SOCIAL MEDIA MARKETING AND CONSUMER PATRONAGE IN TERTIARY INSTITUTIONS

Patience Uwaraye OWARE & E. C. GBANDI (PhD)
Department of Business Administration,
Faculty of Management Sciences
University of Benin, Benin City
Corresponding Author's email: patience.oware@uniben.edu

Abstract

The study examine the relationship between social media marketing elements and consumer patronage in universities in Benin City. The social media marketing elements examined include Facebook marketing, Twitter marketing, Instagram marketing, and Blog marketing. A cross-sectional survey research design was adopted for the study. A sample of one thousand (1000) students and staff of the University of Benin and Benson Idahosa University was taken. However, 812 copies of the questionnaire were validly filled and used for the data analysis. Data collected through questionnaire administration were analyzed using frequency distribution, mean, standard deviation, t-test, analysis of variance and multiple regression. All analyses were done using Statistical Package for the Social Sciences (SPSS version 24.0) software. The study found that social media marketing such as Facebook marketing (β= 0.379; p<0.05), Twitter marketing (β= 0.095; p<0.05), Instagram marketing (β= 0.162; p<0.05), and Blog marketing (β= 0.121; p<0.05) have positive and significant impact on customer patronage as expected. The study, therefore, recommended that continuous efforts should be made by companies to ensure that contemporary security architecture is put in place in protecting their social media platforms from being hijacked by scammers that may want to mislead, exploit and swindle unsuspecting customers.

Keywords: Consumer patronage, Marketing, Social media, Students, Universities

Introduction

The advent of digital technologies has redefined the way business is done globally. Technological developments have created a paradigm shift from traditional marketing to a more innovative and dynamic way of marketing products to target consumers (Husnain & Toor, 2017). Failure of traditional business enterprises to acknowledge and adapt their business operations in line with current realities may lead to their extinction in the marketplace as they will become less competitive (Chan, Teoh, Yeow & Pan, 2019). Advertisers of products are facing constant challenges as well because many younger generations of buyers are receptive and interested in making their purchases through online platforms (Krbová & Pavelek, 2015). This shows that modern ways of communication which are constantly transformed by

technological developments are influencing current and potential consumers which must be accommodated by any business enterprise that will remain relevant and competitive (Khanagha, Ramezan-Zadeh, Mihalache & Volberda, 2018).

The need to get in touch with consumers as promptly as possible has helped to promote the concept of social media marketing. It is rapidly gaining acceptance and patronage because more people are using the Internet in their day-to-day activities. As explained by Agbonifoh, Ogwo, Nnolim and Nkamnebe (2007), it involves marketing a company's products using the Internet. Social media marketing has brought many unique benefits to marketing which include the low cost in distributing information and access to a global audience (Turan & Kara, 2018).

Online procurement which is one of the trendy purchasing methods depends on the Internet. It has become the preferred method for purchasing products due to its explicitness and ease despite the fear of many because of its potential risks (Meyer & Schwager, 2007). The Internet is making it possible to create new patterns and forms of compromise between business organizations and customers. The Internet helps in developing new channels for information and services for research, evaluation, price comparison, customers' need assessment, matching of product, and retrieval and security services (Altarifi, Al-Hawary & Al Sakkal, 2015). This information facilitates the process of making a purchase decision by the customer (Comegys, Hannula & Váisánen, 2009).

Social media marketing has been enabled by popular search engines such as Google and Yahoo by capitalizing on the new wave of creating awareness for products and services. According to Sunderaraj and Loheswari (2015, p.20), social media marketing is "a set of powerful tools and methodologies used for promoting goods and services through the Internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet." Social media marketing is a wide system for providing consumers with instant information at low-cost in a short time, which is one of the most striking features of the Internet. It provides platforms for buyers to access information on products by easily searching for them. Kotler (2007) asserts that social media marketing is a self-service for the availability of specific information on demand, in addition to information about prices and products. It is against this backdrop that this study examined the extent to which social media marketing is influencing customer patronage in the

Universities in Benin City. The specific objectives are to ascertain the extent to which Facebook marketing, Twitter marketing, Instagram marketing and blog marketing impact on consumers' patronage in selected universities in Benin City.

