

**THE EVALUATION OF THE EFFECTIVENESS OF SOCIAL MEDIA  
PLATFORMS USED FOR ADVERTISING PURPOSES.**

**BY**

**SOYOMBO OLAYEMI VICTORIA**

**ART1901667**

**UNIVERSITY OF BENIN,  
BENIN CITY, NIGERIA.**

**MARCH, 2024.**

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**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS  
COMMUNICATION, UNIVERSITY OF BENIN , BENIN CITY, NIGERIA IN  
PARTIAL FULFILMENT FOR THE AWARD OF THE BACHELOR OF ARTS  
( B.A.) DEGREE IN MASS COMMUNICATION.**

**MARCH, 2023.**

## **DECLARATION**

The project is based on a study taken by me, in the Department of Mass communication, Faculty of Arts, University of Benin, under the supervision of Dr. (Mrs.) C.E Obaje. All findings and analysis in the study are products of my personal research and where views of others have been used and expressed, they were duly acknowledged.

## CERTIFICATION

This is to certify that this research work was duly carried out by Soyombo Olayemi Victoria in the Department of Mass communication, Faculty of Arts, University of Benin in Partial Fulfillment of the requirement for the award of, Bachelor of Arts ( B.A) in Mass communication.

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**Dr. (Mrs.) C.E Obaje**  
*Project Supervisor*

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**Date**

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**Dr Daniel Ekhareafo**  
*H.O.D Mass Communication*

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**Date**

## **DEDICATION**

This project is dedicated to God Almighty, For Guiding and Protecting me and also giving me the grace to be able to strive for excellence .

## **ACKNOWLEDGEMENTS**

My gratitude goes to my beloved parents Mr. Adekunle Soyombo and Mrs. Olufisayo Soyombo, For Your love , words of Encouragement , and Prayers all through my years in school, You both are the best parents ever and i love you both.

I Extend my appreciation to my Supervisor Dr (Mrs.) E.C Obaje , For her invaluable cooperation, patience and expert guidance that were pivotal in achieving the successful outcome of this research. And also I would want to express my gratitude the HOD Dr Daniel Ekhareafo and other dedicated lecturers who have made significant contributions and great efforts to my Educational journey at this great institution of learning .

To my Siblings Soyombo Moyinoluwa, Soyombo Oluwakorede and Soyombo Olamilekan, Thank you so much for always checking up on me, i love you all. To my big cousin Abodunde Damilola Thank you for your support and Encouragement all through time in school. Special Thanks to my Uncle Mr. Shola Abolarin, Mrs. Ono Williams and Mrs. Shonoiki Oluwayemisi Thank you so much for your support and prayers God bless you immensely.

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## **ABSTRACT**

The study investigated the Evaluation of the Effectiveness of Social media platforms used for Advertising Purposes. Focusing on the Effectiveness of various Social media platforms used for advertising. This study explored how the world has been increasingly driven by digital communication, understanding the efficacy of social media in advertising paramount for businesses , seeking to optimize their marketing strategies. The study was Anchored on social presence theory (1976) and Elaborate likelihood model (1980). The survey design was adopted with the aid of 15 item Questionnaire and Two hundred and two (202) Respondents of the university of the university of Benin Ekehuan campus. Data obtained were analyzed and presented with the aid of frequency tables and simple percentage. The result from the study showed that social media has effectively influenced their purchasing decisions and has successfully shown interest in brands and products through social media platforms. This study recommends that advertisers should understand their target audience, choose or select the right social media platform, constantly staying abreast with latest trends , monitor competitors, and clarify their objectives.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

The introduction of social media platforms has transformed all sectors of the country today, particularly the business world. When these social media platforms were first introduced, they had only one goal in mind: to connect. However, social media have evolved into a powerful tools for global business promotion. Notices of theatre performances, games, entertainment and public events were painted on the walls of busy towns in ancient Rome to raise awareness and provide more information to those who could. Many years later, in 131BC, those public notices were published in "Acta Diurma," a wall newspaper that provided daily news of politics in ancient Rome.

According to Belch and Belch( 2001) as the world continue to develop, modern advertising was made possible due to the success of the print industry. Handbills, posters, pamphlets and leaflets, were printed in large numbers and distributed throughout the city, and also put up on walls in public places .

As a result of technological advancement, there was a shift from printable to broadcast sectors, and soon organizations discovered broadcast media content was developed, and the audience began to grow rapidly. Kaplan and Haelein (2010)

define social media as "internet based applications that allows the creation and exchange of content which is user generated". They stated that social media was first known in 1979, when Tom Truscott and Jim Ellis from Duke university created the USENET , a world wide internet users to post public messages.

According to Oxford dictionary social media is websites and applications that enable users to create and share content or to participate in social networking. Social media, like any other form of mass media, is used to disseminate information to a large and diverse audience.

Social media have completely transformed the way companies communication with customers , to the extent that they have become key drivers of new marketing and public relations rules ( Boon-long and wong surawat 2015).

Advertising is one of the most effective tool for promoting products and services ( ASA 2008) According to Gayatro and Gaur Advertisements are among the most visible of the market strategy and have been the subject of great deal of attention in the last ten to Fifteen years. And most importantly , it has a far reaching influence on the daily lives of people. Asemah (2011) describes Advertising as any communication that is paid for , identified by a sponsor, directed at a target audience , through the various media like radio, television,

billboard, social media, newspaper, and magazine with the aim of creating awareness about the goods and services.

The Effectiveness and Efficiency of online advertising are the results of a high level of interactions which has a number of responsive approaches that allow customers to make their own contributions and complaints towards preparing advertising messages, developing and improving their brands. The definition of advertising given by Arens(2008) is closely in line with that of Dominick(2007, p131) that says Advertising is any form of Non-personal presentation and promotion of ideas, goods and services , usually paid for by an identified sponsor. Advertising is used to promote the sale of a product or service while also informing the public about the highlights of the products, services, and wants. Social media advertising is less Expensive and more convenient because it saves money while reaching a large audience.

