



Social Media And Consumers Buying Behavior Of Jumia And Konga Nigeria Limited

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ABSTRACT

This study focuses on the effect of social media on buying behavior of consumers. The general objective is to determine the social media on buying behavior of consumers. The study adopted the survey research design. The population of the study was three hundred and fifty (350) from the entire students and staffs in Delta State University, Asaba Campus, Asaba that make online purchase of goods and service via social media, specifically from Jumia and Konga Nigeria Limited. The sample size of one hundred and six (186) was obtained using Taro Yamen's formula. A stratified sampling technique was used. Data collected were analyzed and hypotheses were tested using multiple regression. Findings revealed that the extent to which Social Media Blogs, Social Networking Sites and Perceived Usefulness and Trust affects buying behavior of consumers. The study concludes that Manager can create advertising awareness by creating memorable advertising by engaging the consumer with compelling enjoyable and involving ads elements which clearly linked to the brand and which the customers will share and enjoy with their friends on social media. The study recommends that Companies should measure their social media marketing metrics, for example if they want to measure awareness, they would need to monitor growth, likes, subscribers and brand awareness.

Keywords: Social Media, Social Media Blogs, Social Networking Sites, Perceived Usefulness and Trust and Buying Behavior of Consumers

INTRODUCTION

The consumers using internet in the present times are widely spread in all over the world and have taken a growth in many of the sectors. Digital media had provided new way of communication to engage the consumer in different business sector. Various Online tools are also increasing on rapid rate to reach new customers. According to recent marketing research, social media is getting involved in people's lives and making them more dependent. The marketing approaches are astounding with millions of customers. The whole world spends approximately 110billion minutes on accessing social networking sites like Facebook, twitter and reading blogs (Tuten and Solomon, 2014). It has been also analyzed that visitor of social media are increased up to 24% and more in previous years. The above factor does not put a doubt about how business sector overlaps to people's life by social medium. Social media improve the interaction by providing contents publically and gain interest of visitors. Social sites are tools to spread the information among consumers.

People are sharing their personnel content or public content inside and outside their professional life. Large groups of people are associated with blogs, social networking site, mutual project and implicit world. Online communities and Social Networking Sites (SNSs) are an effective web technology for social interactions and sharing information (Lu & Hsiao 2010). SNSs take Centre-stage in e commerce in the current environment (Fue, Li and Wenyu 2009), where consumers make social connections and participate in cyberspace (Mueller, Hutter, Fueller and ScMatzler 2011). Today's consumers have access to many different sources of information and experiences, which have been facilitated by other customers' information and recommendations (Senecal & Nantel 2004). This is an important point as customer involvement through social media is a key factor in marketing. Social media offer different values to firms, such as enhanced brand popularity, facilitating word-of-mouth communication, increasing sales, sharing information in a business context and generating social support for consumers (Ali 2011; Ballantine & Stephenson 2011; Do-Hyung, Jumin, and Ingoo, 2007; de Vries, Gensler & Leeflang 2012; Chen, Xu and Whinston 2011b; Agnihotri, Kothandaraman, Kashyap and Singh 2012; Lu & Hsiao 2010). In addition, the networking of individuals through social media provides shared values, leading to a positive impact on trust (Wu, Chen and Chung, 2010). Today, with the expansion of social media and SNSs, a study of consumer behaviour on these platforms is a research agenda (Liang & Turban 2011) because social media are likely to develop marketing strategies in firms through trust-building mechanisms and affecting customers' intention to buy online products. Online shopping is growing everywhere and different categories of consumers are influenced by this phenomenon.

Statement of the Problem

The rapid adoption and evolution of social media networks across all countries of the world today has spurred many businesses to devising strategies in order to invite millions of active users of the networks to their product offerings usually on their own websites. Nigeria is not exempted of this growing phenomenon. Many businesses in the country now strive to replicate those online dealings and transaction patterns which their counterpart abroad practice. An example of this is Amazon, the world's largest online retailer, selling a broad range of lifestyle brands of products to customers at their doorsteps across many countries.