Literature Review

Customer Patronage

A customer can be described as an individual or business that purchases another company's goods or services. The place of customers in achieving business enterprise goals and objectives cannot be overemphasized. According to Adiele, Grend and Chinedu (2015:190), "patronage is burned out of a desire to be committed to an organisation either based on its service quality or perceived service qualities." Customer patronage as described by Adomako-Kwakye (2017) involves the studying of individual and business enterprise and the stages they go through in choosing, utilizing and discarding merchandize in fulfilling needs. Solomon, Bamossy, Askegaard and Hogg (2010) assert that customer patronage involves the different procedures customers go through in selecting, buying, utilizing or getting rid of merchandize to fulfill needs and wishes.

Different scholars have identified various factors that can determine the level of customer patronage. These factors include the capacity of the firm, attributes of the products and services, situations in the economy, political factors, psychological and social factors, level of competition, deployment of marketing mix, among others (Schiffman & Kanuk, 2009; Ogwo & Igwe, 2012). In this study, customer patronage is defined as customers' intention to patronize a product in the future as well as recommend such a product to friends. This definition is supported by Tafamel and Oshodin (2015:123) viewpoint that "if customer is satisfied, he/she will be more likely to have the willingness to buy again; namely repeating purchase or recommending others to buy".

Social Media Marketing

The term social media marketing is part of Internet marketing or online marketing. It can simply be described as any form of marketing activity that is carried out through the use of Internet technologies (Jenyo & Soyoye, 2015). Dave (2006) defined social media marketing as achieving marketing objectives by applying digital technologies. According to Kaur, Pathak, Kaur

and Kaur (2015:116), "marketing is the management process responsible for identifying, anticipating and satisfying customers." Social media marketing as opined by Felix, Rauschnabel and Hinsch (2017) provides firms with an opportunity to use social media to build relationships with customers, employees, communities, and other stakeholders. It involves the transmission of electronic information using the computer or similar device. The imperatives of social media marketing substantially rely on the nature of goods and services the organisation is involved in and the buying behaviour of the target audiences (Waheed & Jianhua, 2018).

Social media marketing has expanded the scope of marketing communications considering the number of individuals who can be accessed across the globe. It has succeeded in increasing the intensity of information in the marketplace as alluded to by Laudon and Traver (2013, p.12) that "it provides marketers and customers with well detailed real-time information about consumers as they transact in the market. Consumers are much more available to receive marketing messages due to the *always-on* environment created by mobile devices which results in an extraordinary increase in marketing opportunities for firms".

Understanding the mechanisms of online shopping and the behaviour of consumers is a priority issue for organisations and marketing practitioners competing in the fast-expanding virtual marketplace. As a result of the continuous expansion of the Internet in terms of number of users, transaction volumes and business penetration, a lot of studies have been done to uncover various technicalities involved (Kiang, Raghu & Shang, 2000; Gurău, 2008; Wu, Wen, Dou & Chen, 2015; Baena, 2016; Polo-Pena, Jamilena, Rodriguez & Rey, 2016). The uniqueness of this current study is in the research setting which is Nigeria and the examination of the impact of four trendy social media marketing platforms namely: Facebook, Twitter, Instagram and Blogs on customer patronage.

Social media marketing is advantageous in many ways. These include constant access and interaction between organisations and their customers; minimal costs of disseminating information to customers; it creates room for an instantaneous update of records; and provides opportunities to give detailed information on product functioning and pictorial demonstration (Badiru & Afolabi, 2016).

Social Media Marketing Platforms and Customer Patronage

Different social media platforms are available to promote marketing activities. Some of these platforms include Baidu Tieba, Facebook, Google +, Instagram, Kiwibox, LINE, LinkedIn, Pinterest, QQ, QZone, Reddit, Sina Weibo, Skype, Snap Chat, Taringa, Tumblr, Twitter, Viber, VKontakte, WeChat, WhatsApp, YY, among others (Jamie, 2019). Four prominent social media platforms namely: Facebook, Twitter, Instagram, and Blog are selected in this study to examine how they influence customer patronage in Nigeria. They are discussed as follows:

Facebook Marketing and Customer Patronage

Facebook is an American online social media and social networking service company based in Menlo Park, California. It was founded in February 2004 by Mark Zuckerberg, along with his fellow Harvard College students and roommates: Priscilla Chan, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes (Sorensen, 2018). Facebook occupies a prominent space in social networking discourse. Zarrela and Zarrella (2010) assert that individuals can communicate and share information instantaneously and independently from different geographical locations through the use of Facebook. Safko (2010) observes that Facebook is one of the most popular and influential social networking sites because it creates platforms for people to express their opinions both on local, national and global issues.