The growth of this New Media is attracting advertiser's attention as a very productive source of customer engagement. It should be noted that, in comparison to what we are seeing now, the internet will become a hot bed of communicating in the future. Some people believe that the opportunities associated with this medium are limitless, while others are less convinced. Throughout human history, there have only been five major media outlets : books, newspapers or magazines,

radio, and television. Now we have the sixth, That is The internet , which is thought to be the largest.

However, Vinaya-Kumar and Mehrotra (2018) argued that the reliability of print media is not on the decrease , one cannot ignore the use of online media in everyday activity. According to them currently, Most young People are more interested in social media than any other media. Social media helps increase access to advertising messages and has a significant impact on the number of impressions that are generated.

The increasing popularity of social media platforms such as Facebook, Instagram, Twitter, Tiktok, and others has made it difficult for individuals and businesses to ignore advertising. According to Dominick (2009) as cited in Nwosu ( 2020) stated that advertisers primarily display their products services on social media platforms and use of various networks such as Blog Ads to target specific blogs whose readers will be their potential customers. Some advertisers includes links beneath their advertisements that direct customers to their websites, homepages, social networking sites , or blogs.

Without a doubt, social Media sharpens and redefines communication between people all over the world, Particularly how advertisers communicate and engage with their customers and how customers engage with business

communicate and engage with their customers and how customers engage with business organizations and business owners, the ideas of social media for organizations and business owners is that barriers are removed because advertisers can interact with their customers individually. Previously advertisers would not have heard what customers were saying about their products unless they researched them, but social media and blogs have enabled customers to express their ideas and knowledge of the product. Because of the highly interactive nature of social media, these opportunities arise.

In Nigeria, there are over 50 billion social media users. Social media become a veritable tool for advertising and promoting strategy, with some people using it to communicate with their customers and promote their brands.

## **1.2 Statement of the Problem**

In recent times, Advertisers or business owners engaged in social media advertising using these social media platforms such as Tiktok and Instagram to create awareness for their brand and its generally accepted that advertising create awareness about a product or service and influence the patronage of a product or service. Therefore for advertisers there are impediments liable to hinder the achievements of desired outcomes.

Using social media platforms customers are seeing various brands, products and services today, they look forward to patronizing the particular brand . Advertising provides a means for consumers to filter through the marketing messages, it is only business owners that understand how their customers respond to their product, prices and process authenticity.

The entire advertising process can influence consumers in a variety of ways, but its primary goal is to persuade them to do what the advertiser wants them to do, which is accomplished through persuasive and creative messages.

As a result, the purpose of this study is to Evaluate the effectiveness of social media platforms used for advertising purposes, using Facebook, Tiktok and Instagram as case studies.

### **1.3 Objectives of the Study**

The Objectives are to:

- 1) Examine the Effectiveness of various social media platforms in reaching out to a specific audience.
- 2) Analyze the challenges and limitations that advertisers face when using social media platforms for advertising.
- 3) Ascertain the extent to which social media platforms for advertisements influence the masses' purchasing behavior in Ekehuan campus.

## **1.4 Research Questions**

- 1) How effective are the social media platforms in reaching out to the specific audience?
- 2) What are the challenges and limitations that advertisers face when using social media platform for advertising?
- 3) To what extent has social media platforms for advertisements influenced the masses' purchasing behavior in Ekehuan campus?

## **1.5 Significance of the Study**

According to Ikoja - Odongo (2000), the importance of a study is measured by the contributions that it makes to the subjects under investigation and the society as a whole. The study is important because it focuses on the evaluation of social media platforms for advertising and how it helps advertisers sell their products through this social media platforms.

Social media plays a central role due to its ability to reach a very large audience. So it benefits both the Advertiser and the consumer.

## **1.6 Scope of the Study**

This study's relevant focus is on Evaluating the Effectiveness of social media platforms used for advertising purposes. The study's scope would be limited to students at the University of Benin's Ekehuan campus in Benin City. The study

focuses on consumer perspectives, and how consumers respond to advertising on different social media platforms. By understanding the consumers preferences, then advertisers can figure out strategies that can meet the expectations of the target audience.

## **1.7 Definition of Terms**

**Social Media:** According to the oxford dictionary social media is a website and application that enable the users to create and share content or to participate in social networking. Kaplan and Haenlein ( 2010) also defined social media as " internet based applications that allows the creation and exchange of content which is user generated".

**Advertising:** Advertising is any communication that is paid for, identified by a sponsor, directed at a target audience , through the various media like radio and television , bill board, magazine, newspaper and social media with the aim of creating awareness about goods and services.

**Effectiveness:** Effectiveness is the capability of producing a desired result or the ability to produce desired output. According to the oxford learners dictionary Effectiveness is producing the result that is wanted or intended or producing a successful result.

**New Media:** New media are communication technologies that enable or enhance interactions between users, as well as interactions between users and content.

**Usenet:** USENET is a world wide web system for the internet discussion that consists of a set of new groups that are organized by subject . USENET is also known as USER NETWORK.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter reviews the various works of literature that are relevant to the topic of study. Here, the researcher begins with the conceptual review and then closely followed by the key concepts related to the study. The researcher proceeds to review some previous research works conducted by scholars and authorities that are also related to the study. The researcher concludes with the theoretical framework for the study and analyzes theories that give credibility to the study.

