

Influence of Social Media Advertising on Students' Choice of Products in Eket in Nigeria

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Abstract: This study investigated the influence of social media advertising on students' choice of products in Eket, Nigeria. With the proliferation of digital technologies and widespread use of social media platforms among young people, advertising through these channels has become a powerful force shaping consumer preferences and purchasing decisions. The research examines how exposure to product promotions on platforms such as Instagram, Facebook, TikTok, and WhatsApp affects the product choices of students in tertiary institutions within Eket. The study adopted a survey research design because it enabled the researchers to generate data from a large population within a relatively short period. The population of the study comprised of students residing in Eket. From the population, a sample size of 399 residents was determined using Taro Yamane's formula at a 5 per cent margin of error. A structured questionnaire was administered to students and the study assesses the extent of social media usage, the types of advertisements encountered, and the degree to which these ads influence students' preferences and buying behavior. Findings revealed that the predominant emotional marketing strategies employed by social media advertising which affect students' choice of products in Eket is Social belonging and peer acceptance. This suggests that while students may still be influenced via their social belonging and peer acceptance deployed by social media advertising of certain products, many students may still affirm that happiness and pleasure as an emotional marketing strategy, has a great deal of influence on their choice of products in Eket. The study also identified moderating variables, including peer influence, socio-economic status, and frequency of social media engagement, which further shape consumption patterns. While social media advertising offers opportunities for brands to connect with young consumers more effectively, concerns such as impulsive buying and the promotion of non-essential products emerge as key issues. The study contributed to marketing communication literature by highlighting the growing role of digital advertising in consumer decision-making among youth in urban Nigerian contexts and offers practical insights for marketers seeking to optimize social media strategies for student markets.

Keywords: Social Media, Advertising, Students' Choice, Products, Eket, Nigeria.

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INTRODUCTION

The advertising has changed dramatically in recent years, and nowhere is this more visible than online. The advertising medium is experiencing, perhaps, the most dynamic revolution and technological developments made possible by the growth of communication through interactive media. The advertising industry has long sought to go where consumers go. Indeed, the industry has followed consumers online, even developing new forms of advertising to relate to consumers in their virtual world. In fact, the very philosophy of advertising

has changed, not wholly but in large part, as a result of the opportunities created online (Tuten, 2018).

In the present age of information superhighway, millions of people around the globe through social networking are building online local, regional and global communities to communicate their shared interests and activities, disseminate information and interact through a variety of web-based tools (Eid & Ward, 2019). Consequently, social media advertising is a recent addition to organizations' integrated marketing

communications plans. Integrated marketing communications coordinates the elements of the promotional mix; advertising, personal selling, public relations, publicity, direct marketing, and sales promotion. In the traditional marketing communications model, the content, frequency, timing, and medium of communications by an organization is in collaboration with an external agent, i.e. advertising agencies, marketing research firms, and public relations firms. However, the growth of social media has impacted the way organisations communicate. Thus, with the emergence of Web 2.0, the Internet provides a set of tools that allow people to build social and business connections, share information and collaborate on projects online (Corruthers, 2016).

Furthermore, social media advertising programmes usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it is coming from a trusted source, as opposed to the brand or company itself. Social media have become a platform that is easily accessible to anyone with Internet access, opening doors for organisations to increase their brand awareness and facilitate conversations with the customer. Additionally, social media serve as a relatively inexpensive platform for organisations to implement marketing campaigns (Corruthers, 2016).

In a nutshell, Social media advertising is a marketing strategy that uses social media platforms to promote products or services. It involves creating and posting advertisements that target specific demographics and interests of users on platforms such as Facebook, Instagram, Twitter, LinkedIn, and more. These advertisements can range from sponsored posts, display ads, video ads, and more. According to Jashari (2017), Social media advertising provides references for businesses to reach a wider audience, engage with potential customers, and increase brand awareness. By utilizing the targeting options available on social media platforms, businesses can reach specific groups of people based on factors such as age, gender, location, interests, and behaviors. This targeting allows businesses to connect with potential customers who are more likely to be interested in their products or services, increasing the chances of conversion that influences consumer behavior, particularly when it comes to consumers' choice of products patronage.

