

**INFLUENCE OF SOCIAL MEDIA VIDEO ADVERTISEMENT OF ALWAYS
SANITARY PAD ON THE BUYING CULTURE OF UNIBEN STUDENTS**

BY

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**UNIVERSITY OF BENIN,
BENIN CITY,
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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF BENIN,
BENIN CITY, EDO STATE, NIGERIA. IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS (B.A)
DEGREE IN MASS COMMUNICATION.**

SEPTEMBER, 2023.

DECLARATION

I hereby declare that this project is based on a study undertaken by me, Oboh Benjamin Oyakhilome, of the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. (Mrs) Comfort Ene Obaje. The study's findings and analysis are all the result of my own research; where other people's opinions have been used or stated, they have all been properly acknowledged.

Oboh Benjamin Oyakhilome
ART1801779

CERTIFICATION

This is to certify that this research carried out by Oboh Benjamin Oyakhilome with the Matriculation number ART1801779 meets the requirements for the award of Bachelor of Arts (B.A) degree in Mass Communication of the University of Benin.

Dr. (Mrs) Comfort Ene Obaje
Project Supervisor

Date

Dr. Daniel Ekhareafo
Head of Department

Date

DEDICATION

This study is dedicated to God Almighty for His unwavering grace and strength. Additionally, I dedicate this work to my parents, Elder and Deaconess Michael Oboh, for their constant prayers, support and guidance throughout my academic journey.

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ABSTRACT

This study was aimed at investigating the Influence of Social Media Video Advertisement of Always Sanitary Pad on The Buying Culture of UNIBEN Students. The objectives of the study were to determine the extent to which UNIBEN students are exposed to Always sanitary pad video advertisements on social media, examine the influence of Always sanitary pad video advertisements on the buying culture of UNIBEN students and to identify the factors that contribute to the effectiveness of Always sanitary pad video advertisements in influencing the purchasing decisions of UNIBEN students. The study was hinged on the Technology Acceptance Model and the Attitude change Theory. The survey design was used and questionnaire was adopted as the method of data collection with the sample size totaling 138. The findings of the study revealed that UNIBEN students are not frequently exposed to social media video advertisement of Always sanitary pads. Also, it is observed that brand loyalty plays a major role in influencing UNIBEN female students buying culture of sanitary products. Additionally, the majority of female students at UNIBEN believe that the Always sanitary pad social media videos are of high quality and will have a significant impact on their decision to buy. This study recommends that the brand should concentrate on boosting the frequency of video advertisement on platforms that are regularly utilized by students, concentrate on producing interesting and captivating video content which would motivate students to promote the product among their friends, explore the use of strong call to actions in video contents and make the product easily accessible to the students think about providing instructional content on feminine hygiene, health, and empowerment in order to increase the effectiveness of social media video commercials and also use feedback modules as a means of improving the brand.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

The world as we know today has become a global village and because of the changing times the world needs to evolve. With the current trends and a need to keep in touch with family, friends, colleagues, loved ones and prospective acquaintances, social media has become the order of the day. Platforms such as Facebook, Instagram, Twitter, Tiktok, Snapchat and others have become a dwelling place for a large percentage of the world's population. This is so because the majority of the activities carried out by individuals in their day to day lives sits in the online world. Social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. (Dollarhide, 2023)

According to research, the average social media usage of internet users worldwide is 145 minutes (Statista, 2022). Kemp (2021) noted that, "July 2020 saw a

rise of 10.5% in social media usage, compared with July 2019, according to a Global WebIndex survey. Some 46% of women and 41% of men said they've spent more time on social media during the 2020 pandemic, making it the second-most popular digital activity.” Because of this, it can be said that various persons, organisations and brands have moved from the traditional modes of advertising which include: flyers, billboard printing and so on and have sought to create advertising content tailored towards the audience actively using the online media.

Advertising as we know has become a part of man's day to day life and activity. This is so because man comes in contact with advertised goods or services from the time he wakes up till he goes to bed. The term advertising has been given various definitions by different scholars and usually it is said to be any form of paid for idea that is intended to drive its audience or persuade the consumer of such information to purchase the product that is put before them.

Jeremy Bullmore cited in Hassan (2013 p.412) agrees with the above when he stated that, “Advertising is any paid for communication intended to inform and/or influence one or more people”. However, other scholars have opined that for an advertisement copy to be successful, it must have the following qualities; can come in any form, must be non-personal, should cover either a good, service or idea, must be paid for and must have an identified sponsor. These qualities are all encompassed in

the definition given by the American Marketing Association (AMA) which states that “Advertising is any form of nonpersonal presentation of goods, services or ideas for action, openly paid for by an identified sponsor”.