#### **2.1 Conceptual Review**

##### **2.1.1 Advertising/Advertisement**

Advertisement is derived from the Latin word ADVERTERE which means to attract attention towards something, turn towards something or to pay attention to. That is, to convince them to expose themselves to anything, a concept or a product. And one of the earliest forms of advertising can be traced back to the Ancient Egypt, where Papyrus was used to create sales messages and posters. During the middle age, advertising evolved with the use of town criers who would announce the arrival of merchants or new products. The invention of the Printing press in the 15th century revolutionized Advertising all for the mass production of printed materials like posters and newspaper.

The 19th and 20th centuries brought about the development of professional advertising techniques and campaigns. In the 21st century advertising began to expand rapidly with the emergence of radio television and eventually the internet (Social media) and providing new platforms for advertisers to reach consumers. Advertising in Nigeria expanded rapidly due to its creativity and upgrade in technology . There are also agencies that were formed to regulate the advertising industry in Nigeria. The Advertising Practitioners council of Nigeria (APCON), oversees the advertising standards, ethics, and practices in the country . APCON plays a crucial role in ensuring professionalism and accountability.

Today , Advertising is a multi-billion dollar industry that encompasses a wide range of mediums and strategies, from traditional print and broadcast ads to digital and social media marketing. Scholars have categorized advertising over time based on how they perceive and comprehend the phenomenon. These ideas have been clear in defining advertising's purpose and meaning. As a result, opinions about advertising and advertisements differ.

According to (ASA,2008) Advertising is one of the most powerful communication tools that almost every company uses in order to promote its product or services. Advertising is also a means of conveying information to consumers about a product or service that exists in many different media ,

(Watrous,2008,p.47 cited in Asemah, 2014) Explains that it serves to persuade and inform consumers in order to influence them and their purchasing power.

Asemah (2011)also stated that Advertising is any communication that is paid for , identified by a sponsor, directed to a target audience, through the various mass media like Radio, Television, billboards , Newspaper , and Magazine, with the aim of creating awareness about goods and services. This concept implies that certain elements are required for the advertising process to be successful. First, a message must be paid for so that an individual, group, or organization may be easily identified. Furthermore, the message must be targeted and delivered via mass media outlets. Finally, it must have an effect, primarily to raise awareness of the sponsors' products or services. (Asemah , 2011).

As a result, advertising is regarded as the process of persuading potential customers to buy goods or services. It is the part of marketing that deals with interacting with clients about products, brands, or services. Brassighton and Petit (2002) views advertising as any paid form of Non- personal communication directed towards a target audience and transmitted through the various mass media in order to promote and present products, service or idea. The definition given by Arens(2008) is closely in line with that of Dominick (2007,P.321) which states

that advertising is any form of Non-personal presentation and promotion of ideas, goods, and services, usually paid for by an identified sponsor.

Furthermore, advertising functions as both an educational and persuasive tool. It is an event image or perception that influences our attitudes towards a specific product. Its goal is to influence consumer perceptions. According to the Institute of Practitioners in Advertising, advertising delivers the most persuasive selling messages to the right prospects for the product or service at the lowest possible cost. In Nigeria, The Advertising Practitioners council of Nigeria [APCON] in its code defines the term as a form of communication through the media about product, services or ideas paid for by an identified sponsor.

Advertising remains an essential part of the promotional mix. Advertisements are one of the most visible aspects of market strategy, and they have received a lot of attention due to their ability to influence people's everyday lives. According to Asemah [2011] there are certain functions of advertising.

**1. Marketing Function:** Assists organisations in selling their products by identifying their strategic value in the promotional mix.

**2. Persuasion Function:** Effective visual advertising can persuade customers to purchase goods, services, or ideas.

**3. Communication Function:** Communication refers to interactions between individuals or groups. Communication in advertising entails conveying information and messages to the target audience.

**4. Economic Function:** Boosts consumer and industrial growth.

**5. Education Function:** This entails educating people about the various applications of different products and broadening their knowledge.

### **2.1.2 Social Media**

The Evolution of social media over the years has significantly transformed how people communicate, share information, and interact online. The earliest methods of long distance communication used written messages delivered by hand from one person to another. The rise of social media was in the early 2000s when social networking sites like MySpace, LinkedIn and Friendster were introduced. In 2003, the platform introduced features like user profiles, friend connections, and messaging.

In 2004, Facebook was launched for Harvard university students before expanding to other colleges and eventually the general public, with features of photo-sharing capabilities and newsfeeds. While Twitter was launched in 2006, and introduced the concept of micro blogging, allowing users to share short updates

( tweets) with their followers. Social media began to expand rapidly with the launch of other platforms like Youtube, Instagram, snapchat and tiktok.

Social media can be broadly defined as an interactive internet application that allows for the creation, curation, and sharing of user-generated content (whether collaboratively or individually). Examples of social media platforms are numerous and diverse. They include Facebook, Tiktok, Instagram, Twitter, and WhatsApp. Social media platforms share the characteristics listed above, but they differ in many ways. Platforms have different architectures, structures, norms, and usernames.

By definition, social media encourages interaction between users. This interaction can be synchronous, asynchronous, one-on-one, one-to-many, situational, or based on exhibited artefacts (Hogan, 2010). As a result, the significance of social media advertising becomes clear.

Social media advertising is derived from social media online technologies, which allow for the creation and distribution of promotional content. (Dury 2008; Alpharble 2015). Attributes this shift in marketing strategy, particularly in recent years, to marketers' desire to explore the new opportunities provided by social media. The advent of social media has dramatically altered the business landscape and levelled the playing field in marketing.

According to Deborah (2019), social media platforms provide valuable data and analytics that can help marketers make better decisions and drive business growth. Deborah emphasizes the importance of leveraging the data and analytics provided by social media platforms to make informed marketing decisions and achieve business goals. More than 90% of the world's population uses social media, and there is no doubt that social media networking sites are the most popular. It was recorded and stated that social networking sites are the most popular social media platforms. The following table shows the statistics of global social media users as of 2023.