Facebook marketing is a new approach under social media for promoting goods and services. Mangold and Faulds (2009) assert that Facebook is gradually growing in a way that enhances the interaction between organisations and customers. Facebook marketing is cheap and user-friendly in imparting and uploading information about a brand, organisations, new items, services, occasions, among others (Khan & Khan, 2012). Chi (2011) advocated that Facebook marketing should be continuously embedded into organisations' current plans and not seen as a substitution. Vollmer and Precourt (2008) opined that searching for information on Facebook facilitates buying decisions and customer patronage of different types of products and services.

Twitter Marketing and Customer Patronage

Twitter is an American online news and social networking service which enables users to post and interact with messages known as "tweets" (Leung, Bai & Stahura, 2015). Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled to 280 for all languages except Chinese, Japanese, and Korean. It was founded by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams on 21st March 2006 in San Francisco, California, United States (Beri & Ojha, 2016). Twitter serves as a social media tool for connecting organisations with their customers. Globally, there are millions of Twitter users (Twitter.com, 2011). Honey and Herring (2009) observed that substantial research has been carried out on the usage of Twitter by individuals as a communication tool. However, Burton and Soboleva (2011) observe that no studies of organizational Twitter use were found in a search of marketing journals.

Studies by Ehrlich and Shami (2010), Riemer and Richter (2010), and Zhao and Rosson (2009) were focused on the use of Twitter for internal communication. Twitter has a great potential for promoting external communication as it is a one-to-many platform. This is because the default is for all tweets to be public (Burton & Soboleva, 2011). Twitter is a unique interactive marketing communication in that a reply to an individual is visible to other audiences on the platform.

Instagram Marketing and Customer Patronage

Instagram was launched by Mike Krieger and Kevin Systrom on October 6, 2010. Bertoni (2012) and Miles (2014) observed that Instagram has a million users after one month of launching it. With Instagram, it is possible to post pictures and videos (Wood, 2015). Neher (2013) asserted that Instagram has two primary features. They include; it allows users to edit their photos and create beautiful images and it functions as a social network for image sharing. Other usefulness of Instagram as identified by Rohrs (2014) are to take a picture or a video; change the look and feel of the media by choosing filters; add a description; add a hashtag; tag people in their photos and videos; geotag their photos and videos; search and browse other people's images and videos; and share content on other social media channels like Facebook, Twitter, Tumblr and other followers.

Miles (2014) asserts that marketers have been fast to leverage the new social media site, as more than 50 percent of top brands are using Instagram. All

businesses, both small and large, can find value in creating and using Instagram. This platform particular can give customers a personal view of the company and can create a sense of community among the followers. On Instagram, it is easy to share the company story and give a behind the scene look at how the company is managed (Zimmerman 2013). The use of photo sharing for business differentiates from personal uses. For instance, the images the company creates, the frequency of the posts, the messages attached to the images and possible images you will share from other accounts will be very different from the content the individual users are sharing (Asad, 2014).

Blog Marketing and Customer Patronage

Blogging is another social media platform that marketers and advertisers can use to create awareness for their products and services. Hill (2005) identified communicating with customers, building a reputation, humanizing the company, and the need for media relations as major reasons why business organisations should be blogging. Blogs are accessible to anybody with an Internet connection supported by necessary telecommunication facilities. Comments in blogs give room for readers to simply respond to posts and share their opinions. Gardner (2005:20) opined that the biggest strength of blogs is in establishing a dialogue with readers.

Blogs provide an opportunity to showcase expertise in a particular business area. According to Stone (2004:163), "blogging is especially useful for small-business owners, consultants, freelancers, and anyone who will benefit most from being known as an innovator in his or her particular field of expertise". In a similar vein, Irbo and Mohammed (2020) opines that "business weblogs can help companies manage an online profile and generate the sort of reputation or aura of goodwill that enables strangers to trust each other and make commitments or transactions online."

Theoretical Review

This study is founded on the diffusion of innovation theory. Everett Rogers propounded the theory of diffusion of innovation in 1962. The theory focuses on the rate at which a given community (society) accepts and adopts innovations. The theory postulates that when new technological innovations are made available in the marketplace, such technological innovations will pass through a number of stages before they are commonly diffused or adopted (Baran & Davis, 2009; Wogu, 2013). The theory describes stages

involved in communicating new ideas and practices via certain channels over time among members of a social system (Asemah, Nwammuo & Nkwan-Uwaoma, 2017). The theory also focuses on variables that influence individual thoughts and actions in the process of accepting and using new technologies. The adoptions of new technological innovations involve the use of mass media and interpersonal communication channels (Ekwueme & Okoro, 2018).