In Nigeria, a good number of similar online retailers such as Jumia, Konga, Dealdey, 3Stiches, Taafoo, Buyright.bz, etc. have now emerged and some are still up coming. They also offer a broad range of lifestyle product brands such as electronics, computers, phones, books, home appliances, toys, etc. also at customers' doorsteps but within Nigeria only. Apart from the rising competition among the currently existing rivals, there seems to be a daunting tendency that Nigerians would never dare transact business via the internet with any unseen person who displays many attractive pictures of product items, tagged with prices and might not physically exist anywhere but prompting prospective buyers to pay upfront so that the items would be delivered at their doorsteps anywhere in the country.

This has always been a questionable issue as a result of the pervasive menaces of *Yahoo-Yahoo* internet frauds and has shaped the perception of many Nigerians toward being careful when operating on the internet especially when it comes to their supply of certain personal information. Meanwhile, many of the Nigerian online retailers have provided sufficient rooms for any likely doubt about the authenticity of their transaction via the social media networks with any prospective customers by allowing them to pay for any product of their choice on delivery. But still, other numerous problems proliferate thus, impeding against the patronage tendencies of Nigerians.

Research Questions

- i. Is there any significant effect of Social Media Blogs on the consumer/customer decision to shop online?
- ii. Do social media in Social Networking Sites affect the consumer/user's trust?
- iii. Do Perceived Usefulness and Trust affect the consumers/user's intention to buy?

Objectives of the Study

The main objective of this study is to examine the effect of social media on buying behavior of consumers. Specific objectives of these studies are:

- i. To ascertain significant effect of Social Media Blogs on the consumer/customer decision to shop online.

- ii. To examine social media in Social Networking Sites affect the consumer/user's trust.
- iii. To examine Perceived Usefulness and Trust affect the consumers/user's intention to buy.

Significance of the Study

The relevance of this research will examine the impact of social media on consumers' buying behavior. Some of the social media that can play a role in influencing buyer's behaviours can be in terms of blogs, micro-blogging, social network sites, etc. The study will thus help marketing firms and other organizations/institutions to know how online purchase through social media can be of an effective strategy to increase the awareness of a firms' product to the members of the public. It will also be of benefit to consumers who intend to shop online without going directly to the manufacturing companies or marketing firms to make direct purchase of their products and services.

The findings of this study will be important to provide many guidelines for local manufacturers and marketing firms on how to plan for any changes of management with the purpose of enhancing the management style of making available their product to be sold online to the end users. When organization changes occur, diverse employees will respond in their own ways and increase in sales will turnout from various consumers buying and making use of a firm's product online.

Scope of the Study

This research work will be carried out within the Metropolitan City of Oshimili South Local Government Area of Asaba, Delta State. The scope of this research paper will be broad enough to address maximum aspects regarding how social media can affect the buying behaviours of consumers, of which Jumia and Konga Nigeria Limited will be used as the study area. Thus, information or data will be drawn from consumers making use of Konga and Jumia online marketing firms.

The adopted indicator or measures of social media used in the study will comprise of social media blogs, social media sites and perceived usefulness and trust. while the measures of consumer buying behavior as used in the study comprises of, consumers' decision to shop online, user's trust and consumers' intention to buy.

Review of Related Literature

Concepts of Social Media

Social media takes us back to the beginning when people lived in groups and clans and took decisions together by being affected with each other. By simple definition, the social media refers to activities, practices, and behavior among communities of people who gather online to share information, knowledge, and opinions using conversational media (Web based applications) (Safkoeet al., 2009). Today, a web page is a necessity for the marketing mix of a company, and the social media content is considered as King. Through the social media, viral marketing is developed, which refers to the strategy of urging the visitors of web page to share information published on Internet, to their friends, so that, they can inform more people for a product or event, through photos, videos, etc.