Consumer's choice of products and patronage can be impulsively defined as the tendency to make sudden, unplanned purchases without much consideration or evaluation of the consequences, and can be a behavior that affects many consumers in today's society. Consumers choice of products and patronage has been/can be influenced by emotional triggers, social influences, situational factors, among others. Research has shown that emotions such as excitement, happiness,

or stress can lead to positive or negative choice-making in selecting products, as individuals seek to fulfill an emotional need through retail therapy (Verplanken & Herabadi, 2021). This case is however consequential to consumers. Marketers often capitalize on these emotional triggers by creating advertising campaigns that evoke strong emotions and drive products patronage. Also, on social influence, Peer pressure, social norms, and the desire to fit in with a certain group can all contribute to consumer's patronage choice tendencies (Mittal, 2016). For example, seeing friends or influencers making spontaneous purchases on social media platforms can create a sense of social pressure to do the same.

However, social media advertising is simply one way that consumers learn about new products, learn about things consumers may want or need, because the more consumers know about products, the more choices they can make, as no one prefer to make poor choices when it comes to purchase what social media provide (Evans, 2018). Social media provides a unique avenue for brands to enhance their visibility and reach among students. Platforms such as Instagram, Facebook, and TikTok have become essential for companies looking to capture the attention of this demographic. Research conducted by Olaleye and Ogunsiji (2021) indicates that students are more likely to choose products they have encountered on social media due to the increased brand awareness that these platforms facilitate. Advertisements that utilize engaging visuals and relatable content resonate deeply with students, making them more inclined to consider these products in their purchasing decisions.

Moreover, the interactive nature of social media allows brands to communicate directly with consumers. This direct engagement fosters a sense of community and loyalty among students. As opined by Adeoye and Afolabi (2020), students often perceive brands that actively engage with them on social media as more trustworthy, further influencing their choices. Again, the accessibility of products promoted on social media often correlates with consumers' financial situations. Brands that offer discounts, limited-time offers, or exclusive deals through social media can attract price-sensitive consumers. A study by Kumar and Gupta (2020) found that promotional strategies employed on social media significantly impact consumer purchase intentions, particularly among students.

However, it can undoubtedly be stated that social media advertising has become a powerful tool for marketers to reach and engage with consumers, with the ability to target specific demographics and personalize content. This form of advertising has been shown to have a significant influence on consumer behavior, particularly when it comes to choice-making in buying products. One reason for the effectiveness of social media advertising in driving students' choice of products



patronage is the constant stream of content that students are exposed to on these platforms. These platforms are designed to keep users engaged and scrolling, making it easy for them to come across enticing products ads at any moment. This can lead to impulse or instant purchases as consumers are more likely to make a quick decision without much deliberation.

In a study conducted by Bardocz-Bencsik (2020), it was found that social media advertising significantly influences the choice of products patronage among consumers. The study revealed that there is a positive correlation between exposure to social media advertising and choice making tendencies, exposing the impact that these platforms have on consumer choice of products. It is however upon this assertion that inspires the interest of the study on the influence of social media advertising on students' choice of products in Eket.

Statement of the Problem

Many firms have formulated plans to welcome millions of engaged social media customers especially students to their product collection, typically on their own pages, as a result of the exponential growth of the social networks in the world today. Nigeria is not immune to this rising outbreak. In Nigeria, similar online retailers have emerged, with more on the way like Jumia, Konga, Dealdey, 3Stiches, Taafoo, Buyright.bz, and others. They also supply student consumers with several lifestyle goods brands, including electronics, computers, telephones, books, home appliances, toys, wears, etc. However, prospective buyers are prompted to pay immediately based on choice so that the products can be shipped shortly afterwards. Because of internet fraud, this has always been a problem and it has affected many consumers' perception that they are careful when using the internet, especially when personal information is given. Meanwhile, various Nigerian online retailers have given prospective buyers enough room to be well assured of their purchases via social media of being authentic, by enabling them to pay for any item they want on delivery. Therefore, there are a variety of other problems, that hinders the patronage tendencies of students which hover around consumer vulnerability, compulsive buying disorder, regret and guilt, lack of control, financial consequence, products below quality, falsification of product information's, etc.

On the other hand, there have been several debates on the future of social media advertising. Some are of the view that while too many advertisers are still focused on the business of shouting one message over and over, today, the most important communication is not the marketing monologue, but the dialogue that takes place among customers that would enhance gratifications and influence their choices and behavior. But Consumers are becoming insurgent, rising in revolt against slick, overly produced ads on social media in favour of

recommendations by fellow consumers and user-generated content.