The relevance of this theory to a study on social media marketing via social media platforms is that as new forms of technology such as Facebook, Twitter, Blog, Instagram, among others are being introduced into the market, the rate of adoption of such technologies by business enterprises in promoting their products and services can greatly determine their success in the marketplace. Diffusion of innovation theory is therefore a fundamental theory for explaining the adoption of new technologies by business enterprises in creating awareness for goods and services as well as stimulating current and potential customers to patronize them.

Empirical Review

This section presents a review of related empirical studies in Nigeria and globally social media marketing and customer patronage. Mimi, Bernard and Abdur (2011) examined business engagement on Twitter Switzerland. The study examined 64,478 tweets from 96,725 individual users of Twitter with respect to nine brands. The study conceptualized business engagement as online word-of-mouth messages about a brand by a number of consumers. The study found that retweeting is an explicit way of sharing responses by consumers to business environment. The study also shows that the life cycle of a tweet is generally 1.5 to 4 hours.

Duffett (2017) examined how social media marketing influence young consumers' attitudes in South Africa. The study critically investigates how usage and demographic factors influence the attitudes of young consumers towards social media marketing communication. The study was carried out in colleges and high schools in South Africa by administering questionnaires to 13,000 students that are within the age bracket of 13-18years. The study found that social media marketing communication positively influences consumers' cognitive, affective and behavioural attitude. It was also found that teenagers are frequently on social media platforms to keep themselves abreast with global occurrences and exposed to an online advertisement.

Adomako-Kwakye (2017) ascertains the effect of social media promotion on consumer patronage in the creative design industry in Ghana. Data were collected through questionnaire from 274 users of Facebook in Ghana. The study found that promotion carried out on Facebook significantly influence patronage by consumers and hence the need for business enterprises to be responsive to the needs of consumers by promptly getting in touch with them in resolving their complaints.

Tanjum and Dayal (2018) examined the usage of Whatsapp on smartphones among young people. The study employed both qualitative and quantitative approaches via the use of an interview schedule and questionnaire administration to one hundred and fifty (150) students of Guru Jambheshwar University, Hisar. The study found that Whatsapp is actively used by students for accessing information on products and services. The study also found that Whatsapp is commonly used by students because the application is cost-effective, users' friendly, less technical, convenient to use, helps to share views and promotes social influence among users.

Ekwueme and Okoro (2018) analyzed the use of social media advertising in Nigeria using Facebook, Instagram, LinkedIn and Twitter. The study examined one hundred (100) business enterprises in Nigeria and the frequency of their social media platforms. The study found that the sampled social media platforms are preferred in the following order: Facebook, Twitter, LinkedIn, and Instagram. It was also found that these platforms are used because they are less expensive, have wider reach, high return on investment and establish brand authority". Challenges identified in using social media platforms in promoting products and services in the study include lack of technical know-how, inimical government policies, bad reputation due to fraudulent activities, high time involvement, and too many competing platforms.

Methodology

A cross-sectional survey research design was adopted. This involves the design of a well-structured questionnaire which was administered both personally and electronically to a sample of students and staff of the University of Benin and Benson Idahosa University, Benin City, Edo State. The population of this study consists of all students and staff of the University of Benin and Benson Idahosa University. The choice of the University of Benin and Benson Idahosa University is because the two universities are the major public and private universities respectively in Benin City. The sample size

consists of one thousand (1000) respondents that cut across students and staff of the two selected universities. Copies of the questionnaire were distributed to the two universities with 65% to University of Benin (that is, 650) and 35% to Benson Idahosa University (350). Purposive sampling was used as the sampling technique for the study. Purposive sampling gives room to focus on particular characteristics of a population that are of interest, which will best enable you to answer your research questions.

This study used primary data which were obtained from the students and staff of the selected universities through the use of questionnaire administration. The research instrument that was used for this study is a structured questionnaire which the respondents were required to respond. Some copies of the questionnaire were personally administered directly to the respondents (mostly staff) by the researcher. The instrument was also administered electronically using *Google Forms* (https://forms.gle/HrnXCgwLX4z4PFTn8) to collect data from the students. The approach of personally administering the questionnaire directly to the respondents helps to provide explanations and clarifications when necessary that guarantee a high return rate of the questionnaire by the respondents. In this study, simple percentages, frequency tables and mean were used in analyzing and interpreting the data obtained. Based on the study objectives, multiple regression analysis was employed to ascertain the impact of social media marketing dimensions on customer patronage.

