



Public Perception of Social Media Advertising as a Strategy for Enhancing Product Acceptability in Nigeria (Study of Residents of Enugu Metropolis)

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ABSTRACT

This study examined public perception of social media advertising strategy as a promotional tool in enhancing product acceptability in Nigeria. Residents of Enugu metropolis were used to give the study empirical base. The study therefore ascertained through quantitative evidence the usage rate of social media among residents of Enugu metropolis; whether they make efficient use of social media in their product advertising activities as well as the effectiveness of social media advertising in enhancing product acceptability among the residents. Survey research methodological approach was used in conducting the study. A total of 400 respondents were sampled from the population of residents of the metropolis using the Taro Yamane formula at 5% error margin. The study adopted cluster sampling technique. Data were collected using the questionnaire. Analysis of the data collected was done using simple percentage distribution table. The hypotheses propounded for the study were tested using the chi-square statistical formula. The findings of the study showed that social media advertising is very effective in enhancing product acceptability among residents of Enugu metropolis. The study therefore recommended among others that for effective use of social media for product sales, companies on social media should apply certain elements, such as regular communication of content created by influencers, content created by users, direct order form/personal contacts. They do have positive impact on sales promotion.

KEYWORDS: Public Perception, Social Media, Advertising, Product.

Introduction and Background of the Study

Advertising has, today, not only become an integral part of our society and economic system but has also grown over the years to assume tremendous proportions both as a business activity and as a social phenomenon. It is an impersonal form of communication or presentation of goods, ideas, or services through paid media under openly identified sponsorship.

Advertising is a veritable tool that helps to sell goods, services, images & ideas through information & persuasion. It is variously considered among authorities as a superior promotion tool to personal selling, sales promotion or publicity.

Social media advertising is an offshoot of digital advertising where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social media channels that users frequently use.

Social media advertising utilizes social networks such as Facebook, Twitter(now X), WhatsApp, Instagram, etc. to deliver paid ads to target audiences. Social media ads are a quick and effective way to connect with your customers and boost advertising campaigns.

Advertisers leverage various data sources to hyper-target their audiences and deliver personalized content based on demographics and user behavior. When an audience is



introduced to a brand on social media, advertisers may see more interactions and conversions. Social media ads are also cost-effective and offer potentials for high rate of returns.

Advertising and associated activities are aimed at making goods, services, ideas etc. reach the consumer, suppliers, industries, groups and individuals for effective utilization and satisfaction of their wants and needs for production purposes in the world of commerce. In economics, production is said not to be complete until the product reached the final consumers or buyers who make use of the product (Udu and Agu, 2018). The quest for faster ways and means marketers, consumers and producers send messages requesting the availability of goods and their prices led to the use of recent inventions on technology that achieves that objective. Social media platforms are among the latest technologies in that regard. Kuruk (2017) and Oholakiya (2013) stated that social media brought about innovations in the ways and means in the usage of internet, through which information reached the consuming public. Such innovations include use of the mobile phone to ascertain location and prices of goods and services.

Social media is the most popular new media platform today. It is popularly described as a group of internet-based platforms that build on the ideologies of technological foundations of the web 2.0 which facilitates the creation and exchange of user generated content (Kaplan and Haelein, 2010). Social media through its mobile and web-based technologies such as Facebook, WhatsApp, and Instagram etc. allow users to create information and equally share such with people within their online network. However, beyond the primary function of facilitating real-time social interactions between people in a virtual network, unique features of social media and its widespread use have transformed the method of advertising from traditional to online,

especially in the aspects of sharing information and creating awareness about products.

The advent of social media changed the way individuals and enterprises connect and relate with each other. While digital social networks were initially created for social connections at individual and family levels, businesses, and even governments as well as their operators have since established opportunities to advertise their latest products, connect with consumers and suppliers or the governed and voters, manage relationships with publics etc. Individuals and businesses have adopted social network sites like Instagram, Twitter (now X) and Facebook, and they have become part of human life (Alalwan, 2016). The popularity of digital social networks has made it necessary for businesses to adopt innovative advertising strategies to register their company in the hearts of the consumer (Abdul & Nor 2016).

Statement of the Problem

Social media has been acclaimed for fastening information flow and dissemination. It has been, particularly, adjudged to enable ease of advertising target audience reach, awareness creation and ultimately, product promotion. Businesses need to publicize and create awareness for their products and services, attract new customers and retain existing ones. They also need to create brand visibility in order to help build customer loyalty. Advertising, public relations, publicity, sponsorship sales promotions etc. have been known as popular approaches to securing for those.

This study, however considered how Nigerians perceived **social media based advertising** as a strategy for enhancing product acceptability. Residents of Enugu metropolis, South East, Nigeria were used as a sub-set of the Nigerian populace to operationalize the study.



Objectives of the Study

The general objective of the study is to evaluate public perception of social media advertising as a strategy for enhancing product acceptability in Nigeria.