Social media platform active users

Facebook	3.03 Billion
YouTube	2.7 Billion
WhatsApp	2.7 Billion
Instagram	1.4 Billion
TikTok	1.1 Billion
Twitter	558 Million

It is recorded that TikTok has over 1.1 billion active users across 160 countries making it the 5<sup>th</sup> most popular app in the world. In Nigeria today , the hottest social media platform engaged for advertising are Facebook, Instagram and TikTok. This three social media apps are the most easiest and accessible sites an advertiser sell their products. These platforms are expatiated below.

**Facebook:** Facebook is a social media network site launched in February 2014 by Mark Zuckerberg. As of March 2018, Facebook has 2.234 billion users in the world (statistica,2018). While in 2023 increased to 3.03 billion users. This makes it rank as the most used social network worldwide . Facebook has gained such popularity as a result of its open personality to people up to free lines of communication between genders across the world or across the country. Nigeria has 41.6 million active users on Facebook (statistical 2023). With its large capacity people are conveniently able to reach within their network, idea and products. Moreso Facebook allows for tagging people ones so as to consolidate the possibility of seeing that particular message. The ability to upload pictures, short videos, and also make It unique for the publishing of marketing messages. Also the advertisers can create pages under their primary profile designated for pure marketing purposes.

**Instagram:** Instagram is a photo sharing and video sharing social media platform founded in 2010 by (Kevin Systrom and mike krigerwood,2013). Instagram grew exponentially as it had over one million users by the second of the month of its launch and it has never stopped since then . it was first created and existed on the web but after it became available on smart phones as an application and adding the feature of direct message.

Instagram has over 1.4 billion users currently(recorded in 2023) and has over 12.2 million users in Nigeria. To be a member of a network on Instagram one only needs to download the app on their smart phones and create a profile to start create a profile to start creating ideas and promoting products.

**TikTok:** TikTok was launched in September 2016 by a Chinese company called Bytedance. It started as as a platform called Douyin, which was primarily targeted at the Chinese market. But then in 2017 , they decided to expand globally and rebranded as TikTok.

The app quickly gained popularity especially from younger users , with its short form videos and creative editing features people started sharing all sort of content from dance challenges to lip syncing videos and funny skits . it becomes a global sensation, attracting millions of users worldwide. Because of its wide influence and the number of users it has also being a source or means of marketing strategy for advertisers. Products are displayed and tested on contents to get the attention of the audience.

### **2.2.1 Effectiveness of Social Media Platforms used for Advertising Purposes.**

Social media is the most popular new media platform today, commonly described as a group of internet-based platforms that builds on the ideologies of technological foundations of web 2.0, facilitating the creation and exchange of

user-generated content (Kaplain and Haelein, 2010). Social media, through mobile and web-based technologies such as Facebook, Instagram, and TikTok, enables users to create information and share it with others in their online network.

Previously, when traditional media such as television, radio, and newspapers were used to communicate marketing messages to an audience, it was difficult to target buyers with individualized messages. However, with the proliferation of social media, marketing messages are now written to not only one individual, but also to a large audience.

The most effective benefit of social media platforms used for advertising purposes are as follows:

**Brand Recognition:** Social media platforms is essential for increasing brand awareness , because they allow the product name reach the large audience. By creating engaging content and running targeted ads.

**Streamlining:** Social media platforms offer valuable insights and feedback from customers. By monitoring social media conversations , gather feedback on your products or service, identify areas for improvements.

**Cost Reduction :** Compared to traditional advertising methods like Tv or print ads, social media advertising can be more cost effective. Social media helps save cost for advertising.

**Customer Retention and customer support:** Social media platform provide a direct line of communication with your customers, by engaging them through comments, messages and live videos.

### **2.2.2 Challenges of Social Media Platforms Used For Advertising.**

Impediments to achieving the desired outcome are always present in all organizations. Advertisers typically face a variety of issues related to social media advertising, including.

**1) Illiteracy:** Illiteracy is a challenge for social media platforms that use advertising; it means that not everyone who uses social media can read or understand written content. It is difficult for advertisers to effectively communicate to a large audience. Social media relies heavily on written content, such as captions, articles, and product descriptions. Illiteracy creates a barrier for those who are unable to read or comprehend the information being transmitted.

**2) Critical Review:** One major aspect of social media advertising is the damage that negative responses can cause to advertising campaigns. Unhappy customers or industry competitors can post disparaging or offensive images, posts, or videos of the product they are dissatisfied with.

**3) Intellectual property concerns:** It is critical for businesses to protect their trademarks and copyrights when using social media to promote their brand or

products. Because it is easy for individuals or businesses to violate intellectual property rights on social media by using another person's trademarked or copyrighted material without permission.

**4) Limited understanding :** According to Ekueme and Okoro (2018), a lack of technical knowledge is a significant challenge to online marketing in Nigeria. Some of this technicality remains bare in the areas of copywriting, graphics, photos, and sharing issues involving the linking of social media accounts to websites where e-payments can be made. All of these aspects contribute to the struggle of social media advertising, particularly in Nigeria. (Onisko 2016). It was also mentioned that some social media marketers or advertisers are inconsistent in their social media participation with their audience daily.

**5) Ineffective tactics:** Some social media marketers in Nigeria fly blind due to not having the road map (oden,2010). Points out that 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 online marketing is that they do not have the plan that answers the 4ws and H (who, where, why, and where).of social media advertising.

Why: why do we engage in social media for advertising?

Who : who are our target audience?

What: what are you selling ? what do you intend to achieve?

Where: where is the target location for campaign?

Then the how are they going to achieve their goals or succeed and the selection of the right channel, and creation of the right content.

