



Social Media Business And Customers Buying Behavior In Nnewi, Anambra State

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ABSTRACT

The study investigate the effect the of social media business on customers buying behavior in Nnewi, Anambra State. The study seeks to analyze the effect of Facebook business, Youtube business and Global WhatsApp business on customers buying behavior in Nnewi, Anambra State. Relevant literature was reviewed. This study adopted the Theory of Planned Behaviour (TPB). Survey research design was adopted. The study was carried out in Nnewi, Anambra State. The population of this study is an infinite population. Topman's non-parametric sample size determination formula was used to obtain a sample of 368. The data used in this study was obtained through primary source. The researcher used face and content validity in this study. Cronbach's alpha and composite reliability were adopted to test the internal consistency of the data and assess the scale reliability. The data generated through questionnaire were presented on tables and percentage analysis. Multiple regression analysis was used to test the hypotheses. The study found out that Facebook business had a significant positive effect on consumer buying behavior, Youtube business had a significant positive influence on customers buying behavior and Global WhatsApp business has significant positive effect on customers buying behavior in Nnewi, Anambra State, Nigeria. The study concludes that social media business had a positive significant effect customers buying behavior in Nnewi, Anambra State. The recommends among others company Facebook page and posting pictures of the product is not enough to attract customers, companies need to make conscious efforts to stay up to date with the latest trends and come up with innovative and engaging content for their social media. Company using Youtube business should improve its service feature, especially for online shops; thus, reviews that are trustworthy for consumers can be displayed. Companies should start investing more and more in Global WhatsApp business and focus on building a strong social media presence. It is more cost effective and reaches a wider consumer in less time. This is one of the things that make it such an attractive option for advertising.

Keywords: Facebook Business, Youtube Business, Global WhatsApp Business and Consumer Buying Behavior

INTRODUCTION

Social media has been a growing trend for many years, and it has become a useful platform for businesses to promote their products and services (Mainye, 2017). Social media business simplifies the targeting process, and social networking sites associated with the buying use and disposal of goods and services by customers, individuals, groups, or organizations (Hewage & Madhuhansi, 2019). Social media as one of the new platforms that business currently deploy in the business of their goods and services, it has created a novel means to share business information. Not only is social media able to connect people, but also enables them to express and share ideas, thoughts, and opinions with others. It also eliminates the spatial and time constraints that are inherent in traditional methods of communication. These features placed the

social media as ready means to advertise goods and services and promote the image of brands and organisations (Mainye, 2017).

Social media enabled by the internet have features that enable huge amounts of information to be stored at different locations to be shared and accessed by many at less costs (Hewage & Madhuhansi, 2019). This makes it possible for customers to obtain the desired information at the click of a few buttons. Customers use this modern information technology through the computer and phones to assess information about companies and their products. This common meeting point for customers and the business is enhanced through social media, either by joining a page or following a friend by someone. A number of social media platforms that enable this are Facebook, Twitter, Instagram, MySpace and lots of others (Hewage & Madhuhansi, 2019). Atkin (2016) indicates that social media business is deemed to be successful if the target audience shows changes in purchase patterns and choices in general. Lin Yang & Huang, (2018) also argue that just like any commercial business campaigns, the purpose of social media business is to increase or decrease purchase of products or ideas that enhance or deteriorate an individual health and the well-being of the society respectively. However, it is almost impossible to tell whether it is solely social media business activities that influence purchase decisions; this is due to other external factors like health and money issues, tragic experiences and situations or other people's influences. Nonetheless, customers' decisions are more practical indicators on how effective social media business can be measured, though not through monetary and stock terms from actual firms but through consumer's responses by gathering data in the field (Kavoura, 2014). One of such dimensions is the introduction of the social media. Social media are media for social interaction. They are sites that are based on user participation that allow individuals or groups to generate content and engage in conversations and exchange of contents. Social media are also online media that promote participation, openness, conversation, community, connected, interactivity, collaboration and information sharing (Stagno, 2017).

The recent developments in social media landscape have shown that businesses are more embracing social media to attract, engage and transact with their customers. Social media business has become more popular with the increased fame of websites such as Twitter, Instagram, Facebook, LinkedIn, and YouTube (Marino & Prestti, 2018). Social media business refers to business done through social media or social networking websites. Presence on these social networking websites, such as Facebook, LinkedIn, and Twitter helps the organizations to easily reach the users who do not know about it (Xu & Zhao, 2018). Thus it provides a low cost opportunity to reach large numbers of users and gain the brand recognition. Although social media business is an influential online business tool, it is usually used to supplement other business methods rather than replace them. That is why most companies still rely on Web Business and search engine optimization to generate traffic to their websites. Social media business strategy usually emphasize on efforts to create content that attracts attention and encourages users to share it with their social networks. Social media is earned media instead of paid media, as the corporate message spreads from user to user and presumably reverberates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself (Marino & Prestti, 2018).