The specific objectives include:

1. To determine the usage rate of social media among the residents of Enugu metropolis.
2. To find out if residents of Enugu metropolis make efficient use of social media for product advertising.
3. To ascertain the effectiveness of social media advertising in enhancing product acceptability among residents of Enugu metropolis.

Significance of the Study

An innovative idea can go a long way toward creating a successful small business. It is imperative that a company convinces its customers to try its products. The internet is a channel through which businesses can reach out to its publics, advertise her products and connect with customers and make sales. Knowledge of how Nigerians perceive social media advertising regarding its strategic values in relation to enhancing product acceptability will be immensely helpful to business managers. It will assist them in making choices of approach to reaching their target audiences with their products or services.

Findings in the study will help business managers and owners to understand the intricacies in the use of social media platforms and to leverage the internet to boost the performance of their businesses.

Research Questions

1. What is the usage rate of social media advertising among the residents of Enugu metropolis?
2. Do residents of Enugu metropolis make efficient use of social media for product advertising?

3. How effective and strategic are social media advertising in enhancing product acceptability among residents of Enugu metropolis?

Theoretical Framework of the study

The uses and gratifications approach by Katz, Bulmer & Gurevitch (1973) is presented as a theoretical lens and empirical means for studying how audiences engage with the media, in this case, the social media. Uses and gratifications theory provides a unique perspective on the media as it stresses the relevance of media in the context of everyday life, examining uses, gratifications sought and obtained, and media practices over time. Uses and gratifications can help address critical research questions that emerge as individuals become further networked and embrace digital technologies for communication, information exchange, and content creation. The term media gratifications refer to the personal needs that a medium can fulfill. The study of gratifications has primarily focused on those gratifications obtained after adoption (McQuail, 1983).

According to McQuail (2010), the theory could be traced back to the early 1940s when researchers started investigating why people listen to popular radio programmes and why they read newspapers daily. Therefore, the theory emerged in response to the needs of explanation to why people use certain media and the benefit they get from them. Mass Communication researchers are using the Uses and Gratifications Theory to examine, explain, and provide answer to why people use certain media and what benefits or Gratifications they get after that. The basic assumption of this theory is that people use Mass media for different reasons and seek to derive various gratifications. Other mass media theories that relate to this study include the Diffusion Innovations Theory and Technological Determinism Theory.



While Diffusion Innovations Theory propounded and published by Rogers (1995, p.8), which also, stands as a framework to this study states that an innovation (that is, an idea, new technique, or technology) diffuses or spreads throughout a society in predictable pattern, a few people will adopt it as soon as they hear of it. Others people will take longer to try something new, and still others will take much longer. As observed by Bryant & Thompson 2002, when a new media technology or another innovation is adopted rapidly by a great number of people, it is said to explode into being.

The above observation is evidently the case of social media innovative application in advertising, yet some are still skeptical about its impact in the promotion of product sales and acceptability. As for Technological Determinism Theory, propounded by Marshall McLuhan, a Canadian Communication scholar, who observed that new media technologies in communication would soon determine social changes, turning the world into a global village. He believes socio-political, economic and cultural changes are inevitably based on development and diffusion of technology. McLuhan argued technology undoubtedly causes specific changes on how people think, how society is structured and form of culture created. This theory portends that, given the emergence of Internet and its adoption and relevance in mobilizing people for political activities, there is bound to be an impact on the electoral process and overall political environment. Communication is the basic tenet of technological determinism theory.

Theory seeks to explain social and social and historical phenomena in terms of the principal determining factor (technology). The theory states that communication technologies in general are the prime causes of changes in society. Reinforcing this position, Chandler (2005) affirms that technological determinists interpret technology in general and

communication technologies in particular as the basis of society in the past, present and even the future.

For Baran (2004), technological determinism is the thinking in some quarters that it is machine and their development that drive historical, economic, political and cultural changes. However, there is a perspective to technological determinism which sees technology as more neutral and claim that the way people use it is what gives it significance. This perspective that accepts technology as one of the factors that shape historical, economic, political and cultural changes is ultimately determined by how much power it is given by the people and cultures that use it (Baran, 2004).

Scope of the Study

The study covers the public perception of social media advertising as a promotional strategy in enhancing product acceptability in Nigeria. The study covers only residents of Enugu metropolis.

Limitations of the study

Among the difficulties faced in the course of this study which deserves mention here is the attitude of the respondents towards completing the questionnaire used in collecting data for the study. The researcher had to visit the respondents severally before they could release their responses to the questions on the questionnaire. Even at that, some could not be easily convinced about the fact that the research was just for academic purpose. This secretive attitude must have in one way or another influenced that data collected.

Definition of Terms

Some key terms used in the study are hereby operationally defined:

Public Perception: The way in which social media advertising is regarded, understood, or



interpreted by the residents of Enugu metropolis.

Social media: This refers to various social media platforms such as Facebook, Instagram, WhatsApp, X, etc. that are used in dissemination of information via the Internet.

