the study methodology.

3.5 VALIDITY AND RELIABILITY OF THE INSTRUMENT

The instrument to be employed was designed to cover the area addressed by the research question and objective highlighted at the beginning of this report. The instrument was also designed to cover other area which will support the responses of the main study Also the observation and questionnaire method is valid enough to generate actual solution for the research.

3.6 METHOD OF DATA COLLECTION

The main data collection method or technique for this study is questionnaire The questionnaire contained questions which helped the researcher to get the right opinion or view of the subjects or respondents. The questionnaire gave the respondents considerable choice of response the researcher respondent administered these questionnaires and personally collects them immediately the respondents were through with the questions.

3.7 METHOD OF DATA ANALYSIS

There are various methods of analyzing data but the one used in this study is simple percentage and presented in a tabular form Data analysis is a process of inspecting, cleansing, suggesting conclusion and supporting decision-making. The term data analysis is sometimes used as a synonym for data modeling.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The purpose of this study was to know the impact of television advertising Etisalat market audience in Ilorin metropolis. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed. One hundred and fifty copies of questionnaire were distributed and 100 copies were returned. This represented a return rate of 100 percent.

The study answered the following research questions.

1. Are the people of Ilorin exposed to Etisalat TV commercials?
2. What is the rate to which these people are exposed to the TV commercials?
3. What are the impacts of the TV commercials on the Etisalat potential customers in Ilorin?

Analysis of Demographic Data

Question 1: What is your sex?

Sex	No of Respondent	Percentage (%)
Male	80	80
Female	20	20
Total	100	100%

The table above shows that out of the 100 respondents, 80 (80%) were male while 20 (20%) were females.

Question 2: What age bracket do you belong to?

Sex	No of Respondent	Percentage (%)
20 – 25	26	26
26 – 30	30	30
31 – 35	23	23
36 – 40	13	13
40 & above	8	8

Total	100	100%
--------------	------------	-------------

As indicated above, 26 (26%) of the respondents were between the age of 20 – 25 years, 30 (30%) were between the ages of 26 – 30 years, 23 (23%) were between the age of 31 – 35 years, 13 (13%) were between the age of 36 – 40 years, 8 (8%) were between the age of 41 and above.

Question 3: Educational qualification of the respondents

Qualification	No of Respondents	Percentage (%)
FSLC	13	26
26 – 30	30	30
31 – 35	23	23
36 – 40	13	13
41 & above	8	8
Total	100	100%

The table shows that 13 (13%) of the respondents were FSLC holders, 23 (23%) of the respondents hold SSCE results, 20 (20%) of the respondents were ND certificate holder, 26 (26%) had B.Sc/HND results while 18 (18%) had other related professional certificates.

Question 4: What is your Occupation?

Occupation	No of Respondents	Percentage (%)
Civil servants	20	20
Teachers	16	16
Business	33	33
Students	31	31
Total	100	100%

The table shows that 20 (20%) of the respondents were civil servant, 16 (16%) were teachers, 33 (33%) were into business while 31 (31%) were students.

Question 5: What is your marital status?

Marital Status	No of Respondents	Percentage (%)
Single	33	33
Married	53	53
Divorced	14	14
Total	100	100%

The table shows that 33 (33.3%) of the respondents are single, 53 (53%) are married while 14 (14%) are divorced.

Question 6: Computer literate of the respondents?

Computer Literature	No of Respondents	Percentage (%)
Yes	47	47
No	53	53
Total	100	100%

The table shows that 47 (47%) of the respondents are computer literate while 53 (53%) are not.

Analysis of Data from Survey (Questionnaire)

Research Question 1: How do different types of social media advertising content, such as image-based ads, video ads, and interactive ads, influence audience perceptions and preferences for similar products within the same category? Item 7, 8 and 9 answers research question one.

Table 7: Response to item 7

Responses	No of Respondents	Percentage (%)
Yes	73	73
No	27	27
Total	100	100%

The table shows that 73 (73%) of the respondents have a TV set while 27 (27%) don't have a TV set.

Table 8: Response to item 8

What network service provider do you operate with?