Others hold that consumers are not only suspicious of marketing, but do not like advertising on social media and would not just trust at a glance. They want somebody they trust to tell them that a particular product is good when advertised on social media and would want to have a taste of the product, especially the skin care products, groceries, fashion wears, eateries, etc. However, being that social media are new, are consumers who are students in Eket aware of them and adopting them as part of their advertising media regardless of the seeming hike in fraud and products falsification? Do they patronize products advertised on social media based on recommendation/referrals from friends? Are there challenges hampering the effective use of social media in advertising? Does social media advertising positively influence students choice of products and patronage? It is upon this thrust that this study sought to investigate influence of social media advertising on students' choice of products in Eket.

OBJECTIVES OF THE STUDY

The following objectives for the study were to:

- i. Examine the effectiveness of social media advertising on Eket students choice of products;
- ii. Ascertain the dominant emotional marketing strategies employed in social media advertising affect students' choice of products;
- iii. Evaluate the predominant promotional strategies utilized in social media advertising influence on students' decision-making processes on purchasing behaviors.

LITERATURE REVIEW

The concepts and opinions relevant to this study are discussed below;

Social Media: Towards a Definition

In the words of Junco et al (2010) social media are a collection of internet websites, services and practices that support collaboration, community building, participation and sharing. According to Meptha (2016, p. 114). It is a collection of online communication channels dedicated to community-based input interaction, content-sharing and collaboration. Andreas and Michael (2016) opine that social media is a group of internet-based applications that build on ideological foundations of web 2.0 and that allows the creation and exchange of user-generated content. Suman (2015, p. 183) states that "in order to twirl communication into an interactive dialogue, the social media turns to be one of the most successful applications of Satmass media" (a word coined by Dr. Suman K. to indicate the mass media that work in conjunction with the satellite communication).

Social media has come a long way to become part of our everyday life. For decades social media has



developed and improved upon the years as ideas evolved in order to build a society that defies boundaries and strengthens long distance communication with the ability to achieve massive scalability in real time, the social media technologies allow people to connect with each other to produce or reproduce value through online conversation and collaboration (Peter & Mike, 2015, p.5). Selwyn (2022) defines social media as the application that allows users to converse and interact with each other, to create, edit and share new forms of textual, visual and audio content, and to categorize, label and recommend existing forms of contents.

From the above statement social media is a technology that permits messaging and interaction, as well as the creation of contents of different multimedia forms, which could imply user generated content. These contents are inspired and created by media users, with the aim of influencing interaction. On that note, Kietzmann et al (2018) opine that as users engage with social media, they create highly integrative platforms through which individuals, communities and organizations can share, cooperate, discuss, participate and modify user generated content or self-created content posted online. Bronner & Hong (2018) add that UGC is the foundation of social media and knowledge related to it.

However, a historical account of the growth of social media according to Boyd et al. (2017) social media began in the late 1990s with the first recognized social network called “Six Degrees” in 1997 and this technology enabled people to upload a profile and make tools; Asian Avenue, Black Planet and MiGente began supporting various combinations of profile and publicly articulated friends.

Dearborn (2014) views social media as a communication channels which is very popular, extremely fast and broad, has proven to be highly effective, as well as trusted by billions of people, to share and discover content concerning individuals, brands, information, entertainment and know how.

Social Media Advertising

Social media advertising has become an increasingly important aspect of marketing strategies in Nigeria, as the country's digital landscape continues to evolve. With a high internet and social media penetration rate, businesses in Nigeria are leveraging social media platforms to reach and engage with their target audience effectively. This critical overview will explore the current landscape of social media advertising in Nigeria, along with key trends and challenges.

One of the key trends in social media advertising in Nigeria is the growing popularity of platforms such as Facebook, Instagram, Twitter, and LinkedIn. According to a report by Hootsuite and We Are Social, Nigeria has over 27 million active social media users, with

Facebook being the most popular platform. Businesses in Nigeria are increasingly investing in social media advertising to leverage the large and diverse user base on these platforms (Aluko, 2020).

Another trend in social media advertising in Nigeria is the rise of influencer marketing. Influencers have become an integral part of social media advertising strategies, with businesses collaborating with popular social media personalities to promote their products or services to a larger audience. This approach has proven to be effective in reaching and engaging with Nigerian consumers in an authentic and relatable manner (Aluko, 2020).

However, despite the opportunities presented by social media advertising in Nigeria, there are also challenges that businesses face. One of the main challenges is the issue of trust and credibility. With the rise of fake news and misinformation on social media platforms, Nigerian consumers have become more skeptical of advertisements they see online. This has led businesses to focus on building credibility and trust with their target audience through transparent and authentic advertising campaigns (Aluko, 2020).

Another challenge in social media advertising in Nigeria is the lack of regulation and oversight. With limited regulatory frameworks in place, businesses often struggle to navigate the legal and ethical considerations of advertising on social media platforms. As a result, there is a need for more comprehensive guidelines and regulations to ensure that social media advertising in Nigeria is conducted ethically and responsibly.