Social media advertising: Social media advertising is a type of advertising that leverages and utilizes the Internet social networks such as Facebook, X, Instagram etc. to deliver paid ads to target audiences.

Product: In this study, product refers to those products and services that are made available for consumption using various social media platforms.

Product sale: Product sale means an act of selling a product or service in return of money or compensation for service using social media platforms

Product acceptability: This refers to the consumers' acceptance and preference for products and services as a result of social media advertisement.

Review of Relevant Literature

The works of literature reviewed in this study were contributions of experts in the field of mass communication and other related disciplines to the study. They were sourced from newspapers, magazines, books, journals, articles, Internet materials, textbooks and unpublished materials such as lecture notes and students' project works.

An Overview of Social Media

Social media continuously keeps changing and as such it is difficult to assign a fixed definition to it as Jacka and Scott (2021, p. 13), argued that "there is no single recognized definition for social media." However, some scholars have defined it in different perspectives over the past years. Kaplan and

Haenlein (2020, P. 11), defined social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and allow the creation and exchange of user-generated content. Again, Dearborn, (2014, p. 15) in what can be better seen as explanation rather than definition state that social media is a "communication channel which is very popular, extremely fast and broad, has proven to be highly effective, as well as trusted by billions of people, to share and discover content concerning individuals, brands, information, entertainment and knowhow." One theme that all these definitions underpin is that social media involves some form of communication between and among individuals over the internet.

Social media began in the late 1990s with the first recognized social media network called "SixDegrees" in 1997 and this technology enabled people to upload a profile and make friends. From 1997 to 2001, a number of community tools; Asian Avenue, blackplanet and MiGente began supporting various combination of profile and publicly articulated friend (Boyd, Danah, Ellison and Nicole, 2017, p. 32). There has been tremendous improvement since this era and today there exist uncountable social networking sites either developed for local use, special purpose or international use. Kaplan and Haenlein(2010, p. 15) classified social media into six (6) different categories as follows:

1. Collaborative project (Wikipedia)
2. Blogs and micro blogs (Twitter, now X)
3. Content communities (YouTube)
4. Social networking sites (Facebook, WhatsApp, etc.)
5. Virtual game world (world of war craft)
6. Virtual second world (second life)



The classification of social into functional groups has been useful to scholars and individuals for easy identification and study of particular social media groups. However, today a difficulty may arise due the high proliferation of social media and one may wonder which group a new developed social media type fits into. Social media is considered to be fastest growing web application in the 21st century and this rapid development is being backed by technological advancement (Heyam, 2020, p. 18). Mankind has enormously benefited and continues to benefit from it and as such cannot undermine its importance as far as communication is concerned.

Today, social media has taken a new dimension and has encouraged more participation through the introduction of mobile phones that support social networks application. The use of mobile phones that are powered by Android applications to social network is termed as Mobile Social Networking.

According to Humphrey (2020, p. 19), “social media applications have now been migrated from the conventional computer to mobile phone, network information and communication can be integrated into the public space; and these new services that are developed for mobile phones allow users to create, develop, and strengthen their social ties.”

The most abused social media by students are Facebook, Instagram and twitter; now X (Seyi, 2021, p. 44). Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting contents on the web, chat live, and watch short-form video. Shared content can be made publicly acceptable, or it be shared only among select group of friends or family, or with a single person. Facebook is user-friendly and open to everyone. Even the least technical-minded people can sign up and begin posting on

Facebook. Although it started out as a way to keep in touch or reconnect with long-lost friends, it rapidly became a medium of political campaigns and other businesses that were able to closely target an audience and deliver messages directly to people. Facebook is the most popular social media platform through which people communicate with each other all over the world.

The observations made above on the applications of Facebook in social media advertising is similar in the case of the applications of other platforms; Instagram, WhatsApp, X etc. except for the respective characteristics as social media platforms. Let’s therefore move on to an overview of social media in advertising.

Over view of social media advertising

According to Usman and Usman (2019), social media advertising is an offshoot of digital advertising where paid ads campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social media channels that the users frequently use.

Social media advertising is a type of digital advertising that utilizes social networks such as Facebook, Twitter, X, Instagram etc. to deliver paid adverts to target audience. Social media ads are a quick and effective way to connect with wit consumers and boost advertising campaigns. By leveraging various data sources, advertisers are able to hyper-target their audience and deliver personalized content based on demographics and user behavior. When an audience is introduced to a brand on social media, advertisers may see more interactions and conversions. Social media ads are also cost-effective, offering the potential for high rates of return (Adeya, 2014).

Social media advertising is a must if you want to quickly reach new target markets. More



and more companies including the world's top-performing brands utilize social media ads to grow their companies and reach out to new consumers. To keep up with the competition, it's important to learn how these adverts work and how they can benefit your company (Ashwork, 2020)

In the online world, continues Ashwork, it is getting increasingly complicated to get your message noticed, as user attention is increasingly becoming a scarce resource. Social media advertising is significantly impactful as it allows you to deliver your message to ideal buyers throughout their purchase journey.