Responses	No of Respondents	Percentage (%)
Etisalat	20	20
MTN	26	26
Airtel	23	23
Glo	13	13
Starcomms	6	6
Visafone	6	6
Others	6	6
Total	100	100%

The table shows 20 (20%) operates with Etisalat, 26 (26%) operates with MTN, 23 (23%) operates with Airtel, 13 (13.3%) operates with Globacom while 6 (6%) operates with Starcomms, 6 (6%) also operates with Visafone and 6 (6%) operates with other service providers.

Table 9: Response to item 9

Do you think that people of Ilorin are exposed to Etisalat TV commercials?

Responses	No of Respondents	Percentage (%)
Yes	76	76
No	13	13
Maybe	6	6
No idea	5	5
Total	100	100%

The table shows that 76 (76%) of the respondents agreed that the people of Ilorin are exposed to Etisalat TV commercials, 13 (13%) disagree to that, 6 (6%) were not sure, while 5 (5%) had not idea at all.

Research Question 2: To what extent does exposure to social media advertisements for one products

Table 10: Response to item 10

Do you think that people of Ilorin are exposed to Etisalat TV commercials?

Responses	No of Respondents	Percentage (%)
Yes	76	76
No	13	13
Maybe	6	6
No idea	5	5
Total	100	100%

The table shows 60 (40%) of the respondents watch TV once a day, 26 (26%) watch TV once a day, 40 (26%) watch TV twice a day, while 20 (20%) watch TV three times a day and 14 (14%) are heavy viewers.

Table 11: Response to item 11

Does your occupation allows you watch enough TV? Reponses	No of Respondents	Percentage (%)
Yes	60	60
No	13	13
Total	100	100%

The table shows that 60 (60%) of the respondents occupations allows them watch enough TV while 40 (40%) does not.

Table 12: Response to item 12

When do you prefer watching TV? Reponses	No of Respondents	Percentage (%)
Morning	6	6
Noon	26	26
Evening	13	13
Night	55	55
Total	100	100%

The table show that 6 (6%) prefers watching TV in the morning, 26 (26%) prefer watching TV at noon, while 13 (13%) prefer watching TV in the evening and 55 (55%) prefer it at night.

Table 13: Response to item 13

Do you enjoy watching Etisalat TV commercial? Reponses	No of Respondents	Percentage (%)
Yes	96	96
No	4	4
Total	100	100%

The table show that 96 (96%) enjoys watching Etisalat TV commercial, while 3 3(%) don't.

Research Question 3: How do contextual factors such as consumer engagement levels with social media platforms, the credibility of advertising content, and the influence of peer recommendations moderate the relationship between social media advertising and audience preferences for similar products? Item 14, 15, 16, 17, 18 and 19 answers research question three.

Table 14: Response to item 14

How do you perceive Etisalat TV commercial? Reponses	No of Respondents	Percentage (%)
Educative	13	13
Informative	36	36
Persuasive	46	46
Immoral	5	5
Total	100	100%

The table show that 20 (13.3%) of the respondents perceive Etisalat TV commercials as educative, 55 (36.7%) perceives it to be informative, while 70 (46.7%) as persuasive and 5 (5%) as immoral.

Table 15: Response to item 15

Etisalat television advertising persuades customers to make more demand of their product and services their other networks. Reponses	No of Respondents	Percentage (%)
Strongly agree	13	13
Agree	20	20
Strongly disagree	13	13
Disagree	54	54
Total	100	100%

The table shows that 10(10%) of the respondents strongly agreed to the fact that Etisalat television advertising persuade customers to make more demand of their products and

services than other network, 20 (20%) agreed to the fact, 13 (13%) strongly disagree and 54 (54%) disagree to the fact.

Table 16: Response to item 16

Do television advertisements arouse a high level of customer choice and demand of Etisalat products over any other medium of advertisement? Reponses	No of Respondents	Percentage (%)
Yes	73	73
No	6	6
Maybe	13	13
No idea	8	8
Total	100	100%

The table shows that 73 (73%) of the respondents agrees to that 6 (6%) disagreed, 13 (13%) were not sure while 8 (8%) had no idea.