Product Choice Making and Social Media Advertising

In the contemporary digital reality, social media advertising has transformed the way we consumers make product choices. Social media advertising has a significant influence on consumers' choice making focusing on the psychological, social, and economic factors that exert influence on consumer behavior.

The psychological impact of social media advertising is undoubtedly profound. That is to say that advertisement, on platforms like Instagram, Facebook, and TikTok often employ persuasive techniques that tap into consumers' emotions. According to Cialdini (2009), principles of persuasion such as reciprocity, commitment, and social proof are effectively utilized in social media marketing. For instance, brands frequently engage users through giveaways or interactive content, creating a sense of obligation among consumers to reciprocate by making a purchase. Furthermore, the idea of FOMO (Fear of Missing Out) plays a significant role in product choice making. Research by Przybylski et al. (2013) suggests that social media users often experience anxiety about missing out on experiences



shared by others. This phenomenon can drive impulsive buying behavior, as consumers feel compelled to acquire products that are trending or endorsed by peers and influencers.

On a different thought, social dynamics significantly shape consumer behavior on social media. The role of peer influence and community validation cannot be overstated. As noted by Hwang and Zhang (2018), social media serves as a platform where individuals share their opinions and experiences, creating a collective consciousness that influences product choices. Engagement with posts, comments, and shares can amplify a product's visibility, making it more appealing to potential buyers. Influencers, in particular, have emerged as key players in shaping consumer preferences. Their ability to create relatable content and foster a sense of connection with followers enhances their credibility. According to a study by Lou and Yuan (2019), consumers are more likely to trust and make purchases based on recommendations from influencers they admire. This trust is often rooted in the perceived authenticity of the influencer's endorsement, which can significantly sway purchasing decisions.

Separately, economic factors also play a crucial role in product choice making during social media advertising. The accessibility of products promoted on social media often correlates with consumers' financial situations. Brands that offer discounts, limited-time offers, or exclusive deals through social media can attract price-sensitive consumers. A study by Kumar and Gupta (2020) found that promotional strategies employed on social media significantly impact consumer purchase intentions, particularly among younger demographics. Moreover, the rise of e-commerce facilitated by social media platforms has streamlined the purchasing process. This convenience allows consumers to make immediate decisions based on advertisements they encounter. As highlighted by Verhoef et al. (2021), the integration of social media and e-commerce creates a seamless shopping experience that encourages impulsive buying behavior.

Issues with Social Media Influencing Students' Choice of Products

The influence of social media on students' product choices has preponderance issues that merit exegesis. Therefore, social media platforms offer brands an opportunity to engage with younger audiences. That is, the implications for student consumers can be both beneficial and detrimental. Thus, below are few issues associated with this influence:

i. Peer Pressure

Undergraduates may feel forced to conform to the preferences of their peers, which can lead to impulsive buying decisions.

ii. Impact on Mental Health

The frequent exposure to curated and idealized portrayals of lifestyles and products can lead to feelings

of inadequacy and low self-esteem among students. Research by Fardouly et al., (2015) indicated that social media can contribute to anxiety and depression, particularly when users compare themselves to the seemingly perfect lives of others.

iii. Manipulative Marketing Techniques

Loads of ads on digital media often deploy persuasive techniques that can manipulate consumer behaviour. Tactics such as limited-time offers, targeted ads, and influencer endorsements can create a sense of urgency and pressure to buy (Cialdini, 2009).

iv. Privacy Concerns

Some undergraduates may not be fully aware of how their data is collected and used for targeted advertising. This clearly raises ethical questions about consumer privacy and consent.

v. Overemphasis on Trends

The fast-paced nature of digital media can lead to a focus on fleeting trends rather than long-lasting quality. Many people may focus on trendy products that are popular in the moment, potentially leading to wasteful consumption and a lack of appreciation for sustainable or durable options.

vi. Financial Implications

The influence of social media can lead to overspending among students, many of whom may already face financial constraints.

vii. Authenticity and Trust Issues

With the rise of influencer marketing, questions about authenticity arise. Students may struggle to discern between genuine endorsements and paid promotions.

Social Media Advertising and Students' Choice of Products in Eket

In recent years, social media has emerged as a pivotal platform for advertising, particularly among students in Eket. This individual, characterized by their tech-savviness and high engagement with digital content, is increasingly influenced by social media advertising when making consumer choices. However, the impact of social media advertising on students' product choices in Eket, are invariably hinged on several factors such as brand awareness, peer influence, and the role of influencers.