For instance, before the release of a new product, a brand can run a brand awareness campaign to garner pre-buzz. Similarly, an organization can reengage their audience through repeat advertising campaigns to sell a high-ticket product.

Social media advertng distinguishes itself from traditional advertising with sophisticated targeting capabilities. Traditional advertising adopts the carpet-bombing approach, where in brands deliver ads to the maximum people possible, regardless of whether they're interested or not. Social media, on the contrary, enables brands to connect with the ideal buyer based on their geographic, demographic, psychographic, and behavioral characteristics/traits (Ashwork, 2020).

Social Media Advertng VS Traditional Media Advertising

Though social media and traditional media can convey information to users, social media allows users to personally create and develop the contents. As a result, information can be shared online by using web-based applications and tools (Charles, Matthew & Jurate, 2020). Another big problem of traditional advertising is lack of community. In contrast, social media advertising owns the biggest advantage of building community.

With social networks increasingly replacing more traditional communities, billions of people are drawn into social networks and spend significant time engaging in the social network (Hausman, 2022). On the social media, every user can join an online community, be a content creator and sharer. Another aspect is that advertising on the social media is cheap compared to the cost for traditional advertising media that is expensive. The following are more reasons that can be advanced:

- On prints (such as journals, magazines, and newspapers) advertising rates depend on page placement, readership, subscriptions, or impressions. Advertising costs on papers in recent years have dropped as the circulation of newspaper has declined as well.
- For radio and TV ad costs, it is hard for marketers to reach enough people with the audiences getting smaller. There is likelihood for marketers of reaching people who are not interested in their products or services.
- The cost of direct mail is getting higher with the cost of printing, envelopes, and labour increases.
- Billboards are sold based on the size and location. Most passers-by will not notice or care about a billboard. Also, a lot of them will not remember the brand name. So, it wastes a lot of money for marketers.

Researchers have observed that consumer products seem to do better on social media ads, in terms of sales prospects compared to the industrial products because they are relatively cheaper, tangible and can be delivered to the doorstep of the buyer. This does not mean that industrial products cannot be promoted on the social media. For good reason, social media remains a viable channel of giving better insights about industrial products too, and thereon, customers can get



to know more about these kinds of products via reviews and electronic word of mouth other social media users.

Benefits of Social Media Advertising

Social media aside from being the platform that facilitate social interaction have enormous potentials for advertising. To (Yang 2014), the most important benefit of social media advertising is that it is the cheapest way of business advertising. Jackson (2017) itemized the following benefits of social media advertising thus:

Penetration: Social media has huge audience and according to global social media statistics, there are 3.196 Billion active social media users as at March 2018 (Chaffey 2018) The figure, no doubt would have added significantly as at present, April 2025. Chaffey gave a breakdown of users who were active on various social media platforms then in the following comment. “With the earth population estimated at around 7.5 Billion, this means that an estimated 35% of the global population is now active on social media. This implies that social media helps to cast a wide net capable of catching a target range.”

Customer Relationship & Customer Service Improvement: Engagement is always the key point in social media advertising. Scholars, such as Kotler and Armstrong suggest that there is a need for relationship between people involved in advertising chain (Customers, distributors, dealers and suppliers) this goes beyond transactions, Social media provides an excellent platform to build relationship between customers and marketers. Customer engagement helps to gain an edge in the market (Yang, 2014) and social media help to achieve this. Social media as people’s top choice for customer care (Jackson, 2017). Starting off with reputation management, social media can be used to monitor mentions of a brand for quick responses to complaints

and issues. The social media facilitate two-way form of communication with customers (Jackson, 2017). Chatting with customers real-time is very convenient on the social media.

Brand Awareness: Social media works for building brand awareness as long as the right people are captured thereon. Looking for more targeted groups within audiences can help get word out about products and services which ultimately improves brand awareness. As Jackson (2017) puts it, one of the obvious benefits of social media advertising is increasing brand awareness as millions of users on Facebook, Twitter, now X and other networks, there are people to reach can hear about brands.

Improving Business Processes: Social media advertng can be used to improve business processes. On the social media platform, you can deal with customer problems or complaints.

Also the feedback you get from customers can help you improve the product or service. Lastly, you can gain enlightenment from competitors in the same industry by analyzing competitors’ efforts. A good example brings good ideas; failed case reminds you to avoid errors.

Cost Saving: Carbone (2015) highlights the cost saving potential of social media advertising when he mentioned that social media are a great cost-effective way to get brands in front of existing and potential customers. Social media platforms such as Facebook, Instagram, Twitter, now X, Pinterest and LinkedIn allow marketers to promote and share content with no cost outside of their time that is spent on the platform. The sophistication of these platforms also offers advanced but affordable advertising platforms (applicable to blogs) that can be used to reach specific segment of customers. Jackson (2017), to this end, simply



observes that advertising on social media is cheaper than on the traditional media.