### **2.3 Review of Empirical Studies**

Some researchers has conducted different research and studies relevant to the current study.

According to the study conducted by Haelein and Kaplan (2010) titled **"The challenges and opportunities of social media marketing: users of the world unite!**, the study explains how users engage in social media platforms and understanding the behaviours, preferences and motivations of social media users and how critical it is for assessing the effectiveness of advertising on social media platforms. The primary objective of the study is understanding the impact of social media on communication (Advertising), collaboration and society as a whole. Haenlein and Kaplan's study also highlights the complexities of social media such as promoting authenticity and building relationships with target audiences. The findings of this research in relation to my study explains the importance of genuine interactions and trust building in advertising.

The study conducted by Adamopoulos and Todri on the "**Effectiveness of marketing strategies on social media**". Utilizing real-world data and a blend of econometric and predictive modeling techniques, the research evaluates how these strategies influence participating brands and organizations. The findings indicate that promotional events using advocacy on social media lead to notable increases in the social media following of the firm, translating to several thousand additional new followers daily for an average-sized brand. Additionally, the study quantifies the impact of different promotion characteristics and recommends specific strategies, such as timing marketing messages to coincide with peak usage times on social networks.

This study provides valuable insights into the effectiveness of marketing strategies on social media platforms, particularly in expanding a brand's social media following. By understanding which promotion characteristics are most impactful, such as leveraging advocacy and timing messages during peak usage times, my study can gain insights into how different social media platforms can be used effectively for advertising purposes. These findings can help guide the evaluation of the effectiveness of social media platforms used for advertising of my work.

## **2.4 Theoretical Framework**

### **Social Presence Theory**

Social Presence Theory was Propounded by John short, Ederym Williams and Bruce Christle in 1976. The theory posits that individuals perceive social interactions differently depending on the Medium through which they occur. In the content of social media advertising , social presence theory suggests that users may feel a greater sense of connection and engagements that incorporate interactive elements user - generated content , and personalized messaging. This theory in relations to the study assess how well social media advertising capture the users attention and foster meaningful interactions.

Futhermore Robert .N. Yale (2013) in his research investigated on how the level of social media presence on different social media platforms influences consumer engagement with advertising. He further examined the factors such as interactivity, visual cues and social interaction within the advertising context to understand their impact on user responses and attitudes towards brands.

### **Elaboration Likelihood Model(Elm)**

ELM was developed by Richard E. Petty and John T. Cacioppo, ELM proposed two routes to persuasion , central processing route and peripheral route processing. Central Route processing involves careful consideration of the message content

and arguments, while peripheral route processing relies on cues such as attractiveness, Credibility, and social influence. So therefore this is a theory of persuasion that describes how people process persuasive messages based on their motivation and ability to engage with the message. In relation to the researcher's study this explains how social media advertising messages, audience motivations and source credibility.

## **2.5 Summary of the Review**

Having examined the effectiveness of social media platform used for advertising, it is worthy to note that social media is now a key platform for marketing in Nigeria. This networking platform has made it easier for the customer and the advertisers, for the customers it has ensured that they get first-hand information and whatever product that is sold to the customer also get delivered instantly at their doorstep. While for advertisers they create the ideas, content, messages, creative photos and videos that get to the reach of the audience.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Preamble**

This chapter examines all the different procedures for gathering data and the method adopted for analyzing data for the purpose of this study. This study utilized distinctive methodologies as indicated in the research design, the population study, sampling technique, and sample size. It also includes research instrument , data collection methods , and the approach employed for data analysis.

#### **3.2 Research Design**

Research design refers to the methods or approach used in gathering data in the process of conducting Research for this study the researcher adopted the survey Research approach with its instrument questionnaire.

Simon (1969) as cited by Onabanjo (2010:50) noted that a survey research method is used to gather data on what you say and about variables as they are in the world. Araoye (2013) supports this choice , Stating that the survey method is a fitting approach in communication research.

#### **3.3 Population of Study**

Asemah, Guybawo, Ekhareafo, and Okpanachi(2012, P 149.)described population as the members of any well-defined class of people, events or subjects.

The study's participants are full-time UNIBEN students from Ekehuan campus, aged 15 to 30, from the department of mass communication, theatre arts, Fine arts and the institute of Early childhood Education. From all the levels and from the researcher's discovery the population of students in Ekehuan campus is 2,026, where the population of mass communication are 923, Theatre arts 539, Early childhood Education 282 , and Fine arts 282. Together, we have a population of 2,026 students.

### **3.4 Sample Size**

For this study, a representative sample size was chosen to collect responses through Questionnaire, to determine the appropriate sample size, 10% of population (202) students was selected, following Nwana's Recommendation (1981, as cited in Okoro & Odoemelam , 2013, p.69) : If the population is a few hundreds, a 40% or more sample will do , if many hundreds , a 20% sample will do. If a few thousands , 10% sample will do, and if several thousands, a 50% or less will do.

To Effectively administer Questionnaire to the 202 students from the total Population of 2, 026 accounting for the distribution across different department,

department of mass communication, Theatre arts, Fine arts and institute of Education, across all levels, will be allocated.

Formular:  $n/N \times S / 1$

Where :

n = population of each stratrum

N = population size

S = Total sample size

Mass com :  $923 \times 202 / 2, 026 \times 1 = 92$

Theatre arts :  $539 \times 202 / 2, 026 \times 1 = 54$

Early childhood Edu :  $282 \times 202 / 2, 026 \times 1 = 28$

Fine arts :  $282 \times 202 / 2, 026 \times 1 = 28$

Total = 202

### **3.5 Sampling Technique**

The technique adopted in this research work is the simple random sampling. Asika(2002, P.42) noted that "Random sampling method is the most fundamental method of probability sampling". According to Yomere and Agbonifoh (1999, P.14) Simple random sampling is a sample selection method whereby every member or element of the population has an equal and known chance of being selected.