Social media provides a unique avenue for brands to enhance their visibility and reach among students. Platforms such as Instagram, Facebook, and TikTok have become essential for companies looking to capture the attention of this demographic. Research conducted by Olaleye and Ogunsiji (2021) indicates that students are more likely to choose products they have encountered on social media due to the increased brand awareness that these platforms facilitate. Advertisements that utilize engaging visuals and relatable content resonate deeply with students in Eket, making them more inclined to consider these products in their purchasing decisions.



Moreover, the interactive nature of social media allows brands to communicate directly with consumers. This direct engagement fosters a sense of community and loyalty among students in Eket. As highlighted by Adeoye and Afolabi (2020), students often perceive brands that actively engage with them on social media as more trustworthy, further influencing their choices.

In the same vein, Peer influence plays a significant role in shaping Eket students' consumer behavior. Social media platforms serve as a space where Eket students share their experiences and opinions about various products. According to a study by Eze et al. (2021), students are likely to make purchasing decisions based on recommendations from their peers or influencers they follow. This phenomenon, often referred to as "social proof," underscores the importance of community in consumer behavior.

The pressure to conform to trends popularized on social media can lead Eket students to choose products that enhance their social status or align with their peer group's preferences. For instance, fashion and beauty products often gain traction among students due to their visibility on social media platforms, where influencers showcase these items in aspirational contexts (Nwachukwu & Nwokedi, 2022). Influencers have become a powerful force in shaping consumer preferences among students in Nigeria. These individuals, often seen as relatable and authentic, can sway students' choices through their curated content and endorsements. As noted by Adedeji and Ojo (2021), students often view influencers as credible sources of information, making them more receptive to product recommendations.

The effectiveness of influencer marketing is particularly pronounced in Nigeria, where traditional advertising methods may not resonate as strongly with younger audiences. Influencers can create engaging content that highlights the benefits of products in a way that aligns with students' lifestyles and aspirations. This strategy not only boosts brand visibility but also enhances the perceived value of the product among students.

REVIEW OF EMPIRICAL STUDY

Chinonso, D. O. (2023). How Does Social Media Marketing Impact the Consumer Decision-making in Nigeria. *International Journal of Business Administration and Marketing*. Vol. 3, No.2.

This study investigated the effect of social media marketing on consumer patronage decision making with specific focus on small businesses in Port Harcourt, Rivers State Nigeria. To achieve this, three specific objectives were created, such as to: ascertain the effect of social media marketing on consumer patronage intention; examine the effect of social media marketing on consumer patronage and determine the effect of social media marketing on repeat purchase.

To accomplish the set objectives, data were obtained via the use of structured questionnaire, which were distributed and majority retrieved, sorted then the correctly filled copies typed into the SPSS software for analysis. The collected data were tabulated and represented in charts, this was followed with detailed explanations. Through the regression analysis, the study findings showed that; social media marketing significantly impact consumer patronage intention, consumer patronage and repeat purchase. Based on the findings the study recommended that small business owners should extensively leverage on the social media campaign for effective communication of their product/service offering to social media users. Small business owners should be consistent in engaging social media users as a means of marketing the benefits of their products because it helps to instill confidence in consumers who is showing interest in their product/service offering. Small business owners should endeavour to deliver quality experience to consumers as they eventually patronize their product offerings for the first time. Small business owners should be open to receive feedbacks after a consumer patronize their product offerings. This study relates to the one at hands in the sense that both studies were aimed at delving into the significant influence of social media advertising on the purchasing behavior which could be impulsively inspired, in buying a products.

The present paper focused on the buying behaviour of women consumers regarding personal care products. The study of consumer behaviour is the most important factor for marketing of any goods and services and it involved understanding the consumer mindset and their views on of personal care products. A survey of 172 respondents was carried out with structured questionnaire. The questionnaire included general demographic questions as well as some specific questions to study the consumer buying behaviour of personal care products consumers. The data was analysed by the descriptive statistics, percentages, ANOVA analysis and Correlation by using SPSS 23.0 Version.

The results of ANOVA analysis reveal that demographical factors of respondents having significant mean difference with buying personal care products, products factors like Brand Name, quality, price, Brand Loyalty, Affordability, Recommendations of Sales People and Previous Usage Experiences are significant impact on consumer buying behaviour and influence factors like Brand Ambassadors and Family & Friend references are great impact on buying mode of women respondents and the results of correlation analysis indicates that marital status, education having strong association with buying of personal care products. Product factors like brand loyalty, brand name and quality of product having strong relation with respondents buying behaviour and Brand Ambassadors and Family & Friend references also show positive



relation with buying personal care products. Therefore, the study is relevant to the one at hands in the wise that both are sought to provide an exegesis of women purchasing behavior and response towards personal care of skin care products and the modus of what influences their patronage instincts towards the products.