Challenges of Social Media Advertising in Nigeria

As is common with all enterprises, there is always impediments hindering achievement of desired outcomes; the same applies to the utility of social media advertising. A review of works related to the discourse also shows a chain of challenges associated with social media advertising. The following are some of them:

Poor Online Advertising Knowhow and Inconsistence: Ekwueme and Okoro (2018) reveal that lack of technical knowhow is a serious challenge to online advertising in Nigeria. The study attested that though the steps of social media advertising seem direct and unambiguous, some technicalities still come to bare in areas of copy writing, graphics, photo and issues of linkage of social media accounts to website where e-payments can be made. These are aspects that online marketers still struggle with, especially in Nigeria. Onisko (2016) also pointed out that some social media marketers are not consistent with their participation in social media. They do not share materials with their audience daily. Peter (2015) also argues that one of problems of social media advertisings is that; marketers don't connect with their audience; they don't respond to comments by their audience and hardly link their social media accounts with their main website so that the audience can get more insights on what the promoted product or idea is all about. Somebody has to be responsible to monitor each network, respond to comments, answer questions and post product information the customer deems valuable (Barefoot & Szabo, 2010).

Poor Strategies: There are still social media marketers in Nigeria fully blind due to not

having the roadmap. As Odden (2020) points out, "you may know what to accomplish but without the right social media strategy, you won't have a specific plan on how to get there." The problem of poor strategies for online advertising is synonymous with marketers in Nigeria as most times, they do not have a plan that answers the 4 Ws (Who, What, Why and Where) of social advertising.

Negative Feedbacks: One aspect social networking that is especially damaging to advertising campaigns is negative post responses (Nadjaraja and Yazdanifard, 2015) Unhappy customers or industry competitors can post disparaging or offensive pictures, posts or videos and there is not much a marketer can do to prevent these occurrences (Cheung, Lee, & Thadani 2009). Issues such as this are not new in Nigeria, however, when issues as this occur, we discover that some social media marketers ignore these comments, which is not good for the image of the brand or product as others are liable to read up such comments and grow cold in their desire to purchase or take a positive action about the advertised products. In some other cases, marketers may engage poster of such comments in a war of words, this is also not good enough.

Trademark and Copyright Issues: According to Steinman and Hawkins (2020), it is of the utmost importance for companies to protect their own trademarks and copyrights when using social media to promote their brands and products. Social media's capacity to facilitate informal and impromptu communication often on a real-time basis can aid companies in promoting their brands and disseminating copyrighted material, but it can also facilitate third-party abuse of a business' trademarks and copyrights (Steinman & Hawkins, 2010). There is hardly regard for logos, brand name and so on in Nigeria. We find that there is



really no mechanism to monitor the excesses of people on the social media in Nigeria owing to the constant use of intellectual properties such as songs, advert lines and graphics (without legal permission) in advertising messages.

Illiteracy: As at 2017, Nigeria has about 63 million persons who cannot read and write and the number contributes 6 per cent of the world population of non-literate persons (Vanguard Newspaper, 2017). The level of illiteracy in Nigeria is still undeniable, this has a bearing on the number of active users of social media users in Nigeria, which stands 22 million (Okeh, 2018). It is quite impossible for people who are unable to read and write to use the social media, let alone engage it for advertising. This issue of illiteracy cannot be underestimated as a challenge in Nigeria.

Security Issues and Privacy: This issue of trust, privacy and security issues constitutes a challenge when advertising on the social media. The use of social media to promote one's brand, products, or services can also implicate trust, privacy and data security issues (Ekwueme and Okoro, 2018). Today's customers frequently interact with brands across multiple channels and devices, leaving a trail of identifiers (like email addresses, loyalty accounts, browser cookies, and mobile device IDs) littered among the various technologies that power those customer interactions (Olenski, 2017). These makes users vulnerable as this information can be used by a third party, especially when the device on which e-information are entered gets into the wrong hands. There is also the possibility of divulging personal information such as home addresses (in the case of home delivery), phone numbers and in some cases bank details when making an online payment. This doesn't make making purchases via the social media safe, especially in a country like Nigeria.

Impacts of Social Media Advertising in Enhancing Product Acceptability

Different examinations had led on the social media advertising and its impact on consumer behavior specially the purchase intention. Vafaei&Fekete-Farkas (2017) inspected the effect of online social network on customers purchasing decision procedure in nourishment retailer shops. The scholars found that online social network affect the decision process of consumers to various degrees with respect to nourishment retailer shops. Likewise, they found that accommodation was the principle purpose behind this behavior. Due to these comfort buyers invest more energy in it. Be that as it may, these highlights permit clients to collaborate with markets and different clients and reach to remarks on grocery stores Facebook's page.