Human interaction which is the core of social media business has usurped advertisements in building a level of trust with the present and potential customers (Muralidharan & Xue , 2016). Present consumer is more likely to trust those who give an impartial description of a product rather than a celebrity who are paid to endorse the product. Social media allows people all over the world to form a community of customers. Organizations are using social media techniques in order to change consumer's behaviour and switch their loyalty (Balci & Cetin, 2017). The inception of social media business is considered to be one of the mightily development in the history of commerce (Hamouda, 2018). This particular invention as well as revolution during the last decade has drastically revolutionized the traditional business approaches and brought business to a new era. Social media business puts customers back to the center of the business world and offers new set of tools to interact with customers and integrate them into brands through innovative ways (Kaplan & Haenlein, 2017). The use of social media websites is becoming a common part of life in the Nigeria. In the beginning of 2017, a total number of social media users in the Nigeria had reached a mark over 3 million users with estimates going up to 4 million users (Helal, Ozuem , & Lancaster , 2018).

Social media in the lives of customers is also taking up a significant role especially the youth, who comprise young customers aged between 18 to 24 years. The youth are growing in a technology changing world resulting to them being more likely to use social media in their daily activities (Bruning, Hu , & Hao). In Nigeria, Jenyo & Soyoye (2015), in their study on online business and consumer purchase behaviour showed that online business has an impact on consumer purchase decision in Nigeria companies. In addition, the world wide adoption of mobile phones has driven Facebook's mobile impetus, as the number of customers that access the internet via is closing the gap on computer based online users (Lappeman, Ferreira, & Chikweche, 2018). Therefore, cost reductions and the increasing number of internet enabled devices like mobile phones and other gadgets have also attracted more subscribers to the service. Through social media companies business their goods and services can simply select the target audience which they want based on various dynamics like gender, age and education. Targeted customers in return make it a habit to search for new and current information in regard to their future purchases (Amir, 2015).

Nashombe (2015) revealed that mobile phone companies are not able to cater for the different characteristics between Nigeria market and markets in other countries because their business advisors base their internet business strategy on external sources. Mbiti (2015) study revealed that internet business influences purchase of mobile phones. Therefore this study seeks to investigate the effect of social media business and consumer buying behaviour in Nnewi, Anambra State.

Statement of the Problem

Social media platforms such as Twitter, Youtube, and Facebook to promote its products and services. Users have witnessed a significant growth through social media business attracting its clientele across the globe. Due to demonstrated demand of its services as well as increased awareness through social media has expanded its services in Nnewi, Anambra State . Despite many scholars being in support that social media business has a great impact on customers buying behaviour other researchers and scholars seem to disagree as they indicate that social media campaigns that attempt to change customers behaviour using the same principles used in selling products and services to customers may not work effectively (Hamouda, 2018). Whiting and Williams (2016), argue that customers buying behaviour change requires more than just campaigns to be more effective. Balci and Cetin (2017), add that individual may know the effects of their behaviour but may not be willing to change unless it is involuntary. Various studies have been conducted on social media business and customers buying behaviour. Kyule (2017), carried out a study on the influence of social media business on consumer behaviour, the findings from co relational analysis revealed an absence of significant relationship between the influences of social media on consumer behaviour. Mwangi (2017) carried out a study on the influence of social media business on customers buying behaviour with a focus on Nyeri constituency and revealed a significant relationship between social media business and customers buying behaviour. Arshad (2019), conducted a study on the influence of social media business on consumer behaviour in Kano and concluded that Facebook and Youtube influence customers buying behaviour to certain extent.

Based on the analysis of the above studies, it is evident that there exists a gap since the studies above have researched on the influence of social media business on consumer buying behaviour based on various industries but not in Nnewi, Anambra State . Therefore, this study seeks to investigate the influence of social media business on customers buying behaviour in Nnewi, Anambra State .

Objective of the study

The general objective of this study will be to investigate the effect of social media business on customers buying in Nnewi, Anambra State of Nigeria. The specific objectives are to:

1. Determine the extent to which Facebook business influence customers buying in Nnewi, Anambra State of Nigeria.
2. Evaluate the extent to which Youtube, business influence customers buying in Nnewi, Anambra State of Nigeria.
3. Find out the extent to which Global Business WhatsApp business influence customers buying in Nnewi, Anambra State of Nigeria

Research Questions

1. To what extent does Facebook business affect customers buying in Nnewi, Anambra State of Nigeria?
2. To what extent does Youtube, business affect customers buying in Nniew, Anambra State of Nigeria?
3. To what degree does Global Business WhatsApp business affect customers buying in Nnewi, Anambra State of Nigeria?

Hypotheses

- Ho₁: Facebook business has no significant positive effect on customers buying in Nnewi, Anambra State of Nigeria
- Ho₂: Youtube, business has no significant positive effect customers buying in Nnewi, Anambra State of Nigeria
- Ho₃: Global Business WhatsApp has no significant positive effect on customers buying in Nnaw, Anambra State of Nigeria

REVIEW OF RELATED LITERATURE

Conceptual Review

Social Media Business

Social media consists of interactive computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks (Tuten & Perotti, 2019). Social media business is the use of social media platforms and websites to promote a product or service to the target audience (Muralidharan & Xue , 2016). Social media reach is a media analytics metric that refers to the number of users who have come across a particular content on a social platform such as Facebook, Youtube or Global Business WhatsApp (Bruwer & Li, 2017). Social media reach is a media examination metric that refers to the number of users who have come across a particular content on a social platform such as Facebook, Instagram or Twitter (Hamouda, 2018). In examination, an impression is the total number of circumstances where your content has been shown on a social timeline, meanwhile, engagement looks at how people interact with the content that they see on a social platform such as like, share or retweet (Duffett, 2014). Social media platforms including Facebook, Twitter, YouTube, Instagram and many more have their own individual ways of following, examining and reporting the traffic on each of the individual platforms (Harris, 2015). Each platform allows their users, from your everyday citizen to public figures and companies, to create posts and content, to be active on the platform and to interact with other users. These platforms are also a key source of communication between companies and their target audiences. By examination companies are able to utilize analytical information, such as the reach of their posts, to better understand the interactions between the users and their content.