THEORETICAL FRAMEWORK

Rationality in Action Theory

This theory was promulgated by Fisbeing and Ajzen (1975) for forecasting behaviours exhibited by individuals. This emerged from prior studies that began with an examination of attitude theory and moved on to analyse the relationship between theory and practise. A person's TRA will be affected by their Behavioural Intention (B1), their Attitude (A), and their Subjective Norm (SN). TRA ($B1 = A + SN$) is defined by an individual's own standards and perspective on a given task. In most cases, a person will act in accordance with his own wishes. The intensity of an individual's conduct is determined by the goals they are trying to achieve.

Above, we see that the customer's subjective norms and their attitude towards the product's transactions combine to form the customer's behavioural goal. The concept of subjective norm (Solomon, 2006) allows for the recognition of other people's influence on the development of acts within theoretical frameworks. It factors in public opinion on a certain action, which is constrained by the customer's level of motivation. Predicting future actions may be difficult since the weight given to beliefs and observed behaviour varies widely.

Reasoned action theory holds that individuals act sensibly when they want to maximise their own and others' happiness and satisfaction. This idea explains how individuals may be influenced and shaped in their actions. Participation in these activities affects how a person behaves. Both the action and its results may be considered to have a purpose (Amaro & Duarte, 2015). An attitude, as defined by Ajzen (1991), is a purposeful mental stance that may be either good or negative depending on the circumstances. According to research by Leeraphong and Mardjo (2013), motivational factors that shape behaviour may often be deduced from the actor's stated goals. As a result, one's physical capacity to make an effort might serve as a proxy for moral intent. Since rational action may be applied to consumer behaviour, it is reasonable to assume that customers have goals in mind while considering various options (Kim and Park, 2013). One of the most prominent approaches to characterise consumer behaviour is via the lens of rational action theory (Lo, Frankowski, & Leskovec, 2016). This theory may be seen as a depiction of "attitude intentcomportment: a system of continuum." Researchers in Malaysia and Saudi Arabia used this paradigm to examine the effect of customers'

trust and attitude on online purchasing (Al-Nasser, Yusoff, Islam, and ALNasser, 2014).

The theory is crucial to the research because it gives a frame of mind about decision-making that clarifies behaviour towards products among students in Eket. The theory is relevant to our investigation because it provides a neurological explanation for intentional and experience-based human conduct.

Technological Acceptance Theory

To investigate the primary variables that motivate consumers to embrace and accept a new information system, Bagozzi and Warshaw (1989) created the TAM. The primary objective of TAM is to provide light on the factors that lead to the broad adoption of business software programmes. This framework may also be used to evaluate the shortcomings of a process (Davis, 1989). Davis claims that users' intents when interacting with an information system are heavily influenced by users' attitudes and perceptions of the system's usefulness and in turn, on the system's success. Actions and usefulness are influenced by the perceived ease of application. Companies under this model achieve their objectives via the use of social media and online commerce.

When it comes to modelling how people utilise and apply when it comes to managing data and information, the technological acceptance model is a cornerstone of the field. It strengthens the case for technological determinism. In this model, the two most important factors in whether or not a system is adopted are the degree to which its users find it useful and how easy it is to use.

According to Ekwueme and Akagwu (2017), an individual's perception of a system's usefulness in achieving professional objectives is known as its perceived utility (PU). But how a user feels about an interface's simplicity is captured by the term "perceived ease of use" (PEOU). According to the paradigm for technology adoption, the way a person thinks about and feels about using an information system has a major impact on their intent to actually use the system. Consumers still consider a variety of sources in addition to online marketing. Inaccessibility of the Internet or a poor Internet connection, a lack of trust, an inconvenient time frame, and a problem with making a payment are all examples (Ekwueme & Akagwu, 2017).

Since customers were able to make educated purchasing choices without physically visiting a business, the TAM-Model for technology adoption is relevant to this study. Even though social media and the internet are relatively new forms of networking technology, this helps to explain why they are so widely used in promotional campaigns. Most customers will adopt a product or service if they find it to be both beneficial and simple to use. The extent to which one trusts it also



plays a role in its usefulness. The theory is relevant to the study because social media (technology as described by the TAM) has allowed customers to make purchases online rather than in physical stores.