Table 17: Response to item 17

Do you agree that Etisalat advertising have the impact of changing and services in Ilorin? Reponses	No of Respondents	Percentage (%)
Yes	60	60
No	20	20
Maybe	13	13
No idea	7	7

Total	100	100%
--------------	------------	-------------

The table shows that 60 (60%) of the respondents agree to that fact, 20 (20%) disagree, 13 (13%) were not sure while 7 (7%) had no idea.

Table 18: Response to item 18

At where rate do Etisalat television advertising increase both sales and expand market for Etisalat company in Ilorin? Reponses	No of Respondents	Percentage (%)
Very High	16	16
High	35	35
Very Low	21	21
Low	30	30
Total	100	100%

The table shows that 16 (16%) of the respondents rated the level of increased sales and expensive of Etisalat market very high, 35 (35%) rated it high, 21 (21%) rated it very low 30 (30%) rated it low.

Table 19: Response to item 19

Do you agree that Etisalat GSM has improved communication and this has had a great impact on the socio-economic life of the people? Reponses	No of Respondents	Percentage (%)
Yes	82	82
No	10	10
Maybe	6	6

No idea	2	2
Total	100	100%

From the above table, 82 (82%) of the respondents agree that fact, 10 (10%) disagreed to the fact, 6 (6%) were not sure of it while 2 (2%) had no idea of it.

4.2 Discussion of Findings

In this section, the data collected from survey on "Impact of Television Advertising on Etisalat Market Audience, A Study of Ilorin Metropolis Kwara State" would be discussed. The data was contained in 100 fully completed questionnaire copies returned from the respondents. Responses to customer on research questionnaire are discussed.

Research Question 1: How do different types of social media advertising content, such as image-based ads, video ads, and interactive ads, influence audience perceptions and preference for similar products within the same category?

The aim of this research question was to find out if the dwellers of Ilorin metropolis view Etisalat TV commercials at all.

The data on table 7, 8 and 9 were used to answer this research question.

The data on table 7 showed that 110 (70%) of the respondents have a TV set while 40 (26.7%) do not have a TV set.

Table 8 showed 36 (20%) operate with Etisalat, 40 (26.7%) operate with MTN, 35 (23.3%) operate with Airtel, 30 (13.3%) operate with Starcomms, 10 (6.7%) also operate with Visafone, 5 (1.3%) operate with other service providers. Table 9 showed that 115 (76.7%) of the respondents believed that the people of Ilorin are exposed to Etisalat TV commercial, 20 (13.3%) don't believe, 10 (6.7%) were skeptical about it while 5 (13) had no idea at all.

From the above findings, it is obvious that the people of Ilorin metropolis are exposed to Etisalat TV commercials at one point or the other.

Research Question 2:

To what extent does exposure to social media advertisements for one product affect consumer preferences for competing products within the same category, and what are the underlying mechanisms driving this influence? The aim of this research question was to

find out the rate and frequency to which the people of Ilorin view or expose themselves to Etisalat TV commercials.

The data on table 10, 11, 12 and 13 answered this research question.

The data on table 10 indicated that 60 (40%) of the respondents watch TV once a day, 40 (26.7%) watch TV twice a day, 30 (20%) watch TV three times a day while 20 (13.3%) are heavy viewers of television

The data on table 11 shows that 90 (60%) of the respondents are not being disrupted by their occupation if they want to watch TV while 60 (40%) of the respondents occupations disrupt them from watching enough TV. The data on table 12 indicated that 10 (6.7%) of the respondents prefer watching TV in the morning. 40 (26.7%) prefer watching TV at noon, while 20 (13.3%) prefer TV in the evening and 80 (53.3%) prefer TV at night.

Data on table 13 showed that 145 (96.7%) of the respondents likes and enjoys watching Etisalat TV commercials while 5 (3.3%) don't enjoy or dislike watching it

Research Question 3: How do contextual factors such as consumer engagement levels with social media platforms, the credibility of advertising content, and the influence of peer recommendations moderate the relationship between social media advertising and audience preferences for similar products

The aim of this research question was to find out whether Etisalat TV commercials have positive or negative impacts on the potential customers in Ilorin metropolis.