Arshad (2019), define consumer behaviour as those acts of individuals directly involved in gathering, using and disposing of economic goods and services including the decision processes that precede and determine these acts. Simple observation offers limited insight into the complex nature of consumer choice and scholars have increasingly sought the more sophisticated concepts and approaches of investigation offered by behavioural sciences with the purpose to understand, predict and possibly control customers buying behaviour more effectively (Marino & Prestti, 2018). There were numerous underlying factors that figured out what shows up on a newsfeed or timeline. Algorithms for example, are a type of factor that can alter the reach of a post due to the way the algorithm is coded which can affect who sees your post and when. Different instances of factors that can affect the reach can include the time of which posts are made as well as how frequent the posts are between one another (Hussain, Ferdous , & Mort , 2018). The following are the elements of social media reach including target market, brand awareness and social media mix.

Social Media refer to the combination of communications channels which are used for the purpose of advertising particular goods or services by any particular business entities. The main objective of the media mix is to help the businesses in meeting up with the various business objectives (Campbell,

Ferraro, & Sands, 2014). The media mix is basically a combination of different advertising channels which are chosen in such a way that it reaches a maximum number of people. Here these channels are used for the purpose of advertising their goods or services so that maximum number of people can get aware of it and then buy it. If chosen wisely this media mix proves out to be quite a smart move in the business industry. It can also be defined as that media planning strategy which can create quite an impact on the sales and growth of a particular business entity (Sharma & Lambert, 2017). This media sum is the total summation of every single advertising agency commission as well as one of those media houses that contribute to the advertising camping of any particular goods or services under a specific media plan. Now the main aspect for a media mix to become successful is the ability to choose the right kind of communication channels. When these advertising channels are chosen in such a way that it is able to influence people that when you know; the media mix has become successful (Lagrosen & Grundén, 2014). Now there are many factors which are included in the media mix which can be for example television, radio, billboards, online websites, social media platforms like email, Facebook, and Twitter. These are some of the most effective platforms that are considered to be combined together to form a powerful media mix (Case & King , 2015). All of these platforms have the ability to reach broader areas and also reaches to people who belong to different geographical location, belong to different age groups, and gender.

Facebook

In the case of Target, Facebook and comScore studied two groups. One group, made up of fans of Target and their friends, saw earned messages about target updates about target that run in news feeds and the like (Marino & Prestti, 2018). The second group was made up of Facebook users who weren't fans of Target and saw no messages. Both groups had identical purchase behaviour at Target prior to the study. After the four-week study, the fans who saw the messages were 19% more likely to buy goods at Target than the group that didn't see the messages, and their friends were 27% more likely. To measure the impact of paid advertising, ComScore conducted a similar study involving a national retailer. It looked at groups of Facebook users who were exposed to a paid online Facebook campaign about that brand, and a test group that was not. Again, the two groups had identical purchase behaviour before the study. By the fourth week of the study, the group that saw the messages was 16% more likely to buy goods at the retailer than the group that did not see the messages (Campbell, Ferraro, & Sands, 2014).

Separately, Facebook said it had conducted research on about 60 campaigns to measure their return on investment, or how many dollars in sales were generated by every dollar spent on Facebook advertising. About 70% of campaigns showed a return of three times or more on the money spent for the advertising, a spokeswoman said. About half of campaigns showed a return of five times or better (Helal, Ozuem , & Lancaster , 2018). Evaluating the effectiveness of advertising has proved challenging for Madison Avenue, no matter the media, brands have long said. They find it hard to gauge how many people saw a particular ad, and connecting the message with purchases is even more difficult (Marino & Prestti, 2018).

YouTube

More than ever social media platforms are changing the way we live and do things. Social media has a strong impact and influence on customers. More importantly, brands are using up social platform to engage users as their customers. Brand advertising in social media is now the ground zero to build a bond between the customers and the brands (Hudson, 2013). In 2006 YouTube arrived at the spectacular video advertising platform for business brands. It not only honed creativity, but if the ad is good enough, it is shared, commented on and popularized it. In the Q2 2014 report of YouTube Insights, the bottom line was, brands that are hell-bent on identifying customer's passion are the ones who influenced more purchases than others who didn't. The report states that 66% of beauty product buyers were influenced by YouTube advertising to make purchases as they felt they could relate it to their lifestyle. This comes naturally when beauty conscious people are on the lookout for make-up and hairdo how tips on accessorizing and beauty expert advice videos. Brand advertising of beauty products on such user base is definitely attractive. Also, 62% of Smartphone buyers were reported to have been influenced by the Smartphone review videos on YouTube (Hoyer, 2017).