RESEARCH METHODOLOGY

The study adopted a survey research design because it enabled the researchers to generate data from a large population within a relatively short period. The population of the study comprised of students residing in Eket, thus, since there is no exact figure of students residing in Eket, the study chooses to study Eket

population giving a total of 172,559, projected in 2025 using population formula presented by Ownamalam (2012) thus yielding a total of 271,495. From this population, a sample size of 399 residents was determined using Taro Yamane's formula at a 5 per cent margin of error. The multi-stage sampling procedure was employed. Residents were proportionately selected from the sampling frame to ensure fair representation across the local government. The research instrument was a structured questionnaire which elicited responses among residents who are students on the research questions raised.

Data Presentation and Analysis

Research Question 1:

What is the effectiveness of social media advertising on students' choice of products in Eket?

Effectiveness of Social Media Advertiksing	Frequency	Percentage (%)
Products awareness	69	18
Peer and Social Influence	20	5
Encouragement of Impulse Buying	150	37
Personalised Advertising	10	2
Cost and Convenience advantage	120	30
Brand Loyalty and Repeat Purchase	30	8
Total	399	100

The result above shows that most students recorded that social media advertising has a great deal of its effectiveness on the encouragement of impulse buying of products. This finding implies that while cost and convenience are effective, greater advantage is given to

encouragement of impulse buying of products among students in Eket.

Research Question 2:

What are the predominant emotional marketing strategies employed in social media advertising affect students' choice of products in Eket?

Emotional Marketing Strategies	Frequency	Percentage (%)
Social belonging and Peer Acceptance	152	38
Nostalgia and Sentimentality	15	4
Aspiration and lifestyle	28	7
Trust and Reliability	52	13
Fear of Missing Out	45	11
Happiness and Pleasure	107	27
Total	399	100

The findings from the above analysis indicate that the predominant emotional marketing strategies employed in social media advertising affect students' choice of products in Eket is Social belonging and Peer Acceptance. This suggests that while students may still be influenced via their Social belonging and Peer Acceptance deployed by social media advertising of certain products, many students may still affirm that

happiness and pleasure as an emotional marketing strategy, has a great deal of influence on their choice of products in Eket.

Research Question 3

What are the promotional strategies utilized by social media advertising influence on students' decision-making processes on purchasing behaviors?

Promotional Strategies	Frequency	Percentage (%)
Influencer Marketing	100	25
Price promotion and discount	80	20
Visual and Video	60	15
User-Generated Content	60	15
Fear of Missing Out	28	7
Interactive Promotion	32	8
Personalized and Targeted Advertising	39	10
Total	399	100



The findings indicate that the use of influencer marketing is the dominant promotional strategies utilized by social media advertising influence on students' decision-making processes on purchasing behaviors. This suggests that while influencer marketing is the dominant promotional strategies, many students may still be influenced by Price promotion and discount.

DISCUSSION OF FINDINGS

The first research question assessed the effectiveness of social media advertising on students' choice of products in Eket. The result shows that most students recorded that social media advertising has a great deal of its effectiveness on the encouragement of impulse buying of products. This finding implies that while cost and convenience are effective, greater advantage is given to encouragement of impulse buying of products among students in Eket. A study by Kumar and Gupta (2020) found that promotional strategies employed on social media significantly impact consumer purchase intentions, particularly among younger demographics.

Moreover, the rise of e-commerce facilitated by social media platforms has streamlined the purchasing process. This convenience allows consumers to make immediate decisions based on advertisements they encounter. As highlighted by Verhoef et al. (2021), the integration of social media and e-commerce creates a seamless shopping experience that encourages impulsive buying behavior. The effectiveness of influencer marketing is particularly pronounced in Nigeria, where traditional advertising methods may not resonate as strongly with younger audiences. Influencers can create engaging content that highlights the benefits of products in a way that aligns with students' lifestyles and aspirations. This strategy not only boosts brand visibility but also enhances the perceived value of the product among students

The second research question focused on the predominant emotional marketing strategies employed by social media advertising which affect students' choice of products in Eket.