Results and Discussions

Descriptive statistics and correlation analyses

Mean, standard deviation and Pearson correlation coefficients were computed on the data for all the variables in the study. The results are shown in Table 2:

Table 1: Mean, standard deviation & Pearson correlation coefficients
Key: N = 812; * = P<1%.

Variables	1	2	3	4	5
Customer Patronage (1)	1				
Facebook Marketing (2)	0.588**	1			
Twitter Marketing (3)	0.339**	0.342**	1		
Instagram Marketing (4)	0.463**	0.465**	0.323**	1	
Blog Marketing (5)	0.385**	0.331**	0.433**	0.456**	1
Mean	3.58	3.54	3.10	3.43	3.37
Standard Deviation	0.862	0.996	0.694	0.945	0.901

The mean and the standard deviation for the variables are customer patronage ($\overline{X} = 3.74; SD = 0.862$); Facebook marketing ($\overline{X} = 3.58; SD = 0.862$); Twitter marketing ($\overline{X} = 3.10; SD = 0.694$); Instagram marketing ($\overline{X} = 3.43; SD = 0.945$); and Blog marketing ($\overline{X} = 3.37; SD = 0.901$). The Pearson's correlation coefficients between each pair of variables as shown in Table 3 revealed that customer patronage is positively and significantly related to Facebook marketing (r =0.588, p < 0.05), Twitter marketing (r =0.339, p < 0.05), Instagram marketing (r =0.463, p < 0.05), and Blog marketing (r =0.385, p < 0.05).

Regression Analysis Results

In this section, multiple regression analysis was performed to establish the relationship between customer patronage and social media marketing dimensions such as Facebook marketing, Twitter marketing, Instagram marketing and Blog marketing. The results are shown in Table 2:

Table 2: Customer patronage and social media marketing dimensions

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.977	0.126	-	7.755	0.000	-	-
Facebook	0.379	0.027	0.438	13.953	0.000	0.738	1.355
Twitter	0.095	0.038	0.077	2.486	0.013	0.763	1.310
Instagram	0.162	0.030	0.177	5.413	0.000	0.678	1.475
Blog	0.121	0.031	0.127	3.927	0.000	0.697	1.435
R^2=.414; Adj R^2=.411; F-Statistic = 142.603; F-Statistic (Prob) = 0.000; Durbin-Watson = 1.792; Number of Observation = 812 a. Dependent Variable: Customer_Patronage							

Table 2 reveals that customer patronage is positively and significantly related to all the social media marketing dimensions. The details of the relationship

between the dependent variable and independent variables are shown as follows: customer patronage and Facebook marketing (β= 0.379; $p<0.05$); customer patronage and Twitter marketing (β= 0.095; $p<0.05$); customer patronage and Instagram marketing (β= 0.162; $p<0.05$); customer patronage and Blog marketing (β= 0.121; $p<0.05$).

The regression result shows that when the independent variables were regressed on customer patronage, a coefficient of determination (R^2) value of 0.414 was obtained. Given the value of Adjusted R^2 of 0.411 indicates that the independent variables jointly explain 41.1% of the variation in the dependent variable. The F-statistic of 142.603 is significant at $p<0.05$. This means that there is a statistically significant relationship between the dependent variable and the independent variables as a group.

According to Hair, Black, Babin, Anderson and Tatham (2010), "to conclude that multi-collinearity is absent in any data set, the tolerance value must be considerably beyond 0.10 while the variance inflation factor (VIF) ought to be below 5". The results in Table 3 show that the tolerance values ranged from 0.697 to 0.763, evidence of substantial scores above the minimum threshold. Additionally, the variance inflation factors (VIFs) ranging from 1.310 to 1.475 were above the maximum limit of acceptability. Finally, the Durbin-Watson statistic of 1.792 in consonance with the collinearity statistics (tolerance and variance inflation factor) rules out multicollinearity in the model.