Global Business WhatsApp

Global Business WhatsApp groups are an important theme in relation to new social behaviours. A low rhetorical index is observed in Global Business WhatsApp conversations, while a great volume of positions put forward in the groups is noted. From these facts, two hypotheses arise: either the opinions are homogeneous among the participants of certain groups or they are reluctant to oppose what has been stated. It is to be expected that there are no great differences in the mindset of people who have gathered in a chat group. However, it is known that not all groups are formed as a conversation, they are often groups with a formal purpose (not necessarily excluding intimacy among participants) and in this case the lack of heterogeneity of opinions (or at least of what is expressed by members) is surprising. Therefore, it is inferred that there is a certain characteristic predominance of the opinions that were previously exposed. It could be argued that people feel intimidated to oppose ideas, especially if there is no certainty of support from other members. Based on that, it is assumed that the discussion takes on a new nature in Global Business WhatsApp, not prioritizing the classical Durkheim's triad (thesis, antithesis, synthesis), but focusing instead on the propagation (or indoctrination) of the ideas of the individual. It is believed this phenomenon can be attributed to the timeless nature of the app, since the conversations do not have an end, so the rhetoric could extend indefinitely. In addition, the interlocutor does not have access to only his theoretical framework, since they have much more time, and, one may infer, resources (smartphone) to weave his criticism. Here the need arises for a consensus (or not) or for either party to abandon their thesis and thus the urgency of a predominance of one of the propositions (or, rarely, a synthesis of them all).

Customers buying behavior

Consumer buying behaviour has been defined as the “acquisition, consumption and disposition of products, services, time and ideas by decision-making units (Jacoby & Johar, 2018). As a result, Consumer buying behaviour helps businesses to comprehend and identify the factors that influence the decision making of customers. Consumer buying is the buy choice procedure, what impacts their buy choice, what purposes they utilize the bought product for, and their response and attitudes to the product (Cluley & Green, 2018). While choosing their expected interest group, a business must inspect purchaser behaviour patterns. Social patterns could incorporate web based customers rather than in-store customers, or present day shoppers customers another cell phone consistently. They should then choose an area of buyers whose patterns lines up with the convenience and reason of the product to be the target group for an advertising effort. Target customers can be perceived by organizations as they will show that there is an interest for the product by their behaviour patterns (Bruning, Hu, & Hao). Geographic data is basically where the client is found and is essential to the business when they are choosing their planned target group (Case and King, 2015). This is on the grounds clients arranged in various geographic spots are going to experience various things that impact their purchase decision. These can be any number of things, including resources, societies, and climate, which can cause their behaviour, psychographic data and impacts to contrast with the individuals who are in same segment however are topographically far away. For example, a general public with an overwhelming drinking society will experience high liquor bargains, though a general public with a negligible drinking society will encounter low liquor bargains. Every nation has buyers of similar segment, but due to the cultural influence of the geographical area, their buy choices are different (Jenyo & Soyoye, 2015).

There are various strategies of segment, psychographic, geographic and social data collection. There are quantitative techniques, being verifiable methodology, for example, questionnaires and surveys, and subjective strategies, being in-depth methodologies, for example, focus groups or comprehensive interviews (Bruning, Hu, & Hao). The various parts of purchasers are on the whole basic to a business when it is orchestrating a promoting effort, as the information that the business gathers will make sense of what the most gainful target market for the battle is, and how to reach to this market (Thoeni, Marshall, & Campbell, 2016). The business should likewise look to their competitors to perceive what forms they are at present taking to attempt and solve the problem, and which customers they are paying attention to. This will permit the business to get an idea of such a purchaser they will target, and what the most ideal way to

speak with this sort of client. This data can be utilized to permit the business to isolate to some degree from the opposition so as to give them an advantage once the promoting effort starts (Souiden, 2016).

Awareness refers to the extent to which customers are able to recall or recognize a brand. Balci & Cetin (2017) in their study in market segmentation they indicate that brand awareness is a key consideration in consumer behaviour, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to customers decision-making. Customers cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for customers to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time (Chahine & Malhotra, 2018). Different types of brand awareness have been identified, namely brand recall and brand recognition. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for business communications. Brand awareness is closely related to concepts such as the evoked set and consideration set which describe specific aspects of the consumer's purchase decision (Pesonen, 2013).

Social Media Advertising and customers Buying Behaviour

Frequency is using specific media, how many times, on average, should the individuals in the intended interest group be exposed to the promoting message (Urumsah, 2015). It takes a normal of at least three introductions to a publicizing message before shoppers take a move. In media planning, frequency is additionally an extremely noteworthy factor to consider. Most private companies say "We just want to perceive what occurs", which just wastes their cash promoting disillusionment on media planning. In Advertisement, once is sufficiently not. The most significant issue in media planning is; advertisers expect that somebody would see their ad, would walk in their store and simply buy something that is unquestionably not how it happens (Mishra & Ayatham, 2017).