Advertising plays a major role in the success of a good or service as it fundamentally seeks to draw the attention of potential consumers of the product or services. As postulated by Anyacho cited in Asemah (2010), commercial oriented companies use advertisement for the purpose of the following:

- I. Create awareness for new products.
- II. Sustain interests and helps to alleviate cognitive dissonance by constantly reinforcing the unique qualities of the product and service.
- III. Get more efficient in the utilisation of resources as a result of increase in profitability.
- IV. Induce higher production volume resulting from increased demand.

The above highlights but just a few of what advertising is sure to achieve. Major brands in Nigeria have used advertising effectively and have recorded positive impacts from such advert campaigns. Some notable products/brands are Indomie, Airtel, Morning Fresh, Oral B, Close Up, Coca Cola amongst others.

With advertising being the major means of informing and persuading an audience or the consumer of a product, the buying culture of such individuals can be greatly affected by such campaigns. In the case of Dufil group, their noodles brand INDOMIE has seen one of the most successful advert campaigns in maintaining its relevance in Nigeria today. In an article written by Omokayode, he identifies that as a way of building the Dufil brand of noodles, they leveraged more on social media marketing, which includes audio and visual marketing of their products, which made them relevant in the market.(2021)

With this new form of advertisement, advertisers craft their messages in a bid to influence consumers' buying behaviour; thus, they utilise text, images and videos in designing and crafting their marketing campaigns. Furthermore, social media allows advertisers to create audio-visual content. This is because social media users are often watching video contents as they often turn towards comedy skits, short films, videos of real events and other video related contents. Consequently, considering the prevalence of video advertisement on social media it is apparent to conduct studies on the concept especially as to how these video advertisements impact media audiences. It is against this backdrop that this study examines how Social Media Video Advertisement of Always Sanitary Pad Influences the Buying Culture of UNIBEN Students.

1.2. Statement of the Problem

With the proliferation of the Internet and birth of social media, brands and companies now utilise social media platforms such as Facebook, Instagram, Twitter, TikTok etc. in reaching out to customers and potential customers. It is believed that social media advertising creates awareness about a product or service and helps to build brand loyalty. Owing to the above, social media advertisements have become an important concept in marketing communication. Regardless, while it is believed that social media advertising by brands can influence consumers' patronage, we do not know if specific features such as videos of advertisement can influence patronage.

Moreover, several scholars like Jain, R., & Bagdare, S. (2019), Awan, R., & Qayyum, A. (2017), Hussain et al (2019) have conducted studies on the impact of social media brands patronage but only a few studies have aimed at discovering if features such as video advertisement influences the buying culture of consumers. Seemingly, this study will investigate the influence of social media video advertisement of Always Sanitary Pad on the Buying Culture of undergraduate students; using University of Benin Mass Communication Students as a case study.

1.3. Objectives of the Study

The primary objectives of this study are:

1. To determine the extent to which UNIBEN students are exposed to Always sanitary pad video advertisements on social media.
2. To examine the influence of Always sanitary pad video advertisements on the buying culture of UNIBEN students.
3. To identify the factors that contribute to the effectiveness of always sanitary pad video advertisements in influencing the purchasing decisions of UNIBEN students.

1.4. Research Questions

The following research questions will guide this study:

1. To what extent are UNIBEN students exposed to always sanitary pad video advertisements on social media?
2. How do Always sanitary pad video advertisements influence the buying culture of UNIBEN students?
3. What factors contribute to the effectiveness of always sanitary pad video advertisements in influencing the purchasing decisions of UNIBEN students?

1.5. Significance of the Study

This study will provide valuable insights into the effectiveness of social media video advertisements in influencing the buying culture of university students. The

findings will be beneficial to marketers and businesses, particularly those in the personal care industry, as they seek to optimize their digital marketing strategies.. The study would also aid in educating those who are interested in the many social media marketing techniques that may be used to promote a good, service, or product. This study would also be useful to other researchers, conducting any research work related to this study as it can be used as a point of reference if they are to ever conduct a similar study. Additionally, the study will contribute to the existing body of knowledge on the impact of social media advertisements on consumer behavior.

1.6. Scope of the Study

The study's focus is only on female students in University of Benin who use sanitary pads to manage their menstrual flow. This study focuses on highlighting how social media video advertising influences the buying culture of students to acquiring pads with major focus on Always Sanitary Pad.

1.7. Limitations of the Study

In the course of conducting this research, the researcher encountered several limitations one of which is time. The researcher was only given a small amount of time to finish this research project, and when combined with undergraduate course assignments, the researcher was left with little extra time to collect the additional research data that would have been useful for the study. Other limitations include:

- The study's findings may be limited by the representativeness of the sample. If the sample of UNIBEN students used for the study is not diverse enough or does not accurately reflect the overall student population, the results may not be generalizable to all UNIBEN students.
- The study focuses specifically on female UNIBEN undergraduate students, which may limit its generalizability to other universities or demographic groups. The buying culture of female students at UNIBEN may differ from that of students at other institutions.
- The study's findings may be influenced by the timing of data collection. Social media trends and advertising strategies can change rapidly, and the influence of video advertisements may vary over time.
- Participants may provide responses that they believe are socially acceptable or expected, rather than their true feelings or behaviors. This bias could affect the accuracy of responses related to brand loyalty and purchasing decisions.
- The researcher may have limited control over variables that can affect the study's outcomes, such as the content and timing of social media advertisements, the students' exposure to other advertising, or their personal experiences with the brand.