According to the (National open university of a Nigeria 2013, p.113) Determining the sample size is a crucial component of study design , because it provides a variation or heterogeneity in the population.

### **3.6 Research Instrument**

According to Obaze and Omosu (2009, P.35) a research instrument is any tool that is used in the collection of data or information from the respondents. To determine the effectiveness of social media platforms for advertising a questionnaire was used. According to Asemah (2009) a questionnaire is a list of questions designed to elicit information from respondents by filling in the answers in the spaces provided for the purpose. The questionnaire contains structured questions.

### **3.7 Validity of the Instrument**

According to Odo (2012)," Validity refers to the extent to which a researcher or test measures what it claims to measure." The aim of this process is to ascertain whether the developed instruments, items or tests aligns with the content of the research Questions. To access the validity of the questionnaire in this study a comprehensive examination of its content was conducted, and align with the research objectives. It was reviewed, accessed and approved by the Supervisor.

### **3.8 Reliability of the Instrument**

According to Mehren and Lehmann (1991) Cited in Asemah et al (2012, P.205) . Reliability is the degree of consistency between two measures of the same thing. Reliability is also known as consistency , dependability, stability, predictability, and accuracy ( Daboer 2022, P.45).

To ascertain the reliability of this study, the researcher did a pilot study by administering some copies of questionnaire to several respondents.

### **3.9 Method of Data Collection**

The researcher collected the data with the aid of a Questionnaire administered to several respondents using an online user generated link on an online word processor called Google doc.

### **3.10 Method of Data Analysis**

The data collected and collated for this study were aligned using Quantitative analysis, frequency tables and simple percentage calculations to analyze the data gathered from respondents via questionnaire.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Preamble**

The chapter presents the data collected from the administered questionnaires to the respondents, as well as the discussion of findings. The first section is grouping of data using their frequency tables and simple percentages. While the second section discusses the findings of the study based on the research questions.

**4.2 Data Presentation**

**Table 1: Gender Distribution of Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	90	44.6%
Female	112	55.4%
Total	202	100

**Source : Field Survey, 2024.**

Data on Table 1 shows 90 (44.6%) of 202 respondents were males and 112 (55.4%) were females. This table shows that a greater sample of females which also means that more Females responded to the Questionnaire.

**Table 2: Age Distribution of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
15- 20	52	25.6%
21- 25	117	58.1%
26- 30	32	15.8%
31 and above	1	0.5
Total	202	100

**Source : Field Survey, 2024.**

Data on Table 2, indicates that 52 (25.6%) of 202 respondents were within the age bracket of 15-20 , 117 (58.1%) respondents are within the age bracket of 21-25 ,

32 (15.8%) respondents are between the age of 26-30, 1 (0.5) respondents are within the age bracket of 31 and above.

**Table 3 : How often Do you encounter advertisements on social media**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	71	35.3%
High	81	40.2%
Neutral	47	23%
Low	3	1.5
Very low	-	-
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

From the Data in Table 10, it is evident that 71 (35.3%) encounter advertisement to a very high extent, 81 (40.2%) encounter advertisement to a high extent, while 47 (23%) agrees to encounter advertisement on a neutral level, while the remaining 3 (1.5) agrees with this to a very low extent.

**Table 4 : Have you ever made a purchase based on an advertisement seen on social media**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	175	86.5%
No	27	13.5%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

Table 4 shows that 175 ( 86.5%) respondents have made a purchase based on advertisement seen on social media. While 27 (13.5) respondents claims that they have never made a purchase on social media.

**Table 5: which social media platform do you engage in mostly**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Facebook	57	28.1%
Tiktok	62	30.8%
Instagram	62	30.8%
Twitter	21	10.3%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

Table 5 above, indicates that 57 (28.1%) of respondents uses Facebook, while 62 (30.8%) of respondents uses Tiktok, while 62 (30.8%) uses Instagram, while 21 (10.3%) uses twitter. This sample explains that most respondents uses Tiktok and Instagram.

**Table 6 : How often do you use these platforms in a day**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Less than thirty minutes	7	3.4%
An Hour	66	32.7%
Three hours and above	129	63.9%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

Table 6 above indicates that 7 (3.4%) uses less than 30 minutes in a day, 66 (32.7%) uses social media platform an Hour in a day, while 129 (63.9%) uses social media platform more than three hours and above.

**Table 7 : What makes you more likely to engage in social media ads**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Appealing visuals	18	8.8%
Compelling captions	21	10.3%
Relevant content	44	21.6%
Discounts or promotion	15	7.8%
Celebrity endorsement	28	13.7%
All of the above	76	37.7%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

The Table shows that 76 (37.7%) of respondents agrees that they engage in social media ads through all of the above mentioned.

**Table 8 : How has social media been effective in reaching out to you**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	46	22.5%
High	78	38.7%
Neutral	69	34.3%
Low	-	-
Very low	9	4.5%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

Table 8, indicates that 46 (22.5%) agrees that social media has been effective in reaching out to them at a very high extent, while 78 (38.7%) agrees that social media has been effective in reaching out to them at a high extent, 69 (34.3%) claims its Neutral, while 9 (4.5%) claims that social media had been effective in reaching out to them at a very low extent.

**Table 9: Are you more likely to trust advertising recommendations from influencers on social media.**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	145	71.9%
No	57	28.1%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source : Field Survey, 2024.**

The Table above indicates that 145 (71.9%) trusts advertising recommendations from social media influencers, while 57 (28.1%) Do not trust advertising recommendations from social media influencers.