According to Zarella, there are some types of social media, like: Blog, Microblog (Twitter), Social Networks (Facebook, LinkedIn), Media sharing (YouTube, Flickr), Social News and Bookmarking (Digg, Reddit), Rating and reviews pages (Yelp), Forums and Virtual Worlds (Second Life) (Zarella, 2010). Using them has many benefits for consumers, such as: saving consumers time, better informing possibilities, more reliable information, reduced cost of informing, better communication with companies, and reduced prices. Almost half of the world's population used the Internet and the social media, and this trend is in a rapid rise

Social Media Components

There has been number of debates and discussions pertaining to the proper definition of the term social media. This is because social media has been converted slowly into an integral and ever-growing form of media. It is said that social media is based on the interconnection of various aspects, such as, content, communication media and social interaction. Various dimensions pertaining to communication flow or socialization of the information has been provided by the Social Media. It is now easier to channel information all over, by the use of social media, useful and important information now can be spread with a larger audience group more efficiently. This leads to effective communication between various audiences and has an effect worldwide.

The social media helps in providing a platform for individuals from various geographic areas and different communities to come together by the use of Internet. The individuals gathered on the platform share their knowledge and opinions, by using various sources and other chatty sites (Atwong, 2015). In simple words, social media portrays the new methods of laying emphasis and facilitating the methods involved in commenting, creating, editing and sharing.

Types of Social Media

In the discussion regarding different categories of social media, five distinct types of social media outlets are focused on – 1) social networking sites, 2) social news, 3) media sharing, 4) blogs, and 5) micro-blogging. Each of these social media platforms has provided unique features and experiences to individuals and entities, for instance marketers and consumers, in the social media sphere.

a. Social Networking Sites

Social Networking Sites (SNSs) are platforms where individuals are able to connect with others, for instance Facebook and MySpace. Social networking sites, as Weinberg (2009) states, “are generic terms for sites that are used to connect users with similar backgrounds and interests”. These platforms, generally, have few common elements across most of them;

- (i) Users are able to create interactive and customized profiles, either a public or a semi-public, within a bounded system,
- (ii) A list of suggested “friends” with whom they share a connection, and
- (iii) View and traverse their list of connections and those made by others within the system (Boyd and Ellison 2007).

To consumers, they are the outlets, which present wealth opportunities for establishing a closer relationship with the brand via several functions – fan pages, plug-in applications, and groups.

Recently, Empathica have conducted a survey about the U.S. consumers’ usage of social media to make shopping decisions. The survey population is more than 6,500 U.S. consumers, of these consumers, over half (55 percent) have “Liked” a brand’s Facebook page, and 73 per cent have claimed that *their choice of recent store visit is influenced* by a social networking site (Dugan 2012).

b. Social News and Bookmarking Sites

Social News sites and Social Bookmarking sites, for instance Digg, Reddit, and Scoop-it, are fairly similar, and are very much in the trend of online community. Social News enables users not only to be in control of their news streams, but also allows individuals to “submit and vote on content around the Web” but the core value of the latter one is to allow users “to collect and interesting links they have discovers and may wish to revisit.” (Zarrella 2010).

In other words, individuals get to control and customized their news streams, this special attribute of social news site facilitates the democracy which creates values to users. These sites allow individuals to discover websites that a large number of people have already discovered; some say social news sites have changed the concept of newspaper nowadays and are governed by the “wisdom of crowds” (Weinberg 2009), due to the fact that the contents personal and targeted news and they empower users by putting the audience in the center via active discussions and which reacts on how readers interact (Baekdal 2009).

c. Media-Sharing Sites

Media-Sharing sites (e.g. Youtube and Flickr) are outlets where individuals can upload, store, and share their multimedia files, for instance photos, videos, and music, with other users. There are myriad opportunities through the engagement to these websites, because these certain platforms within the social media segment has always been a stronghold to online societies, as they provide users opportunities to create their own podcasts with affordable technology and to propaganda their identical “channels” via subscriptions. One of the major elements of these media-sharing sites has to be highlighted is the *tag*. “A tag is a word assigned to a piece of content that helps describe it”, which means that businesses have to acknowledge the importance of the search words on the search engines (Zarrella 2010).