Discussion of Findings

Firstly, the study found that Facebook marketing has a positive and significant impact on customer patronage. This finding shows that Facebook occupies a prominent space in social networking and marketing products and services online. This confirms the position of Zarrela and Zarrella (2010) that Facebook assists individuals in communicating and sharing information instantaneously and independently from different geographical locations. This is further supported by the work of Safko (2010) who argued that Facebook is one of the most popular and influential social networking sites because it creates platforms for people to express their opinions both on local, national and global issues. Other studies that supported the significant impact of Facebook as a social media platform include Adomako-Kwakye (2017), Goodwin (2013), Khan and Khan (2012) and Nyekwere *et al.* (2014). Secondly, the study found that Twitter marketing has a positive and significant impact on customer patronage. This research outcome further reinforces the importance of Twitter as a social media tool for connecting

organisations with their customers. Studies by Ehrlich and Shami (2010), Riemer and Richter (2010), and Zhao and Rosson (2009) similarly reiterate the great potential of Twitter to promote external communication as it is a one-to-many platform.

Thirdly, the study found that Instagram marketing has a positive and significant impact on customer patronage. This outcome is in line with the findings of the studies by Miles (2014), Rohrs (2014) and Zimmerman (2013) that marketers have been fast to leverage the new social media site, as more than 50 percent of top brands are using Instagram. Instagram makes business and brand owners more relatable as customers like to do business with people they know, like and trust and Instagram provides an opportunity to do so (Wood, 2015).

The study also found that Blog marketing has a positive and significant impact on customer patronage. This supports the fact that Blogging is another re-oriented social media platform that marketers and advertisers use in creating awareness for their products and services. As found by Hill (2005), blogging helps in communicating with customers, building a reputation, humanizing the company, and the need for media relations as major reasons why business organisations should be blogging. The research finding is also supported by the assertion of Irbo and Mohammed (2020) that "business weblogs can help companies manage an online profile and generate the sort of reputation or aura of goodwill that enables strangers to trust each other and make commitments or transactions online."

Conclusion and Recommendations

Online procurement is one of the trendy purchasing methods that depends on the Internet. It has become the preferred method for purchasing products due to its explicitness and ease despite the fear of many because of its potential risks. The dynamics of social media marketing was explored in the context of Facebook, Twitter, Instagram and Blog marketing and how the elements impact on consumer patronage at the University of Benin and Benson Idahosa University. Based on the results of the analysis, the study concluded that social media marketing dimensions such as Facebook marketing, Twitter marketing, Instagram marketing and Blog marketing examined in this study are significant tools for promoting companies' products online.

The study recommends the following:

- Continuous efforts should be made by companies to ensure that contemporary security architecture is put in place in protecting their social media platforms from being hijacked by scammers that may want to mislead, exploit and swindle unsuspecting customers.
- To fully explore the benefits inherent in the use of social media platforms for creating awareness for companies' products, marketers should consider creating an avenue for consumers in their social media pages to give feedback, share experiences and opinions on products that could facilitate future customer engagement and patronage.
- Finally, the impact of other social media marketing platforms such as LinkedIn, Google+, Tumbir, Whatsapp on customer patronage should be investigated in the future.

References

Adiele, K. C., Grend, M. D., & Chinedu, E. A. (2015). Physical evidence and customer patronage: An empirical study of Nigeria banking sector. *Journal of Economics, Management and Trade*, *7*(3), 188-199.

Adomako-Kwakye, I. (2017). *Effect of social media promotion on consumer patronage in the creative design industry: The mediating effect of customer service.* (Doctoral dissertation submitted to Kwame Nkrumah University of Science and Technology, Kumasi, Ghana).

Agbonifoh, B. A., Ogwo, O. E., Nnolim, D.A., & Nkamnebe, A. O. (2007). *Marketing in Nigeria: Concepts, principles and decisions* (Second Edition). Aba: Afritowers Publishers Limited.

Altarifi, S., Al-Hawary, S. I. S., & Al Sakkal, M. E. E. (2015). Determinants of e-shopping and its effect on consumer purchasing decision in Jordan. *International Journal of Business and Social Science*, *6*(1), 81-92.

Asad, I. (2014). *Instant profits with Instagram: Build your brand, explode your business.* New York: Amazon Digital Services.

Asemah, E.S., Nwammuo, A.N., & Nkwam-Uwaoma, A.O.A. (2017). *Theories and models of communication.* Jos: University Press.

Badiru, I. O., & Afolabi, O. E. (2016). Consumers' inclination to utilize online marketing portals for agricultural purchases in Lagos, Nigeria. *Journal of Agricultural and Food Information*, *17*(4), 290-299.