Grob (2015) clarified the impact of social media on purchasing decision process of consumers and if the impact has various levels at the different phases of this procedure. The study reasoned that the impact of social media has various levels as per the stages the buyers experience during the process of purchasing decision making. Contingent upon the phases of the procedure of decision making, the purchasers demonstrated to be pretty much affected by online networking.

Ahmed &Zahid, (2014); Ziyadin, Doszhan, Borodin, Omarova, &Ilyas (2019), examined the effect of social media advertising on brand value and client relationship management regarding buy expectation. The results of this examination showed that most critical factor which affected the purchase intention is customer relationship management. It additionally inferred that social media advertising decidedly affected client connections and brand value. Results additionally demonstrated that social media advertising doesn't legitimately influence the



purchase intention of consumers, consumer behavior expanded when garments brands care about them; at that point clients connect genuinely with the brand as well as client's mindfulness about the brand, fulfillment and verbal increase the purchase intention of consumers. Online media advertising encourages speedy and viral conveyance offers and it catches the eye of customers decently fast and this can produce an expanded buy goal (Baird & Parasnis, 2011). Dehghani & Tumer, (2015) found that social media publicizing can fundamentally influence the brand picture and brand value by offering more noteworthy intuitiveness, personalization and criticism. This procedure can thusly, influence consumer behaviors (Pjero & Kërcini, (2015); Sawaftah, Calıcıoğlu, & Awadallah (2020), in their investigation concentrating on online media and its effect on behavior of consumer see that data about items and administrations offered in the virtual world can decidedly affect the consumer buying intention. An examination led by Hwang & Zhang. (2018) uncovers that utilizing online social medium have had the buying decision of consumers appropriately impacted by online media utilization. They utilize these online social mediums to assemble data about various 'organizations, brands, items and services' and the vast majority of them decided to utilize Facebook. This wonder is because of the promoting done through the online media.

Karjaluoto, Mustonen, and Ulkuniemi (2015) conducted a survey of 60 companies and identified three key sections where social media may assist organizations. They used a case study to highlight the power of social media, which is establishing a relationship with clients, assisting with turnover (sales), and raising awareness. Customers are conversing online, they said, and firms should take advantage of this.

Waithaka, Muturi, and Nyabuto (2014) claim that firms who market themselves on social

networks have a better chance of increasing their business because Twitter and Facebook have proven to be effective in reaching a specific audience and connecting with them at a low cost. Hence, the greater the number of consumers they reach, the higher the return of investment (ROI) they get. The results of Qurashi et al. (2014) study in Islamabad in Pakistan specified that social networks are an excellent fit for businesses that want to sell to a larger audience and target specific individuals for their products.

In summary, the study has reviewed relevant concepts as it concerns the inquiry. The literature review x-rayed the concept of social media as well as social media advertising. The review also discussed key components of social media advertising while highlighting popular social media advertising channels. The study reviewed and also discussed social media and traditional media advertising in order to understand their differences and similarities. The review also pointed out the benefits of social media advertising while identifying challenges of social media advertising in Nigeria. Finally the review x-rayed the impacts of social media in enhancing product acceptability.

Methodological Approach of the Study

The researcher made use of descriptive survey design in conducting this study. Descriptive design is built to gather data from a heterogeneous audience. The survey design helps to fulfill the aim of analyzing the frequencies and identifying patterns in the responses from respondents. Descriptive research design helps to uncover a respondent's response towards a particular question or variable. Put simply, it is the easiest way to quantify the particular variable(s) you are interested in on a large scale. Descriptive design is used to describe characteristics of a population or phenomenon being studied. In descriptive



design, we gather data that describe the events then organize, tabulate, depict, and define the data collection (Glass and Hopkins, 1984) Descriptive design was chosen because the design makes it easy to accurately and systematically describe a population, situation or phenomenon as well as to identify characteristics, frequencies, trends, and categories. It is also qualitative and quantitative and requires the numerical strength of the population being studied. This study focused on public perception of social media advertising strategy/promotional tool in enhancing product acceptability in Nigeria. The study covered only residents of Enugu metropolis.

Population of the Study

This study made use of population of Enugu Metropolis as sub set of the population of Nigeria. It is believed that the population of the Enugu Metropolis is a replica of most Nigerian cities in terms of demographic attributes and is adequately representative of the Nigerian public. The population of the area as of the 2006 census was 722664. Since 2006 till date, a population increase must have taken place. From 2006 till 2024 is 18 years. The annual growth rate 3.2 percent, (UNDP) projection is used to calculate the present population size of the metropolis. The formula by Owuamalam (2012) was applied thus:
 $P_p = G_p * P\{1\} * T$
 $P_p = 722664 * 1.032 * 18 = 370003.968$

Going by this population, there is a population increase of Enugu Metropolis by 370003.968. When added to the population, it will be $722664 + 370003.968 = 1092,667.968$

Research Sample

A sample is a smaller group of elements drawn through a definite procedure from a specified population for inclusion in a study and from which the researcher hopes to gain generalizable knowledge about the whole population (Nworgu, 2006).