In their research on market division, (Balci & Cetin, 2017) they uncovered that there are five distinct steps for customers cycle a buyer experiences before really customers something. These are Awareness, intrigue, need, Comparison and buy. Frequency is significant as it pushes a purchaser towards the genuine stage of customers something. The understanding of how absolutely a buyer experiences the customers cycle is fundamental to get a handle on the significance of frequency in media planning. At first, the idea of reach is there to expand the awareness and exposure, yet it slips off individuals' mind. 80% of individuals overlook the advertisement they see within 24 hours or even sooner (Razaei & Ismail, 2018). Frequency is also important for awareness decreasing the chances for forgetfulness. Also, frequency creates familiarity, recognition creates trust which is the significance of frequency and trust constructs intrigue (Balci & Cetin, 2017). Out of luck, it is supreme that the customers knows about the organization and have to some degree trust/intrigue. Also, once more, frequency assumes fundamental job is recognition, trust and intrigue. Higher frequency additionally assists with beating the opposition. There is significance of frequency when promoting. The purchaser is on the last step of customers cycle the buy, with the assistance of standard advertisement (Duffett, 2014). Without the great measure of frequency, a customer would be probably not going to get to the customers step. Therefore, frequency is critical in light of the fact that consistence promotion fortifies top of mind brand awareness, brand favor-capacity and brand loyalty among the current and possible purchasers. Tirelessness and effective frequency assumes an incredible job in a business' drawn out advancement (Amine & Smith, 2017).

Theoretical Framework

Theory of Planned Behaviour by Ajzen (1991).

The Theory of Planned Behaviour (TPB) was propounded by Ajzen (1991) as an advancement to the Theory of Reasoned Action (TRA). Both theories explain that people's behavioural intentions are their attitudes towards performing the behaviour and the subjective norms associated with the behaviour. Attitude is determined by a person's beliefs about the outcomes or attributes of performing a specific behaviour (that is, behavioural beliefs), weighted by evaluations of those outcomes or attributes. The

subjective norm of a person is determined by whether important referents (that is, people who are important to the person) approve or disapprove of the performance of a behaviour (that is, normative beliefs), weighted by the person's motivation to comply with those referents (Ajzen & Fishbein, 1980; Montano & Kasprzyk, 2002). The theory of planned behaviour was developed owing to the assertion that the theory of reasoned action is only applicable in explaining behaviour when volitional control is high (Montano & Kasprzyk, 2002), thus the theory of planned behaviour becomes the most appropriate in explaining mobile phone customers buying behaviour that demands low volition control (Montano & Kasprzyk, 2002; Ajzen, 1991).

Ajzen (1991) proposed the theory of planned behaviour by adding perceived behavioural control (*PBC*) to the theory of reasoned action, in an effort to account for factors outside a person's volitional control that may affect her/his intentions and behaviour. This extension was based on the idea that behavioural performance is determined by motivation (intention) and ability (behavioural control).

According to the theory of planned behaviour, perceived behavioural control is determined by control beliefs concerning the presence or absence of facilitators and barriers to behavioural performance, weighted by the perceived power or input of each factor to facilitate or inhibit behaviour. Thus, a person who holds strong control beliefs about factors that facilitate behaviour will have high perceived control, which translates into an increased intention to perform the behaviour (Ajzen, 1991; Montano & Kasprzyk, 2002). The theoretical postulation can be written in equation as $BP = f(BI + BC)$, where BP is the behavioural performance while the influencing variables are behavioural intention (BI) and behavioural control (BC).

In the context of this study, the behavioural performance can be expressed as the purchase intention of customers which can be influenced by factors that facilitate behaviour (behavioural control) and the behavioural intentions which can be the reasons for social media usage. The model of this study aims to isolate the social media characteristics which the behavioural control variables have factors that influence consumer purchase (behavioural performance). In the contexts of mobile phones usage, this theory portends that for behaviour change to occur (consumer purchase), the individual must systematically identify and see the product as a better option. This assumes that behaviour change can be induced by adding a new belief, increasing or decreasing the favourability or unfavourability of an existing belief, and increasing or decreasing the belief strength associated with the intended behaviour. The factors that bring the consumer to accept the product as a better option can be incited through social media adoption.

Empirical Review

Onunkwo, (2022) examined the effect of social media on customers buying behaviour of students in tertiary institution in Nnewi, Anambra State . The general objective is to determine the social media on customers buying behaviour of customers. The study employed the survey design. The population of the study was three hundred and ninety-five (395) respondents. The research instrument used for the study were tested and found valid and reliable. The research hypotheses were tested using multiple regressions with the help of SPSS version 20. Findings revealed that perceived ease of use of social media has more effects, followed by perceived usefulness and then perceived trust on customers buying behaviour in Tertiary Institution in Nnewi, Anambra State . Recommendations were given that the online business or e-retailers should perform a comprehensive online market research to formulate an active social media site that can be easy to use and operate. Retailers or online vendors should impress e- customers on the functionalities and usefulness of their website platform which improves on sales and their competitiveness. Companies and online managers should create a delivery model which guarantees that orders made get delivered on time to secure and regulate online commercial environment thereby winning customer trust and excesses of online fraudster.

Laith (2021) explored the effect of social media on business and customers buying behaviour and there is still a need to further understand this effect. However, this study aims to explore the use of social media sites and the effect of social media on the customers decision of the commercial banks' customers in Jordan. The sample of this study conducted with 200 customers to understand how customers use social media and how it affects their customers buying behaviour of different banking products and services.