The data on table 14, 15, 16, 17, 18 and 19 answered this research question Data on table 14 indicated that 20 (13.3%) of the respondents see Etisalat TV commercials to be educative, 55 (36.7%) sees it to be informative, while 70 (46.7%) persuasive and compatible. Data on table 15 indicates that Etisalat television advertising persuade customers to make more demand of their product and services than other work. 30 (20%).

Somehow believes 20 (13.3%) do not believe the fact while 80 (53.3%) of the respondents does not fully agree with the fact. Data on table 16 shows that 110 (73.3%)

of the respondents believes that television advertisement arouse a high level of customer choice and demand of Etisalat products over any other medium of advertisement, 10 (6.7%) does not believe this while 20 (13.3%) are skeptical about this fact are 10 (6.79%) have no idea what so ever.

Data on table 17 shows that 90 (60%) of the respondents agree Etisalat advertising have the impact of changing customer attitude TV its product and services in Ilorin, 30 (20%) disagreed to the fact, 20 (13.3%) had no idea. Data on table 18 indicates that 25 (16.7%) of the respondents rated the level of increased sales and expansion Etisalat market very high, 53 (35.3%) rated it high, 32 (21.3%) rated it very low, 40 (26.7%) rated it low Data on table 19 indicated that 123 (82%) of the respondent believes that Etisalat GSM has improved communication and this has had a great impact on the socio-economic life of the people, 15 (10%) does not believe this fact 9 (6%) are skeptical about this while 3 (2%) had no idea.

From the above findings, it is clear that Etisalat television advertising have a great impact on their market audience and consumers. This is in lien with one of the assumption of the hyperdemic needle theory which says that the media could influence an audience directly and uniformly by shouting or injecting them with appropriate message desired to trigger a desired response.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The main objective of this study was to determine the impact of television advertising on Etisalat market audience a study of Ilorin metropolis in Kwara state. Survey research design was adopted using the questionnaire for the gathering of data. Chi-square (χ^2) statistical analysis was employed to test the hypothesis directing the study to ascertain whether to accept or reject them. This statistical technique was considered most appropriate because of the nature of the variables involved. Following the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusions and recommendations.

5.2 Summary of Findings

The findings among others showed that A great number of people in Ilorin metropolis in Kwara state are exposed to Etisalat television advertising, the people of Ilorin metropolis have a very high rate of exposure to Etisalat TV commercial, etisalat television commercials have a great impact on potential customers in Ilorin metropolis. This study examined the effectiveness of social media advertising in shaping audience preferences, with a focus on how advertising messages on platforms such as Facebook, Instagram, and Twitter influence consumer behavior. The research was guided by relevant theories, including Social Influence Theory, Dual Process Theory of Persuasion, and Information Processing Theory, which provided a framework for understanding how audiences perceive, process, and respond to advertising content. The review of related studies revealed that visual and interactive elements of advertising significantly enhance user engagement (Kim & Johnson, 2016), while targeted advertising strategies contribute to higher conversion rates (Zhang, Yu & Liu, 2019). Furthermore, the role of social media influencers was found to be increasingly important, as their endorsements help shape consumer attitudes toward brands (Abidin, 2016). Additionally, social media advertising was shown to positively impact brand perception and purchase intent, thereby reinforcing the importance of incorporating it into the promotional mix (Mangold & Faulds, 2009).

The findings suggest that social media advertising is more effective when it is personalized, visually appealing, interactive, and endorsed by credible sources such as influencers. Overall, the study demonstrates that social media advertising is not only a tool for communication but also a powerful strategy for influencing consumer choices in the digital marketplace.

5.3 Conclusion

This study has demonstrated that Etisalat television advertising has positive impact on their potential customers and market. It is right to state clearly and maintain the fact that Etisalat company has influenced the consumption level, choice and demand of its products and services as well as enhance increase sales of its products and services thereby making a positive impact on the socio-economic lives of the people. All these were achieved due to their choice of media of advertisement of the television, this is because, television which is the king of advertising media is regarded as the most authoritative, influential and exiting advertising medium (Goldmen, 2005).