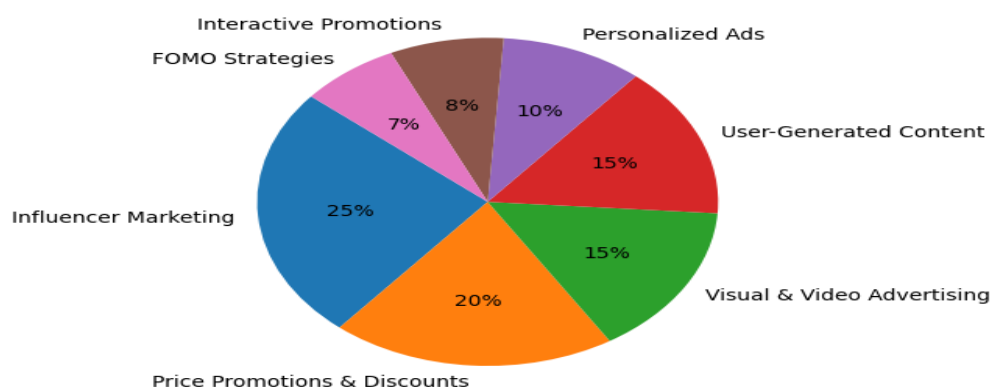


The findings from the above analysis and bar chart indicate that the predominant emotional marketing strategies employed by social media advertising which affect students' choice of products in Eket is Social belonging and peer acceptance. This suggests that while students may still be influenced via their social belonging and peer acceptance deployed by social media advertising of certain products, many students may still affirm that happiness and pleasure as an emotional marketing strategy, has a great deal of influence on their choice of products in Eket. The psychological impact of social media advertising is undoubtedly profound. That is to say that advertisement, on platforms like Instagram, Facebook, and TikTok often employ persuasive techniques that tap into consumers' emotions. According to Cialdini (2009), principles of persuasion such as reciprocity, commitment, and social proof are effectively utilized in

social media marketing. For instance, brands frequently engage users through giveaways or interactive content, creating a sense of obligation among consumers to reciprocate by making a purchase. Furthermore, the idea of FOMO (Fear of Missing Out) plays a significant role in product choice making. Research by Przybylski et al. (2013) suggests that social media users often experience anxiety about missing out on experiences shared by others. This phenomenon can drive impulsive buying behavior, as consumers feel compelled to acquire products that are trending or endorsed by peers and influencers.

The third research question examined the promotional strategies utilized by social media advertising influence on students' decision-making processes on purchasing behaviors.

Influence of Social Media Promotional Strategies on Students' Purchasing Decisions



The findings from the above analysis presented in the above table and Pie Chart indicate that the use of influencer marketing is the dominant promotional strategies utilized by social media advertising influence on students' decision-making processes on purchasing behaviors. This suggests that while influencer marketing is the dominant promotional strategies, many students may still be influenced by Price promotion and discount. Influencers have become a powerful force in shaping consumer preferences among students in Eket. These individuals, often seen as relatable and authentic, can sway students' choices through their curated content and endorsements. As noted by Adedeji and Ojo (2021), students often view influencers as credible sources of information, making them more receptive to product recommendations. The effectiveness of influencer marketing is particularly pronounced in Nigeria, where traditional advertising methods may not resonate as strongly with younger audiences. Influencers can create engaging content that highlights the benefits of products in a way that aligns with students' lifestyles and aspirations. This strategy not only boosts brand visibility but also enhances the perceived value of the product among students. Since students were able to make educated purchasing choices without physically visiting a business, the TAM-Model for technology adoption is relevant to this study. Even though social media and the internet are relatively new forms of networking technology, this helps to explain why they are so widely used in promotional campaigns. Most customers will adopt a product or service if they find it to be both beneficial and simple to use. The extent to which one trusts it also plays a role in its usefulness. The theory is relevant to the study because social media (technology as described by the TAM) has allowed customers to make purchases online rather than in physical stores.

CONCLUSION

Social media advertising has a significant impact on consumer behavior, particularly when it comes to students' choice of products. The visual nature of social media platforms, along with targeted advertising, can create a sense of urgency and desire among consumers

to purchase products they see promoted online. However, this can also lead to impulsive buying behavior, where consumers make snap decisions to purchase products without fully considering their wants and needs. The abundance of beauty influencers and product endorsements on social media further exacerbates this phenomenon, as consumers may feel pressured to keep up with trends and purchase items simply because they are popular.

Recommendations

In the light of the findings of this study, the following were made:

1. Brands should strive to provide accurate and trustworthy information about their products in their social media advertising. This includes clearly stating product ingredients, benefits, and potential side effects, as well as ensuring that any claims made are backed by evidence. This will help to build trust with consumers.
2. Brands can use social media platforms to educate consumers who are students about their products ingredients, routines, and best practices. That is, providing valuable information and tips, brands can empower consumers to make informed decisions about their skincare purchases, rather than relying solely on impulse.

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