The findings show that social media affect customers buying behaviour by 69%. Also, customers mostly used Facebook and it mostly affecting customer's behaviour by 73% and the most influential factor that affects the relationship between social media and customers buying behaviour is interactivity by 63%. The implication of these findings suggests that commercial banks in Jordan should focus on their business strategy and they have the opportunities to seize the power of influence of social media.

Bandara (2021) explored the impact of social media advertising on customers buying behaviour towards fast fashion. Along with the study, it measures the overall impact of social media advertising on the consumer decision making process in line with fast fashion industry. This study adopts a descriptive quantitative research design and data was collected through self-administrated questionnaire. The population of this study is taken from active social media users in Western province and a sample of 300 customers was selected using the convenience sampling method. The hypotheses were tested using Correlation and Regression analysis since the purpose of the study is to measure the impact of each independent variable on the chosen dependent variable. The present study revealed that social media advertising has a positive influence on customers buying behaviour towards the fast fashion industry. Three independent variables out of four, namely entertainment, familiarity, and social imaging, have a significant influence on consumer behaviour, while the remaining variable, advertising expenditure, has no statistically significant influence. Also the study provides valuable implications for the fast fashion industry, allowing business to use the findings to identify their customers' real customers buying behaviour in a digital environment and make decisions accordingly.

Varghese and Agrawal (2021) examined the impact of social media on customers buying behaviour. The customers process of consumer's complex purchase that keeps a special emphasis on how the process is being influenced by the use of social media. Here, the complex customers buying behaviour refers to the infrequent purchases by the consumer with their high involvement that makes a significant brand difference. Social media is becoming a new trend. Over the last decade, the World Wide Web has seen a burgeoning in user generated web technologies like blogs, social networks and social media websites. All in all, that is known as social media and these technologies are the actual reason in the enablement of expansion in the user generated content, a community that is worldwide. Social media has given rise to the online platforms like Facebook, Instagram, YouTube, Twitter, where people can connect with each other, share thoughts and the content. This revolution of social media has given new way of gaining the information on the products as well as on services. One consumer's opinion and feedback on products and services can be dominated by strangers on Social media, which subsequently influence the opinions in the offline world also. But undoubtedly Social media has given the power to the consumer where content is generated by them only through online conversations so customers are the one who play an important role in making or breaking the brand. The business try to understand the utilization of Social media by the customers and their deciding pattern on the basis of the content showed there that can change their decision process. The research also explores that how the abundance of the content and the user generated information can change the customers pattern of the customers. The six phases of customer decision process, also known as EBM model has been used. The research has also been done to know the relevance of the model in the context of Social media usage. A quantitative survey has been done to explore the aspects of the customer decision process.

Abdulraheem and Imouokhome (2021) examine the influence of social media sites on customers buying behaviour in Shoprite Nigeria Limited. The examined social media sites included Twitter, Facebook, Google+, blogs, and YouTube. The research was a descriptive design. The population was made up of customers of Shoprite Nigeria Limited in Ibadan and Lagos. The sample size was 384 using Cochran's 1977 sample size formula for the infinite population. However, only 321 respondents filled and returned the questionnaires. A structured questionnaire was designed using a five-point Likert scale of agreement. Then, a hypothesis was tested using multiple regression analysis. The result shows that the null hypothesis is rejected. It implies that social media sites influence customers buying behaviour in Shoprite Nigeria Limited. It concludes that social media sites are important tools that can influence customers buying behaviour. It is recommended that the organization should invest more in social media sites to get in touch with their targeted audience.

Nwukamaka, Mojekeh and Eze, (2021) investigated the effect of social media on consumer purchase of mobile phone users in Federal Universities in the South East Nigeria. The specific objectives of the study were to examine influences of social media accessibility, interactivity, connectedness, conversation and commonality on consumer purchase of mobile phones. The study was anchored on the Theory of Planned Behaviour (TPB) for its relevance to a study that aims to find out the extent to which behavioural control innovation can influence the behavioural performance of a consumer. Five research questions and null hypotheses were formulated in line with the specific objectives of the study. The framework for methodology was based on survey design. The Taro Yamani formula was adopted to obtain a sample size of 398 from the 68,392 population of all the students in the five Federal Government-owned Universities in South East Nigeria. The method for data analysis was percentage frequencies, bar charts, and multiple regression analysis. The results showed that all the social media characteristics jointly influence about 93% consumer purchase of mobile phones. The specific findings showed that: Social media accessibility has a positive and significant (coef = 0.358, $t=13.228$; $p < 0.00$) influence on consumer purchase of mobile phones; Social media interactivity has a positive and significant (coef = 0.678, $t=26.911$; $p < 0.00$) influence on consumer purchase of mobile phones; social media connectedness has a positive and significant (coef = 0.034, $t=6.321$; $p < 0.00$) influence on consumer purchase of mobile phones; social media conversation has a positive but insignificant (coef = 0.034, $t= 1.537$; $p < 0.125$) influence on consumer purchase of mobile phones; and social media commonality has a positive and significant (coef = 0.050, $t= 2.227$; $p < 0.027$) influence on consumer purchase of mobile phones. The study posits that improved involvement with social media characteristics have a positive influence on consumer purchase. Based on the findings, the study recommended that business should build and maintain a proper mechanism through social media for enhanced consumer patronage. As social media characteristics have a high impact on consumer purchase experiences, manufacturers of mobile phones and other volition controlled production should engage the social media as a veritable e-business channel.