d. Blogs

Blogs are the social media tools of personal web pages that can come in different variations such as describing the author’s life or summarizing all relevant information in one specific area, product or service (Kaplan and Haenlein, 2010). People are using blogs to report local news, offer their opinions and sharing

their visions and experiences about any purchasing, product, service or brand (Ryan and Jones, 2009). In addition to this, Ward and Ostrom (2006) state that consumers may decide to engage in virtual complaints in the form of blogs because of their dissatisfaction and disappointment about company's product offerings. Companies can also use their own corporate blog to show consumers a personal side about their businesses, give them valuable information that consumers use, provide answers and improve their overall experience of dealing with their company (Weber, 2007). As a result, blogs represent an important source for consumers to gather information about the companies and their product offerings and follow recent news about the products that they have interest and also an effective way to spread their opinions about their buying experiences in digital environment.

e. Micro-blogging

Micro-blogging is a real-time information network, which shares similarity to blogging, yet it limits the size (number of words) of each post and encourages a faster mode of communication. Micro-blogging allows users to spread their short-texted messages via instant messages, mobile phones, e-mails, or the Web. For instance, Twitter, launched in 2006, is one of the primal and leading micro-blogs that currently has over 140 million users as of 2012 and handles over 1.6 billion search queries per day (Twitter 2011). Obviously, Twitter provides companies with leverage via Internet traffic by creating a buzz on online communities, as users get the essence and concise information through short-texted posts. Many companies have been using Twitter to tap into the business prospects, influencers, and customers; by doing so, businesses are able to take advantage in relationship building, achieving on-line and offline marketing objectives, and brand building etc. (Weinberg 2009). Re-tweeting is one of the most powerful mechanisms to marketers, in which individuals can copy and paste what others have posted onto their Twitter stream. Consequently, the certain tweet gets to spread virally in a furious speed (Ingram 2012).

Attitude of Consumers

Personal attitude towards products and brands have been underlined in the buying model, due to the fact that attitudes are closely related to consumers' *information process* in which judgments are presumably based. There are other factors influencing the consumer buying decisions, yet attitudes regarding the product and brand are powerful predictors of the process and the *patterns of exposure* to information (Fennis and Stroebe, 2010). Attitudes are learned through *past associations/experience*, through *trials*, as well as through *information processing*. It is composed of three elements – *cognitive, affective, and conative*. *Cognitive* refers to the awareness or knowledge, such as, a brand; *affective* are the positive and negative feelings associated with a certain brand; and *conative* is the intention to purchase (Smith 1993).

Perceived Usefulness

Perceived usefulness (PU) is one of the main constructs of the Technology Acceptance Model (TAM) (Davis 1989). Users' acceptance of computing facilities was one of the initial developments of this theory (Davis, Bagozzi & Warshaw 1989). The theory has since been developed by many scholars in different areas (Kim 2012). TAM argues that constructs have a strong influence in the acceptance of systems by a user (Pavlou 2003). The original definition of perceived usefulness by Davis (Davis 1989) is 'the degree to which a person believes that using a particular system would enhance his or her job performance'. It is one of the main reasons why people are receptive to new technology.

TAM is among the popular theories in Information Systems (IS) as it emphasizes intention to use a system. Its instruments have been validated in different research (Pavlou 2003). In the present study, only perceived usefulness and intention to buy have been selected as main factors to develop the proposed model. One of the main reasons for omitting perceived ease of use from the present study is that, it is argued, this construct has an indirect effect on user acceptance through PU (Gefen & Straub 2000).

Previous researchers have been consistent in arguing that PU has a positive direct effect on acceptance of a system (Pavlou 2003). There are different aspects that define PU in an e-commerce environment. For instance, the quality of a website in terms of system, service and information quality has a significant impact on perceived usefulness, which in turn encourages consumers to buy (Ahn, Ryu and Han 2007).