Based on the findings of this study, it can be concluded that social media advertising plays a critical role in shaping consumer preferences and brand perceptions. The interactive nature of social media platforms enables two-way communication between brands and audiences, thereby fostering trust and engagement

The study also concludes that audience segmentation and targeting strategies are vital for the success of social media advertising campaigns. Advertisers who utilize demographic, psychographic, and behavioral data are more likely to achieve higher engagement and conversion rates. Furthermore, the increasing reliance on influencers demonstrates a shift in consumer trust from traditional advertising models toward peer-based endorsements and digital word-of-mouth.

In addition, the integration of visual content and interactive features enhances persuasion, while effective information processing ensures long-term brand loyalty. Thus, social media advertising is not only effective in influencing immediate purchase decisions but also in building lasting consumer-brand relationships

5.4 Recommendation

Based on the findings and conclusion of this study, the following recommendations are made:

More companies in Nigeria should endeavor to advertise their products and services as these will increase their sales, profit and growth as well as expansion of their business activities

2. Since advertising has positive implication on the general economy of a nation, the broadcast media should help companies in reducing the amount charged for advertising. This will help more infant companies with little capital base to join the band wagon of the advertising race.

3. Television as a medium of advertisement should be made use of by companies and advertisers more. This is because, the various attributes of television commercial, sight, sound, motion and colour, permit original and imaginative appeal to consumers

4. Adopt Targeted Advertising Strategies, Marketers should make effective use of data analytics to segment their audience and deliver personalized messages that resonate with specific consumer groups.

5. Leverage Influencer Marketing, Brands should collaborate with credible and relatable influencers whose values align with their brand identity to enhance consumer trust and influence purchase decisions.

6. Prioritize Visual and Interactive Content, Since consumers engage more with images, videos, and interactive posts, advertisers should focus on creating visually appealing and interactive advertising campaigns.

7. Enhance Consumer Engagement, Brands should use social media not only for promotion but also as a tool for dialogue by responding to consumer feedback. encouraging user-generated content, and building online communities

8. Integrate Social Media into the Promotion Mix, Social media advertising should not stand alone but should be integrated with traditional advertising and other digital marketing strategies to maximize reach and effectiveness

9. Continuous Monitoring and Evaluation, Marketers should consistently track and measure the performance of their social media advertising campaigns to identify what works and make necessary improvements.

5.4 Suggestions for Further Studies

Further study should be conducted on the attachment of promos and reward to stable users of Etisalat network, they should be encouraged. The organization should attract more users to the Etisalat network by charging calls at lower rates. Customer care lines should be installed and made available to users of Etisalat network. Other suggestions by the researcher includes:

1. That a higher authority should carryout research on the same topic in order to gather more relevant aspects of the study which the researcher was unable together due to some unavoidable limitations
2. That, efforts should be made to continue from where the research stopped and record findings in order to upgrade the information already provided by the researcher.

Finally, it is right to mention the fact that Etisalat company has influenced its market through their choice of medium of advertisement which is television.

References

- Adibe, B. and Akuma, T. (2004), Advertising Today, New York: Random House Publication
- Arens, W.F. (2004), Contemporary Advertising, New York: Richare D. Irwin Inc
- Baker, A. (2004), The Retailer - Study on Successful Marketing and Advertising, London Association Business Press
- Benson-Eluwa, V. (2003), Opinion Research Tool for Public Relations, Enugu Virgin Creations
- Benson-Eluwa, V. (2004), Advertising Principles and Practices, Onitsha: AC Global Publication
- Bourden, A. (2001), The Economic Effect of Advertising, London Associated Business Press.
- Burke, M. (2000), Advertising-The Uneasy Persuasion, New York: Basil Books.
- Cannon, G. (2007), Advertising Role in Building Brand Equity, New York: The New Edition Amacon.
- Goldman. D (2005), The Effectiveness of Television Advertising. New York. Advertising as a Signal Norway Journal of Political Economy
- Gutenberg, M. (2003), Advertising as a Signal, Norway Journal of Political Economy
- McLuhan, L. (1965), Advertising Role in Building Brand Equity, The Wall Street Journal of Political Economy
- Ogili, E (2005), Project Writing, Research Best Practices, Enugu Adels Foundation Publishers
- Tams, M. (2006), The Application of Power and Creative Potential of Television Advertising, New York. Advertising Age