The research sample will be determined using the Taro Yamane's formula thus:

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

Where:

$\frac{n}{N}$ = Sample size

N = population

e = error margin (at 0.05)

1 = constant

$$= \frac{1092667.968}{1 + 1.092,667.968(0.0025)}$$

$$= \frac{1092667.968}{1.0025}$$

$$= 399.853$$

$$n = 400$$

Therefore, the research sample is 400

Sampling Technique

The sampling technique used in this study was cluster sampling. The sample size was distributed according to the table below to respondents in 24 layouts in Enugu metropolis as clusters of population. The population density of the layouts/clusters was taken into consideration in the distribution for effectiveness of representation.

➤ **Table indicating how the 400 sample size was drawn from the population:**

Layout	Sampling Size
Abakpa	35
Achara layout	25
Asata	25
Awkunanaw	25
Coal Camp	25
Emene	25



GRA	20
Independence Layout	35
Iva Valley	20
New Haven	35
Ogui New Layout	35
Ogui Urban	25
Premier Layout	20
Trans Ekulu	30
Uwani	20
Total	400

Instrument for Data Collection

The questionnaire was used as the instrument of data collection in this study. A questionnaire contains series of questions and prompts to receive a response from individuals it is administered to. The questionnaire allows collection of both subjective and objective data from a large sample of study population in order to obtain responses that are significant in proffering answer to the objective/aims of a study.

The questionnaire used in this study was divided into two sections. Section A sought the demographics of respondents such as age, gender, marital status, etc. Section B contained psychographic questions which are aimed at addressing the research questions proper.

The questionnaire was pre-tested before using it in the field, to establish its validity. It was found consistent and reliable in generating similar responses.

Method of Data Collection

Copies of the questionnaire were administered to the respondents by the researcher, in collaboration with student assistants, in their various locations in Enugu metropolis. The respondents were intimated on the modalities and purpose of the questionnaire. They were implored to take the filling as serious as possible.

Method of Data Analysis

The data collected were analyzed using Simple Percentage, Frequency table and Distribution.

Expected Results

Based on the stringent measures followed in the study, objectives of the study and research questions cum the research design used in the study, it is expected that the study will yield positive empirical support.

Presentation and Interpretation of data

A total of 400 copies of questionnaire were distributed but only 386 were completed and returned. The simple percentage, frequency table and distribution were used to present and analyze the data collected.

Questionnaire return percentage

Option	Percentage	No of Questionnaire
Distributed	400	100%
Returned	386	96.5%



Source: Field Survey, 2025

Table 4.2: Gender Distribution of Respondents

Option	No of Respondents	Percentage
Male	285	73.84%
Female	101	26.16%
Total	386	100%

Source: Field Survey, 2025

From the table 4.2, 285 (73.84%) respondents are male, while 101 (26.16%) respondents are female.

Table 4.3: Age Distribution of Respondents

Option	No of Residents	Percentage
18-25	174	45.08%
26-40	115	29.79%
41 years and above	97	25.13%
Total	386	100%

Source: Field Survey, 2025

From the table above, 174 (45.08%) respondents are between the ages of 18-25, 115 (29.79%) respondents are between the ages of 26-40, while 97(25.13%) are between the ages of 41 years and above.

Table 4.4 Educational Qualification of the Respondents

Option	No of Respondents	Percentage (%)
O Level	25	6.48(%)
OND/NCE	182	47.15(%)
B.SC/HND	179	46.37(%)
Total	386	100

Source: Field Survey, 2025

From table above, 25 (6.48%) are O level holders, 182 (47.15%) are OND/NCE holders, while 179(46.37) are B.Sc/HND holders. This shows that all the respondents are educated enough to provide adequate information needed for this study.

Analysis of psychographic Data Collected

Table 4.5: Do you use social media?

Option	No of Respondents	Percentage
Yes	320	82.90%
No	66	17.10%
Total	386	100%

Source: Field Survey, 2025



The responses from the table above show that 320 (82.90%) respondents indicated that they use social media, while 66 (17.10%) respondents indicated otherwise.

Table 4.6: Which platforms do you use?

Option	No of Respondents	Percentage
Facebook	79	20.47%
Youtube	45	11.66%
Instagram	42	10.88%
Amazon	18	4.66%
Quick Teller	28	7.25%
All Platforms	108	27.98%
Don't use at all	66	17.10%
Total	386	100%

Source: Field Survey, 2025

The responses from the table above show that 79 (20.47%) respondents indicated that they use facebook, 45(11.66%) said they use youtube, 42(10.88%) said they use instagram. 18(4.66%), said they use amazon, 28(7.25%) said they use quickteller platform, 108(27.98%) said they use all the online platforms, while 66 (17.10%) respondents indicated that they do not use at all.

Table 4.7: What is your usage rate of social media?