Ying, Ab-Rahim and Mohd-Kamal (2021) investigated the factors that influences the customers buying behaviour in Kuching, Sarawak, and to understand which factor has the greatest impact on consumer that purchase through social media sites. Primary data via questionnaire is employed to investigate the impact of social media on customers buying behaviour of customers in Kuching, Sarawak. It will be interesting to identify the factors influence the most for customers buying behaviour of customers on social media. There are four factors, namely personal, social, psychological, and cultural factors assessed in this study. The methodology techniques employed in this study are frequency analysis, descriptive analysis, Pearson's correlation analysis, and multiple regression analysis. Based on the results of analysis, psychological factors are found to be the most influential factor for customers behaviour in Kuching, Sarawak. The results of this study imply businesses should utilize social media and involve in online platform to have a better understanding on customers behaviour and to tap the market share.

Al Jahwari , Chintan and Al Mandhari (2020) investigated the impact of social media on the online customers buying behaviour of customers in Oman. Social media business has become one of the most influential tools used by companies seeking to reach out to their forecasted customer base. Stores are gradually becoming more reliant on social media to achieve their promotion and branding objectives. Replacing more traditional business methods, social media provides new opportunities for global companies to engage with buyers through online social interactions. To investigate the impact of social media on customers buying behaviour in Oman, we collected data using a two-part questionnaire focusing on attributes of social media platforms which might influence customers decisions. The findings of the study suggested that social media use has a positive impact on customers buying behaviour in Oman. In addition, the outcomes suggested that celebrity endorsements and recommendations from friends also have a positive impact on customers buying behaviour

Panwar and Swati (2020) examined the impact of Social media on buying behaviour decision of consumer .It is already known that how various business tools and techniques can be increased number of selling articles is the main aim of every businessman. This research is about the study of the customers process of consumer's complex purchases that keeps a special emphasis on how the process is being influenced by the use of social media. The data which has been used in the research is both primary and secondary

type of data. Results show that Social Media usage influences consumer satisfaction in the stages of information search and alternative evaluation with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. It can be concluded that there is an impact of Social media on customers buying behaviour. Especially youth are more influenced by the advertisement & other business tools used by the companies.

Ranjeet, (2020) Social Media and customers buying behaviour: Issues & Challenges In the modern era, the using of Social websites by customers has mostly increased and usages of Social Networking Websites have extensive effect on these customers in various ways. There are many online networking sites which affect consumer behaviour. Social websites like Facebook, Twitter, Instagram, YouTube etc. is having many features which affect and attract many numbers of people. In today's life Social Media become a very strong useful tool using by the consumer in customers decisions. Social Media Business is very important and it is among the most successful tool and technique in the field of every type of business. It is already known that how various business tools and techniques can increase number of selling articles is the main aim of every businessman. The main aim of this study is to examine how social media business will affect the final consumer behaviour among person who mostly uses social media websites and also to find out the forecasted relationships among various social media business activities, customer activities and behaviour of the consumer.

METHODOLOGY

This study made use of survey research design. A survey strategy is a study that involves making a comparison between units of observation, by collecting and analyzing data quantitatively, using descriptive and inferential statistics to suggest possible reasons for particular relationships between variables. The study was carried out in Nnaw, Anambra State a. The characteristics of the population was determined by limiting the study to only the literate adult population, who are users social media business, which was considered to be the target of study. The population of this study is not known and therefore it is an infinite population. Since the population is unknown, as such the sample size of the users of social media business was determined with the aid of Topman's non-parametric sample size determination formula, applied when the population frame is unknown. The sample comprises 368 respondents were sampled for the study after careful selection processes was made across the study area. The data used in this study was obtained through primary source. The primary source of data employed is the questionnaire. Questionnaire is the main research instrument adopted in this study for the requisite data collection. The researcher used face and content validity in this study. Cronbach's alpha and composite reliability were adopted to test the internal consistency of the data and assess the scale reliability. The data generated through questionnaire were presented on tables and percentage analysis. The descriptive statistics was applied to describe the nature of data obtained. Furthermore, multiple regression analysis was used to test the hypotheses formulated for this study.

DATA PRESENTATION AND ANALYSIS

The data generated were presented and analyzed in this section. A total of three hundred and eight four (383) copies of questionnaire were distributed to the respondents. Out of the three hundred and eighty four (384) copies distributed, three hundred and twenty seven was properly filled and found relevant to the study. Therefore, the analysis in this section was based on the three hundred and twenty seven (327) relevant copies. The first section presented and analyzed the demographic data, the second section analyzed the data relevant to the research questions followed by test of hypotheses and discussion of findings.