Baena, V. (2016). Online and mobile marketing strategies as drivers of brand love in sports teams: Findings from Real Madrid. *International Journal of Sports Marketing and Sponsorship*, *17*(3), 202-218.

Baran, S. J. & Davis, D. K. (2009). *Mass communication theory: Foundations, ferment and future* (5th edition). Boston: Wadsworth Cengage learning.

Beri, P., & Ojha, S. (2016). Comparative analysis of big data management for social networking sites. In *3rd International Conference on Computing for Sustainable Global Development (INDIACom)* (pp. 1196-1200).

Bertoni, S. (2012). How Stanford made Instagram an instant success. *Forbes. URL: http://ezproxy. haaga-helia. fi*, *2067*.

Burton, S., & Soboleva, A. (2011). Interactive or reactive? Marketing with Twitter. *Journal of Consumer Marketing*, *28*(7), 491-499.

Chan, C. M., Teoh, S. Y., Yeow, A., & Pan, G. (2019). Agility in responding to disruptive digital innovation: Case study of an SME. *Information Systems Journal*, *29*(2), 436-455.

Chi, H. H. (2011). Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, *12*(1), 44-61.

Comegys, C., Hannula, M., & Váisánen, J. (2009). Effects of consumer trust and risk on online purchase decision-making: A comparison of Finnish and United States students. *International Journal of Management*, *26*(2), 295.

Dave, C. (2006). Definition of e-marketing vs digital marketing-online marketing mix. Retrieved on 24 August, 2019 from: http://ww.smarinsights.com/archive/digital-marketing-strategy

Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, *18*(1), 19-39.

Ehrlich, K., & Shami, N. S. (2010). Microblogging inside and outside the workplace. In *Fourth International AAAI Conference on Weblogs and Social Media*.

Ekwueme, A. C., & Okoro, N. (2018). Analysis of the use of social media advertising among selected businesses in Nigeria. *International Journal of International Relations, Media and Mass Communication Studies, 4*(2), 28-43.

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, *70*, 118-126.

Gardner, S. (2005). *Buzz marketing with blogs for dummies*. Indianapolis: Wiley.

Goodwin, T. (2013). *Social media's influence on design: Bold think creative*. Retrieved on the 24 April, 2019 from: http://boldthinkcreative.com/socialmedia-influence/.

Gurau, C. (2008). Integrated online marketing communication: Implementation and management. *Journal of Communication Management*, *12*(2), 169-184.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2006). Multivariate data analysis . Uppersaddle River.

Hill, J. (2005). The voice of the blog: The attitudes and experiences of small business bloggers using blogs as a marketing and communications tool. (MBA Dissertation submitted to University of Liverpool).

Honey, C., & Herring, S. C. (2009). Beyond microblogging: Conversation and collaboration via Twitter. In *2009 42nd Hawaii International Conference on System Sciences* (pp. 1-10).

Husnain, M., & Toor, A. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, *10*(1), 167-199.

Irbo, M. M., & Mohammed, A. A. (2020). Social media, business capabilities and performance: A review of literature. *African Journal of Business Management*, *14*(9), 271-277.

Jamie (2019). *65+ social networking sites you need to know about.* Retrieved from: https://makeawebsitehub.com/social-media-sites/

Jenyo, G. K., & Soyoye, K. M. (2015). Online marketing and consumer purchase behaviour: A study of Nigerian firms. *British Journal of Marketing Studies*, *3*(7), 1-14.

Kaur, K., Pathak, A., Kaur, P., & Kaur, K. (2015). E-commerce privacy and security system. *International Journal of Engineering Research and Applications*, 2248-9622.

Khan, A., & Khan, R. (2012). Embracing new media in Fiji: The way forward for social network marketing and communication strategies. *Strategic Direction*, *28*(4), 3-5.

Khanagha, S., Ramezan Zadeh, M. T., Mihalache, O. R., & Volberda, H. W. (2018). Embracing Bewilderment: Responding to technological disruption in heterogeneous market environments. *Journal of Management Studies*, *55*(7), 1079-1121.

Kiang, M. Y., Raghu, T. S., & Shang, K. H. M. (2000). Marketing on the Internet—who can benefit from an online marketing approach?. *Decision Support Systems*, *27*(4), 383-393.

Kotler, P. (2000). *Marketing management. The millennuim edition*, Upper Saddle River, Prentice Hall.

Krbova, P., & Pavelek, T. (2015). Generation Y: Online shopping behaviour of the secondary school and university students. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, *63*(2), 567-575.