Trust

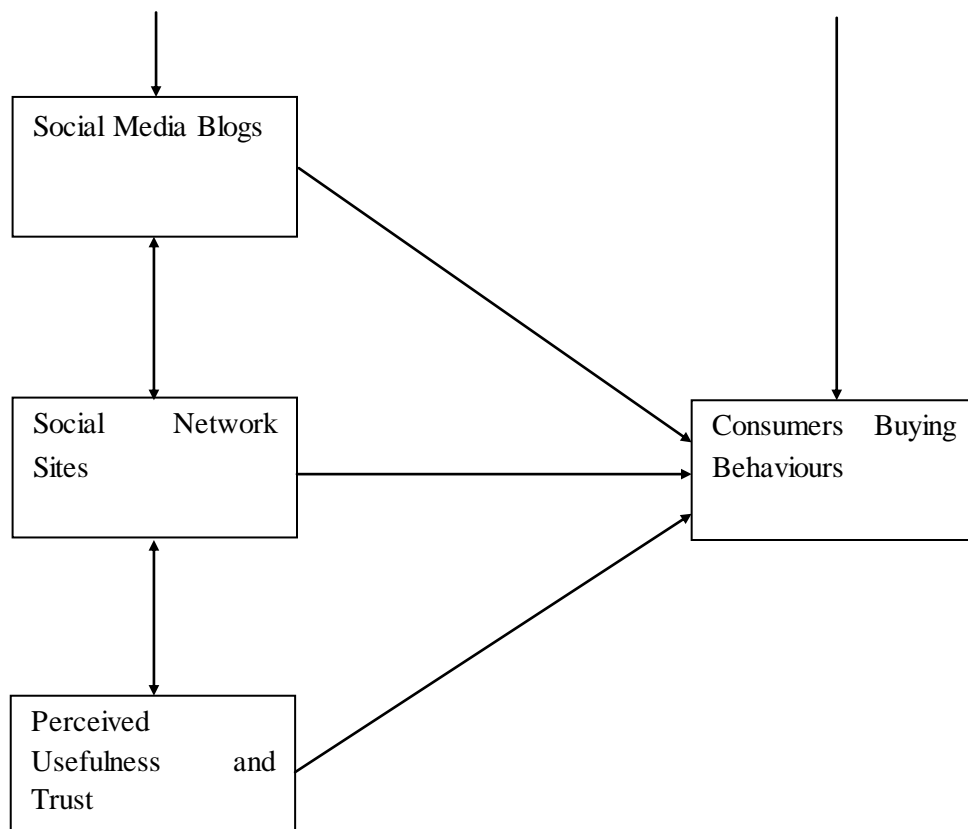
Trust is a cornerstone in developing e-commerce. In a business-to-consumer relationship, trust in the e-vendor is important in assessing risk in the transaction (McCole, Ramsey & Williams 2010). Trust plays an important role in e-commerce (Aljifri, Pons & Collins, 2003). There are different definitions of trust, which are based on different dimensions of benevolence, integrity, ability, competence and empathy (Gefen *et al.* 2003). There are also two-dimensional measurement scales for trust, competence and benevolence competence, leading to brand trust (Li, Zhou, Kashyap and Yang 2008). However, all definitions and dimensions refer to risk and uncertainty in the online environment.

Benevolence and credibility are the two main dimensions of trust (Ba & Pavlou 2002) upon which this research is based. Credibility-based trust refers to the belief that the other party in a transaction is reliable and relies on reputation information, while benevolence refers to repeated seller-buyer relationships (Ba & Pavlou 2002). Therefore, in this research, trust is viewed in the context of transactions over the internet through SNSs and online communities. Trust in peers on the network and trust in the SNSs themselves will also be considered. In the context of online communities, trust can facilitate the interaction of individuals and encourage them to stick to their current network.