**Table 10: What Challenges do you think advertisers face when using social media platforms for advertising**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Targeting the right audience	74	36.6%
People getting tired of seeing too many ads	82	40.6%
Competition from advertisers	46	22.8%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

The table above indicates that 82 (40.6%) respondents claims that people are tired of seeing too many ads.

**Table 11: Do you believe social media advertising has influenced your purchasing decisions.**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	142	70.5%
No	60	29.5%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

The Table above indicates that 142 (70.5%) agrees that social media has influenced their purchasing decisions.

**Table 12 : How do you perceive the credibility of advertisements on social media**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	34	16.7%
High	83	41.2%
Neutral	72	35.8%
Very low	2	0.9%
<b>Low</b>	<b>11</b>	<b>5.4%</b>

**Source: Field Survey, 2024.**

Table 12 shows that 83 (41.2%) agrees to the credibility of advertisements on social media .

**Table 13 : To what extent has social media platforms for advertisements influence your purchasing behaviour**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Very high</b>	<b>37</b>	<b>18.7%</b>
<b>High</b>	<b>86</b>	<b>42.4%</b>
<b>Neutral</b>	<b>62</b>	<b>30.5%</b>
<b>Very low</b>	<b>2</b>	<b>1%</b>
<b>Low</b>	<b>15</b>	<b>7.4%</b>
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

Table 13, shows that 86 ( 42.4%) Respondents claims that social media has influenced their purchasing behaviour to a very high extent.

**Table 14 : How do you perceive the effectiveness of social media advertising compared to other forms of advertising.(e.g. Tv, print, radio)**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Highly effective	32	15.8%
Effective	99	49.3%
Neutral	62	30.5%
Ineffective	9	4.4%
Highly in effective	--	--
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey, 2024.**

Table 14 shows that 99 (49.3 %) Respondents sees the Effectiveness of social media compare to other forms of advertising.

**Table 15 : To what extent has social media advertising impacted your loyalty as a customer and purchase decision.**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Very high	30	14.7%
High	89	44.1%
Neutral	67	33.3%
Low	2	1%
Very low	14	6.9%
<b>Total</b>	<b>202</b>	<b>100</b>

**Source: Field Survey , 2024.**

Table 15 indicates that 89 (44.1%) agrees that social media advertising has impacted customer loyalty and purchase decision.

### **4.3 Discussion of Findings**

This chapter has critically presented and analyzed the data obtained from the copies of questionnaire distributed. It discusses the result obtained from analysis and the interpretation of data gotten from the survey.

#### **Research Question 1: How Effective Are The Social Media Platform In Reaching Out To The Specific Audience ?**

It could be induced from table 8 and 14 that most of the respondents agreed to the fact that social media has been effective in reaching out to the specific audience. An insightful Analysis drawn from table 8 and 14. Based on the findings on the table, 78 (38.7%) of the respondents agree that social media has been effective in reaching out to them. Based on the findings on table 14 99 (49.3) of respondents sees the effectiveness of social media compared to other forms of advertisings. This therefore explains that social media has been effective in reaching out to the audience.

#### **Research Question 2: What are the Challenges and Limitations that Advertisers Face When Using Social Media Platform For Advertising?**

The purpose of this research question is to find out the challenges and limitations advertisers face when using social media platforms for advertising. To answer this research question, the researcher relied on data obtained from table 10. According

to the findings in table 10, 74 (36.6%) respondents claim that one of the challenge advertisers face is targeting the right audience. While 82 ( 40.6%) claims that people getting tired of seeing too many ads. And 46 (22.8%) claim that it is competition from advertisers . in collaboration with this findings it is evident that one major challenge are people getting tired of seeing many ads.

### **Research Question 3: To What Extent Has Social Media Platforms For Advertisements Influence The Masses Purchasing Behaviour In Ekehuan Campus?**

To answer this question the researcher relied on data obtained in table 11, 12, 13 and 15, 142 ( 70.5 %) respondents agrees that social media advertising has influenced their purchasing decisions. While 60 ( 29.5%) claims that social media has not influenced their purchasing decisions. Furthermore based on the findings in Table 12, 34 (16.7%) agrees that social media advertisements are credible to a very high extent, 83 ( 41.2%) sees the credibility of social media advertisement to a high extent, while 72 (35.8%) claims it's Neutral, while 2 ( 0.9%) claims it's very low, and 11 ( 5.4%) respondents sees social media credibility to a low extent.

Findings in Table 13, reveals that 37 ( 18.7%) of the respondents, has been influenced by social media platforms in purchasing products. 86 (42.4%) of the respondents agrees that their purchasing behavior has been influenced through Ads

on social media. 62 ( 30.5%) is Neutral and the remaining 2 (1%) of respondents are very low and 15 (7.4%) low.

Table 15, indicated that the impact of social media advertising in customer loyalty and purchase behavior 30 ( 14.7%), 89( 44.1%), while 67 (33.3%) claims to be neutral and the remaining 2 (1%) to a low extent and 14 (6.9%) to a very low extent.

This findings explain how Social presence theory and the Elaboration likelihood model aligns with the study , social presence theory explains that individuals perceive interactions differently depending on the medium through which they occur, in the course of our findings table 13 reveals that respondents agrees that their purchasing behaviour has been influenced through Ads on different social media platforms.

While the Elaborate likelihood model explains that they are two routes to persuasion which are the central processing route and peripheral route processing. The CPR involves the message contents and the PRP involves the attractiveness, credibility and social influence this therefore explains that persuasive messages are based on their motivations and ability to engage with the message. In course of our findings in table 12 most respondents sees the credibility of social media to a very high extent.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Summary**

This study aims to investigate the Effectiveness of social media platforms used for advertising purposes. The primary objective of this study was to examine how social media has been effective in reaching out to its target audience and how advertisers have been able to use social media to influence the purchasing behaviour of the audience. The research was conducted using a survey method, involving the distribution of Questionnaires to gather opinions from 202 respondents selected from the university of Benin, Ekehuan campus. The project also reveals the impact of social media advertising on consumer loyalty and purchase decisions. The findings reveal that 44.1% of respondents are influenced by the social media advertisement has been positive, in ensuring that they build customer relationship.