Analysis of Items Related to Research Question

Research Question One: *To what extent does Facebook business affect customers buying behavior in Nnewi, Anambra State employee?*

Table 1: Respondents opinion on effect Facebook business on customers buying behavior

| | Frequency | Percent |
|-------------------|-----------|---------|
| Strongly Disagree | 18 | 5.5 |
| Disagree | 68 | 20.8 |
| Agree | 120 | 36.7 |
| Strongly Agree | 121 | 37.0 |
| Total | 327 | 100.0 |

Source: Field Survey, 2022

Table 4.2.1 above indicates that 37% of the respondents strongly agreed that Facebook business affect customers buying behavior in Nnewi, Anambra State, 36.7% of the respondents agreed, 20.8% of the respondents disagreed while the remaining 5.5% of the respondents strongly disagreed.

Research Question Two: *To what degree does Youtube business affect customers buying behavior in Nnewi, Anambra State , Nigeria*

Table 2: Respondents views on the effect of Youtube business on customers buying behavior

| | Frequency | Percent |
|-------------------|-----------|---------|
| Strongly Disagree | 20 | 6.1 |
| Disagree | 51 | 15.6 |
| Agree | 130 | 39.8 |
| Strongly Agree | 126 | 38.5 |
| Total | 327 | 100.0 |

Source: Field Survey, 2022

Table 2 above indicates that 38.5% of the respondents strongly agreed that Youtube business affect customers buying behavior in Nnewi, Anambra State, 39.8% of the respondents agreed, 15.6% of the respondents disagreed while the remaining 6.1% of the respondents strongly disagreed.

Research Question 3: *To what degree does WhatsApp business affect customers buying behavior of in Nnewi, Anambra State?*

Table 3: Respondents views effect of WhatsApp business on consumer buying behavior

| | Frequency | Percent |
|-------------------|-----------|---------|
| Strongly Disagree | 23 | 7.0 |
| Disagree | 16 | 4.9 |
| Agree | 226 | 69.1 |
| Strongly Agree | 62 | 19.0 |
| Total | 327 | 100.0 |

Source: Field Survey, 2022

The table above indicates that 19% of the respondents strongly agreed that WhatsApp business affect customers buying behavior of in Nnewi, Anambra State, 69.1% of the respondents agreed, 4.9% of the respondents disagreed while 7% of the respondents were undecided.

Test of Hypotheses

Here, the three hypotheses formulated in this study were tested using t-statistics and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the

effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Table 4.4.1 T-Statistics and Probability Value from the Regression Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 18.916 | 1.918 | | 9.863 | .000 |
| Facebook Business | .123 | .043 | .158 | 2.870 | .004 |
| Youtube Business | .085 | .044 | .202 | 2.923 | .005 |
| Global WhatsApp Business | .171 | .044 | .209 | 1.901 | .176 |

a. Dependent Variable: Buying Behavior

Source: SPSS 21.0

Test of Hypothesis One

Ho: Facebook business has no significant positive influence on customers buying behavior in Nnewi Anambra State

Hi: Facebook business has a significant positive influence on customers buying behavior in Nnewi, Anambra State

In testing this hypothesis, the t-statistics and probability value in table 4.7 is used. Facebook business has a t-statistics of 2.870 and a probability value of 0.004 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Facebook business has significant positive influence on customers buying behavior of in Nnewi, Anambra State

Test of Hypothesis Two

Ho: Youtube, business has no significant positive effect customers buying in Nnawa Nnaw, Anambra State

Hi: Youtube, business has a significant positive effect customers buying in Nnaw, Anambra State

Youtube business has a t-statistics of 2.923 and a probability value of 0.005 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Youtube business has significant positive influence on customers buying behavior in Nnewi, Anambra State

Hypothesis Three

Ho: Global WhatsApp has no significant positive effect on customers buying behavior in Nnewi Anambra State

Hi: WhatsApp has significant positive effect on customers buying behavior in Nnewi, Anambra State
Global WhatsApp has a t-statistics of 1.901 and a probability value of 0.176 which is statistically insignificant. Therefore, we reject the alternative hypotheses and accept the null hypothesis which states that Global WhatsApp has significant positive effect on customers buying behavior in Nnewi, Anambra State

Summary of Findings

1. Facebook business has significant positive influence on customers buying behavior in Nnewi, Anambra State
2. Youtube business has significant positive influence on customers buying behavior in Nnewi, Anambra State
3. WhatsApp has significant positive effect on customers buying behavior in Nnewi, Anambra State

CONCLUSIONS

This study examines the effect of social media business on customers buying behavior in Nnewi, Anambra State. Data were analysis using multiple regression analysis. The result of the analysis shows that Facebook business has significant positive influence on consumer buying behavior; Youtube business

has significant positive influence on customers buying behavior and WhatsApp has significant positive effect on customers buying behavior in Nnewi, Anambra State. Therefore the study concludes that social media business has positive significant effect customers buying behavior in Nnewi, Anambra State

RECOMMENDATIONS

Based on the On the strength of the research findings and conclusions made, the following recommendations are hereby made

1. In today's Digital Age simply starting a Facebook page and posting pictures of the product is not enough to attract customers, companies need to make conscious efforts to stay up to date with the latest trends and come up with innovative and engaging content for their social media.
2. Company using Youtube business should improve its service feature, especially for online shops; thus, reviews that are trustworthy for consumers can be displayed pictures of their product.
3. Companies should start investing more and more in WhatsApp business and focus on building a strong social media presence. It is more cost effective and reaches a wider consumer in less time. This is one of the things that make it such an attractive option for advertising.

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