Laudon, K. C., & Traver, C. G. (2013). E-commerce 2014: Business. *Technology, Society*, *12*.

Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality and Tourism Research*, *39*(2), 147-169.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, *52*(4), 357-365.

Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review*, *85*(2), 116-124.

Miles, J. (2014). *Instagram power.* USA: McGraw-Hill Education books.

Neher, K. (2013). *Visual social media marketing* (First Edition). Cincinnati, Ohio: Boot Camp Publishing.

Nyekwere, E. O., Nnanyelugo, O. N., & Azubuike, C. (2014). An assessment of the use of social media as advertising vehicles in Nigeria: a study of Facebook and Twitter. *New Media and Mass Communication, 21,* 1-9.

Ogwo, E. O., & Igwe, S. R. (2012). Some key factors influencing attitudes to patronage of GSM services: The Nigerian experience. *International Journal of Business Management, 7*(18), 83-91.

Polo-Peña, A. I., Jamilena, D. M., Rodríguez, M. Á., & Rey, J. M. (2016). Online marketing strategy and market segmentation in the Spanish rural accommodation sector. *Journal of Travel Research*, *55*(3), 362-379.

Riemer, K., & Richter, A. (2010). Tweet inside: Microblogging in a corporate context. 23rd *Bled eConference* held on June 20 -23, 2010 at Bled, Slovenia.

Rohrs, J. (2014). *Audience.* New Jersey: John Wiley & Sons, Inc. Hoboloen.

Safko, L. (2010). *The social media bible: Tactics, tools, and strategies for business success*. New Jersey: John Wiley & Sons.

Schiffman, L.G., & Kanuk, L.L. (2009). *Consumer behaviour.* New Delhi: Prentice Hall of India.

Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2010). Consumer behavior buying: A European Perspective (4rd Edition). Financial Times Press

Sorensen, L. (2018). *Mark Zuckerberg and Priscilla Chan: Top couple in tech and philanthropy*. New Jersey: Enslow Publishing, LLC.

Stone, B. (2004). *Who let the blogs out?* New York: St. Martin's Press.

Sunderaraj, R., & Loheswari, M. (2015). A study on internet marketing and its impact on buying behaviour of traders in Sivakasi, Tamil Nadu. *Asian Journal of Managerial Science*, *4*(1), 18-22.

Tafamel, A. E., & Oshodin, E. A. (2015). Customer repurchase intentions, self-image and brand for mobile phones users in Benin City, Nigeria. *Management Sciences Review, 6*(1&2), 121-146.

Tanjum, K., & Dayal, M. (2018). Usage of instant messaging application on smartphones among youths: A study of uses and gratification of Whatsapp. Draft submitted to Guru Jambheshwar University, Hisar.

Turan, M., & Kara, A. (2018). Online social media usage behavior of entrepreneurs in an emerging market: Reasons, expected benefits and intentions. *Journal of Research in Marketing and Entrepreneurship*, *20*(2), 273-291.

Vollmer, C., & Precourt, G. (2008). *Always on: Advertising, marketing, and media in an era of consumer control*. New York, NY: McGraw Hill Professional.

Waheed, A., & Jianhua, Y. (2018). Achieving consumers' attention through emerging technologies: The linkage between e-marketing and consumers' exploratory buying behavior tendencies. *Baltic Journal of Management*, *13*(2), 209-235.

Wogu, J. O. (2013). Elements of communication theories. In Okoro, M.N. (Ed). *Contemporary readings in media and communication studies.* (pp. 68-96). Lagos, Nigeria: St Benedette Publishers Limited.

Wood, C. (2015). *How to use Instagram for business and pleasure. 23 super effective ways to turn your Instagram followers into raving fans.* New York: Amazon Digital Services, Inc.

Wu, J., Wen, N., Dou, W., & Chen, J. (2015). Exploring the effectiveness of consumer creativity in online marketing communications. *European Journal of Marketing*, *49*(1/2), 262-276.

Zarrella, D., & Zarrella, A. (2010). *The Facebook marketing book*. New York: O'Reilly Media, Inc.

Zhao, D., & Rosson, M. B. (2009). How and why people Twitter: The role that micro-blogging plays in informal communication at work. In *Proceedings of the ACM 2009 International Conference on Supporting Group Work* (pp. 243-252). ACM.

Zimmerman, S. (2013). *Instagram basics for your business.* New York: Amazon Digital Services, Inc.