Option	No of Respondents	Percentage
Very often	221	57.25%
Less Often	99	25.65%
Not at all	66	17.10%
Total	386	100%

Source: Field Survey, 2025

The responses from the table above show that 221 (57.25%) respondents indicated that they make use of social media very often, 99 (25.65) said they make use of social media less often, while 66(17.10%) indicated that they do not make use of social media at all.

Table 4.8: Do residents of Enugu metropolis make efficient use of social media for product advertising?

Option	No of Respondents	Percentage
Yes	249	64.51%
No	137	35.49%
Total	386	100%

Source: Field Survey, 2025

From the responses in table above, 249(64.51%) respondents indicated that residents of Enugu metropolis make efficient use of social media for product advertising, while 137(35.49%) indicated otherwise.

Table 4.9: How effective are product advertising on social media is in enhancing product acceptability?



Option	No of Respondents	Percentage
Highly Effective	275	71.24%
Moderately Effective	45	11.66%
Not Effective	66	17.10%
Total	386	100%

Source: Field Survey, 2025

The responses from the table above show that 275 (71.24%) respondents indicated that product advertising on social media is highly effective in enhancing product acceptability, 45(11.66%) said its moderately effective, while 66 (17.10%) indicated that it is not effective.

Discussion of Findings

Data collected were analyzed in relation to the research questions posed. For the question on usage rate of social media by the respondents, 221 or 57.25 per cent indicated they use it very often and 99 (25.65%) others indicated they use it less often. While only 66 (17.10%) indicated they do not use it at all. This obviously reveals that most members of the residents make use of social media. On the second question which demands to know whether Enugu residents make efficient use of social media for product advertising, 249 of the respondents or 64.51% answered in the affirmative. One hundred and thirty seven (137) or 35.49% answered no. This, again, shows that a greater number of the residents do make use of social media in advertising. For the third research question on how effective product advertising on social media is in enhancing product acceptability, 275 or 71.24 per cent indicated that it is highly effective. Forty five (45) or 11.66% indicated that it is moderately effective. Sixty six (66) or 17.10% others indicated that it is not effective. This, also, show that the majority of residents of Enugu metropolis perceive social media advertising as a strategy for enhancing product acceptability.

The social media platforms indicated to be used by various numbers and percentages of the population of the metropolis include Facebook, YouTube, Instagram, Amazon, Quick Teller Platform. Some indicated they

use all platforms while a few others do not use at all.

With the above findings, one can confidently conclude that Social Media Advertising is a strategy for enhancing product acceptability in Nigeria.

Summary of Findings

This study examined public perception of social media advertising strategy as a promotional tool in enhancing product acceptability in Nigeria. The study was anchored on uses and gratification theory, diffusion of innovation theory as well as technological determinism theory. The researcher adopted survey research design and with the aid of questionnaire, relevant data were obtained from a sample of 386 respondents. The collected data were analyzed using simple percentage and frequency tables. The major findings of the study include the following:

1. The usage rate of social media among the residents of Enugu metropolis was high.
2. Residents of Enugu metropolis make efficient use of social media for product advertising
3. Social media advertising is very effective in enhancing product acceptability, in the perceptions of a large majority of residents of Enugu metropolis.

Conclusion

Social media is a vital tool for product marketing and it is rapidly taking over other



methods of marketing through media. This research has been able to add knowledge to the body of literature on the effectiveness of social media platforms deployment for product marketing. The study was able to show that leveraging social media can increase sales, increase firm's customer base and is not limited by geographical location. The outcome of this study can spur other researchers to work and extend their research to other areas of social media product marketing.

Another finding in this study is that firms are actually engaging a reasonable number of followers; as they continue to leverage the social media to connect followers who are likely to be their real customers or prospective one. The number of followers engaged by firms in a social media account may be a reflection of loyalty. A large number of followers on firms' social media page could mean that they actively engage customers on a daily basis and also create captivating contents about their product that can lure followers to purchase a product.

Therefore leveraging on social media platforms by firms for product marketing is an effective exercise that must be treated with utmost importance. Social media marketing deployment has a positive relationship with firm's ability to increase sales. Firms that adopt social media can increase customer traffic. It can also be an avenue to new markets and might have the chance of increasing marketing shares. Social media has greatly expanded the global reach of

businesses that deploy the platforms making geographical location less important than before.

Recommendations

Based on the findings of the study, the following are hereby recommended:

1. For effective use of social media for product promotion, companies on social media should engage in regular communication, use elements such as; content created by influencers, content created by users, a direct order form, and maintain a sustainable personal relationship with customers through chats. Companies are advised to communicate regularly: it is the strongest approach to sustainable sales promotion.
2. The regular communication and use of social media influencers are highly recommended for sales promotion of companies.
3. Firms need to integrate social media in their communication strategy since social media allow firms to tailor their content for each market segment and give the businesses the opportunity to reach out to many.
4. Firms ought to publish transactions in a very common and understandable manner and language in order to be easily accessed by the public.
5. It is recommended that firms use these social media sites as channels for communicating system failures to generate loyal customers.

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