Consumer Buying Behavior

Consumer behavior involves the way individuals, groups or organizations select, buy, and use products, services, ideas and experiences, to satisfy their needs and desires. It is a complex and dynamic process. As a result of globalization and technology development, the way the consumers behave and think is rapidly and continuously changing. Five stages of consumer decision making process are:

- 1) Need/problem recognition, which occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. Today people are very concerned of how they are seen by others, a phenomenon recognized as “social identity” (Solomon, Bamossy & Askegaard, 2006). That is why social media content motivates new consumer needs. Every photo, video, comment, review, and other content posted on social media, to which consumers are exposed, plays the role of stimulus (incentives) of recognizing a new need.
- 2) In-formation search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon *et al.* 2006). Nowadays, Internet is among the most commonly used sources of information search, causing revolution in this stage of consumer decision making process. "Googlization of search" is called the phenomenon of searching information in the search engine Google, which is the first and most used source of information (Helsper, Richter and Meyer 2010). Another important and very credible source is considered reviews on social media.
- 3) Alternative evaluation: today, almost everyone searches for online reviews, and gets more detailed, accurate and reliable information, because those information are from people who have already tried those alternatives. In this way, consumers ponder the positive and negative sides of each alternative, and decide easier for the best one to buy.
- 4) Buying: different attractive social media content and positive reviews of others, very often impact the buying to be emotional, rather than rational, recognized as “spontaneous shopping”. Studies show that reviews of others tend to change consumers mind regarding a product, and push them to buy or not to buy something (European Parliament, 2011).
- 5) Post-purchase: social media provides different alternatives for people to react in case of dissatisfaction after purchase, for example: writing messages to the company, posting on the social media companies ac-counts, commenting in public posts, and writing negative reviews. Conventional marketing wisdom long held that a dissatisfied customer tells ten people. But in the new age of social media, he or she has the tools to tell ten million (Gillin, 2007).

Link Between Social Media and Consumer Buying Behaviour**Independent Variables****Dependent Variable**

Source: Researchers' Conceptualization (2019)

Theoretical Review**Interactionism Theory**

Symbolic Interactionism theory as stated by Mead is used for describing the methods in which people give shape to their individuality and authenticate the informal norms by interacting with other individuals. There has been constant change in the methods through which people interact with each other. But this theory has stood the test of time and is even applicable in the modern world of interaction using the digital media. If the theory pertaining to symbolic Interactionism is applied on social media, then the following can be postulated, that the users of present in the communities of the social media form their individuality and offers a large sphere in establishment of correlation. This theory is important as it helps in examining how social media affects the buying decision and behaviour of an individual.

Symbolic Interactionism Theory

The Theory pertaining to Symbolic Interactionism comprises of three basic principles, which narrates as to how individuals interact among themselves by the use of language, meaning and their thoughts for creation of their self (Mishra, Narendra Kumar and Sharma, 2012). Interactions are considered to be the focal point in the development of an individual's social identity and associate functions as per the norms and the values. Elaborations are method on the methods using which an individual forms the social truth. The method and technique that an individual uses for working with other individuals is based on the sense that the individual has allocated on the various relations. The language is considered to be a medium, which is used for the assigning the meaning.

The language is used for allocating a specific sense of perception for anything. Perception based on inference of the language can either be positive in nature or negative in nature. The thought process is the final step,

which arises during the deciphering of the language and their associated perception. IT has been stated that at the point of time when the three basic principles of language, meaning and thought arises, that is an indication of the formation of “self” within an individual in the community (Jones and van Putten, 2008).

This theory by Mead was presented before the advent of the web or the internet. Although the principles of the theory is very much applicable to the interactions that are taking place by the use of social media. For example, and analysis of a Facebook page based on the principles by Mead will help us in understanding the process of creation of the “self”. The theory of Symbolic Interactionism has a major role in the formation of the profiles that are seen on Facebook and also is involved in the methods that helps an individual on social media to discover their own identity while interaction over the internet.

Empirical Review

Extant related studies on the impact of social media networks over consumer patronage vary a lot both in approaches and the scopes covered. Anic and Vouk’s (2005) study for example, was carried out on *Exploring the Relationships between Store Patronage Motives and Purchasing Outcomes for Major Shopping Trips in the Croatian Grocery Retailing* using survey research design method. These authors drew from their perceived limited choice of stores which Croatian consumers had for their grocery shopping trips before the beginning of the 1990s. And since then, a fast expansion of supermarkets, hypermarkets, cash and carry stores and discounters have been witnessed.