Regarding The Effectiveness of social media advertising compared to other forms of advertising, the research findings show that social media advertising has been effective, approximately 49.5% of the respondents acknowledged the effectiveness of social media advertising.

The research further highlighted the challenges advertisers face when using social media platforms for advertising , 40.6% of the respondents affirmed that people getting tired of seeing too many ads may be a challenge for an advertiser, because when there are too many ads on a particular social media platform the audience tend to lack interest in the ads and might not even read its content.

In summary this study highlights how social media has been effective in reaching out to a large audience and how advertisers has been able to build good rapport with the audience through social media platforms.

## **5.2 Conclusion**

The Conclusion drawn from this research project, guided by the Social Presence Theory propounded by John short, Ederym Williams and Bruce Christle in 1976, posits that individuals perceive social interactions differently depending on the medium through which they occur. It also explain how social Media presence has been able to influence the audience through advertising content or messages. The Social Presence Theory as applied to this study accesses how well social media advertising capture the audience's attention and how effectively they have been able to persuade and build customers trust and confidence.

Through the discussion of findings it is evident that social media had been able to influence the audience and has also effectively influenced advertisers into using this social media platforms to gain access and interactions to customers.

### **5.3 Recommendations**

With the knowledge derived from the data collection and in line with the research work, the researcher posits the following recommendations.

**1) Audience Understanding:** Understanding your target audience is crucial for effective advertising after much evaluation on the study. It is important that the advertisers research on audience demographics, interests and online behaviour to tailor their messaging and targeting strategies.

**2) Platform selections:** Not all social media platform are created equally, and most of these social media platforms differ in their own way for example in the course of our findings the researcher discovered that most Respondents use Facebook and Instagram mostly. Therefore it is essential that advertisers select platforms that align with your target audience and advertising goals. Consider factors like platform demographics, ad formats and engagement metrics.

**3) Trend Awareness:** Social media landscape is constantly evolving and stay abreast with latest trends, algorithm changes, advertising strategies accordingly and maintain effectiveness.

**4) Monitor Competitors:** In Advertising there are competitions and it is crucial that advertisers keep an eye on competitors and what they do on social media, analyze their strategies, ad creatives and audience engagement to identify opportunities to influence more customers.

**5. Objectives Clarity:** Before an advertiser dives into advertising on social media, it is important for an advertiser to define what the brand tends to achieve, whether it's increasing brand awareness or other plans but the advertiser must strategize on what will guide the evaluation process.

#### **5.4 Limitation of the Study**

During the course of carrying out the research, the researcher encountered challenges in getting the right percentage with the number of respondents, due to the number of respondents the researcher encountered a challenge of getting the right number of students in Ekehuan Campus which affected the formular that was earlier used. The researcher also had issues with respondents who were unwilling to fill the Questionnaire.

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## **APPENDIX**

Department of Mass  
Communication  
University of Benin,  
Benin City,  
February 2024.

Dear Respondent,

### **REQUEST FOR THE COMPLETION OF QUESTIONNAIRE**

My Name is SOYOMBO OLAYEMI VICTORIA, a final year student of the above department and university. I am conducting a research on "The Evaluation of the Effectiveness of social media platforms used for advertising".

I therefore solicit for your sincere assistance for the completion of this questionnaire . All response and information given will be highly appreciated and treated confidentiality as the information gathered will be strictly for academic purpose.

Thank you

Yours Faithfully,  
Soyombo Olayemi  
victoria.  
Researcher.

## QUESTIONNAIRE

- 1) Gender: (a) Male (b) Female
- 2) Age: (a) 15-20 (b) 21-25 (c) 26-30 (d) 31 and above.
- 3) How often do you encounter advertisements on social media? (a) very high (b) High (c) Neutral (d) low (e) very low
- 4) Have you ever made a purchase based on an advertisement seen on social media? (a) Yes (b) No (c) if Yes, please specify the product or service.
- 5) Which social media platform do you engage in mostly? (a) Facebook (b) Tiktok (c) Instagram (d) twitter
- 6) How often do you make use of these platforms in a day? (a) less than thirty minutes (b) An hour (c) Three hours and above
- 7) What makes you more likely to engage with social media ads?
  - a) Appealing visuals
  - b) Compelling captions
  - C) Relevant content
  - D) Discounts or promotions
  - E) Celebrity endorsements
  - F) All of the above
- 8) How has social media platforms been effective in reaching out to the specific audience? (a) Very High (b) High (c) Neutral (d) Low (e) Very low
- 9) Are you more likely to trust recommendations from influencers on social media?
  - (a) Yes
  - (b) No
- 10) What challenges do you think advertisers face when using social media platforms for advertising?

(a) Targeting the right audience

(b) People getting tired of seeing too many ads

(C) Competition with other advertisers

11) Do you believe social media advertising has influenced your purchasing decisions? (a) Yes (b) No

12) How do you perceive the credibility of advertisements on social media? (a) Very High (b) High (c) Neutral (d) low (e) Very low

13) To what extent has social media platforms for advertisements influence the masses purchasing behavior in Ekehuan campus? (a) Very High (b) Neutral (c) low (d) very low

14) How do you perceive the effectiveness of social media advertising compared to other forms of advertising (e.g Tv, print, radio.)? (a) Highly effective (b) Effective (c) Neutral (d) ineffective (e) Highly ineffective

15) To what extent has social media advertising impacted your loyalty as a customer and purchase decision? (a) High (b) Neutral (c) low (d) very low