Even with the entry of multinational retailers, and the continued shifts in consumers’ attitudes and behaviour, the Croatian grocery retailers also have felt ever stronger pressures to make their competitive strategies more effective, so that they can increase their store traffic, enhance store loyalty and improve performance. Although this current study, by using social media networks, centres on the revolutionary improvement in the Retailing business environment which affects consumers’ shopping behaviour, the main purport of Anic and Vouk’s (2005) study was on the other hand meant to explore the relative importance of patronage motives as individual values and factors, and link them with purchasing outcomes. Also, to examine the relationship between consumers’ and managers’ view on store patronage motives. The authors further conceptualize ‘store patronage motives’ as being “*the reasons for patronizing a store*” – i.e. elements of a retailer are merchandising mix that are critical in customers’ patronage decision.

METHODOLOGY

A research design refers to the approaches, framework or plans of carrying out a research study (Olannye, 2006). It is used as guide in collecting and analyzing data. The research method employed in this study is the descriptive survey research method. This is because, this method generally collect data from a defined population to describe the present condition of a population using variables under study. The population of this research work concentrates on the entire students and staffs in Delta State University, Asaba Campus, Asaba that make online purchase of goods and service via social media, specifically from Jumia and Konga Nigeria Limited. The target population consists of students and staff of various departments in the school. Basically, the population for this project shall be created from students and staff of Delta State University, Asaba Campus, Asaba with a total number of 350. The sample size was determines using Taro Yamani Formula. The sample size is 186.

Data Analysis

It revealed that (84) 46.67% of the respondents were males and (96) 53.33% were females. In terms of age, (80)44.44% of the respondents were in the age group of Below – 25 years, 60(33.33) were in the age group of 26-45 years. While (40) 22.22% were above 46 years. In terms of Educational qualification, 20 (11.11%) of the respondents reported that they are WAEC/SSCE holders, 60 (33.33%) ND, 70 (38.89%) were B.Sc, while 30 (16.67%) are M.Sc. holders. More so, on marital status of respondents, 80 (44.33%) were married, while 100 (55.56%) of the respondents are single.

Correlation matrix between studied variables

		Social Media Blogs	Social Networking Sites	Perceived Usefulness and Trust	Consumers/user's intention
Social Media Blogs	Pearson correlation	1			
	Sig. (2-tailed)				
	N	180			
Social Networking Sites	Pearson correlation	.312**	1		
	Sig. (2-tailed)	.000			
	N	180	180		
Perceived Usefulness and Trust	Pearson correlation	.432**	.590**	1	
	Sig. (2-tailed)	.000	.000		
	N	180	180	180	
Consumers/user's intention	Pearson correlation	.733**	.278**	.423**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	180	180	180	180

** Correlation is significant at the 0.01 level (2-tailed).

The table shows that the tested variables showed an overwhelming positive correlation ranging from (.278 to .733.) Implying that, there is a significant positive association between the variables of social media and buying behavior of consumers.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.414 ^a	.171	.189		1.6811

- a. Predictors: (Constant), Social Media Blogs, Social Networking Sites and Perceived Usefulness and Trust
- b. Dependent Variable: buying behavior of consumers

Regression Analysis of social media and buying behavior of consumers

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.037	1.130		2.688	.008
	Social Media Blogs	.236	.058	.227	4.094	.000
	Social Networking Sites	.292	.057	.289	4.616	.000
	Perceived Usefulness and Trust	.199	.052	.187	3.812	.000

Dependent Variable: buying behavior of consumers

The B-values of social media; Social Media Blogs ($\beta = .227, p < .001$), Social Networking Sites ($\beta = .289, p < .001$) and Perceived Usefulness and Trust ($\beta = .187, p < .001$) had exhibited positive effects on buying behavior of consumers.

The p-value calculated of Social Media Blogs (.000<0.05), Social Networking Sites (.000<0.05) and Perceived Usefulness and Trust (.000<0.05) had predicted buying behavior of consumers with a statistically significant at 0.05.

DISCUSSION OF FINDINGS

Social Media Blogs and Consumer/Customer Decision

From the results of frequency analysis, it indicated that majority of the respondents overwhelmingly responded positively to the various statements in relationship to Social Media Blogs and Consumer/Customer Decision. Furthermore, it was reported that Social Media Blogs has the least positive effect on Consumer/Customer Decision ($\beta = .227, P < 0.01$). In furtherance, the test of hypothesis indicated it reveals that there is a significant relationship between Social Media Blogs and Consumer/Customer Decision (.000<0.05). These findings agree with the view of Ward and Ostrom (2006) state that consumers may decide to engage in virtual complaints in the form of blogs because of their dissatisfaction and disappointment about company's product offerings.

Social Networking Sites and consumer/user's trust

From the results of frequency analysis, it exhibited that majority of the respondents overwhelmingly responded positively to the various statements in relationship to Social Networking Sites and consumer/user's trust. It was reported that Social Networking Sites has a positive effect on consumer/user's trust ($\beta = .289, P < 0.01$). In furtherance, the test of hypothesis indicated it reveals that Social Networking Sites has a significant relationship with consumer/user's trust (.000<0.05). These findings are consistent with Zarrella (2010) Social News enables users not only to be in control of their news streams, but also allows individuals to "submit and vote on content around the Web" but the core value of the latter one is to allow users "to collect and interesting links they have discovers and may wish to revisit."

Perceived Usefulness and User's Intention to Buy

From the results of frequency analysis, it showed that majority of the respondents overwhelmingly responded positively to the various statements in relationship to Perceived Usefulness and User's Intention to Buy. Furthermore, it revealed that Perceived Usefulness has a positive effect on User's Intention to Buy ($\beta = .187, P < 0.01$). In furtherance, the test of hypothesis indicated it reveals that there is a significant relationship between Perceived Usefulness and User's Intention to Buy (.000<0.05). These findings are consistent with Weber (2009) Social media offers opportunities to achieve communities, once company has established its presence as a community participant worth following, eventually others will be likely interested in what it shares and pass to the relevant ones.

Summary of Findings

The result based on the descriptive statistics on respondents profile revealed that (84) 46.67% of the respondents were males and (96) 53.33% were females. In terms of age, (80)44.44% of the respondents were in the age group of Below – 25 years, 60(33.33) were in the age group of 26-45 years. While (40) 22.22% were above 46 years. In terms of Educational qualification, 20 (11.11%) of the respondents reported that they are WAEC/SSCE holders, 60 (33.33%) OND, 70 (38.89%) were B.Sc, while 30 (16.67%) are M.Sc. holders. More so, on marital status of respondents, 80 (44.33%) were married, while 100 (55.56%) of the respondents are single.

The descriptive statistics on the research questions revealed that majority of the respondents overwhelmingly responded positively to the various constructs in relationship to Social Media Blogs and consumer/customer decision to shop online, Social Networking Sites and consumer/user's trust and Perceived Usefulness/Trust and user's intention to buy. The adjusted R^2 value of .189 shows that 18.9% of variance in consumer/customer decision is accounted for by the joint predictive power of Social Media Blogs, Social Networking Sites and Perceived Usefulness/Trust.

CONCLUSIONS

Companies can use their own corporate blog to show consumers a personal side about their businesses, give them valuable information that consumers use, provide answers and improve their overall experience of dealing with their company.

Marketing managers can create advertising at social media by focusing on the creation of awareness on advertising. It is important to offer various types of social media content (links, videos, audio files, photo, etc.) to create this awareness, the importance of using photos and info-graphics should not be underestimated. Manager can create advertising awareness by creating memorable advertising by engaging the consumer with compelling enjoyable and involving ads elements which clearly linked to the brand and which the customers will share and enjoy it with their friend on social media.

RECOMMENDATIONS

On the basis of study results and researcher conclusions, he suggests the following recommendations to meet the study objectives.

- i. From a company perspective there is a huge potential in the social media and with the resources that organization have got they should consider expanding their social media strategies to include online surveys and Blogs for product reviews
- ii. Companies should measure its social media marketing metrics, for example if they want to measure awareness, they would need to monitor growth, likes, subscribers and brand awareness.

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