- Different social media platforms may have varying levels of influence, and student preferences for these platforms may change over time. The study's findings may not account for emerging platforms or shifting user behaviors.

The legitimacy of this work is not compromised by this limitation as the topic's appeal contributed to the accomplishment of the study's goals and objectives.

1.8. Operational Definition of Terms

- **Advertisement:** This is the act and art of getting products, goods and services to the target audience with the aim of influencing the receiver of such information in opting for the products, goods or service instead of the other.
- **Buying Culture:** This has to do with the way and manner in which people acquire a certain good, product or service.
- **Influence:** This implies the way and manner people can be made to take certain decisions that in ordinary senses they would not be willing to opt for.
- **Social Media:** This is an internet based platform that helps to connect various persons around the world.
- **Video:** This has to do with any moving picture that could be in form of text, or have moving characters in it while being accompanied by an audio overlay.

CHAPTER TWO

LITERATURE REVIEW

2.1 Preamble

This chapter reviews the existing literature on the influence of social media video advertisement on consumer behavior, with a specific focus on the buying culture of UNIBEN students concerning Always sanitary pads.

2.2 Concept of Social Media

Social media in our world today has become one of the leading platforms on the internet which houses a large number of individuals in the world. Such platforms are fast becoming a new world for humans, most especially the youths. This is confirmed in a research carried out by Chaffey (2023) where he stated that “more than half of the world (59%) which adds up to 4.76 billion people around the world now use social media. In further research, he noted that about 137 million new users have come online within the last 12 months with the average daily time spent using social media is 2 hours 31 minutes. This shows that with the increasing use of the Internet and the Social Media, the world in no time would be more digital than physical.

The term "social media" is frequently used to describe modern types of media that feature interactive engagement. In other words, they are the method through

which individuals communicate with one another through the creation, sharing, and/or exchange of information and ideas in online communities and networks. (Manning, 2014) With the use of websites and programmes that emphasize collaboration, sharing of content, engagement, and community-based feedback, Social media are used by people to connect and communicate with their friends, family, and other communities and their applications are used by businesses to track consumer complaints as well as market and promote their products.

The new media industry is now being driven by social media with technology, networks, and services that allow people to communicate one-to-one, one-to-many, and many-to-many. Although the Internet has always allowed people to participate in media both as consumers and producers, the social aspect of it has only recently begun to flourish. The social aspect of media convergence did not fully take off until the 2000s, with the rise of Web 2.0 sites that aimed to be user-focused, decentralized, and able to change over time as users modified them through ongoing participation. (Flew, 2008)

The emergence of online communication platforms like the social network Facebook, the messaging service Twitter, the video-sharing website YouTube, blog software like Blogger and WordPress, and many others are great examples of social media and such applications over the years have experienced massive growth due to

the increase in the number of users. By 2012, Facebook had more than one billion users after first becoming openly accessible in 2006. Over four billion videos were watched daily from YouTube alone in 2012, according to estimates that the site was receiving over 72 hours of video uploads per minute.

2.2.1 Brief history of Social Media

With the introduction of online forums and discussion rooms in the late 1990s, social media history can be established. However, the arrival of social networking platforms like SixDegrees.com, Friendster, and MySpace in the early 2000s marked the start of the true social media boom.

Mark Zuckerberg introduced Facebook in 2004, and it rapidly rose to prominence as one of the most widely used social networking platforms worldwide. A microblogging website called Twitter was also introduced in 2006 and quickly rose to prominence.

Instagram, Snapchat, and TikTok are a few of the new platforms that have appeared as social media has grown in popularity. Each of these platforms has its own distinct features and target audiences. Users could exchange images and brief videos on these platforms, which was very popular with younger people.

The way people interact and converse with one another has been revolutionized by social media, which offers a platform for both individuals and organizations to connect and exchange information in real time. Political activism has also been carried out using it, with social media campaigns having a major impact on many political movements all over the world.

Social media has, however, also come under fire for its detrimental impacts on mental health, privacy issues, and the spread of false information. Social media will probably continue to influence how we communicate and engage with one another as it develops.

2.2.2 Types of Social Media

Social Media can be viewed in different forms and varieties. Various Scholars have however given various opinions on the types of social media. Team (2023) in an article identified the types of Social Media as:

- **Social Network:** Sharing ideas, views, and content with other users is the focus of this kind of social media. The finest social network examples are Facebook and Twitter. Another social network is LinkedIn. It is, nevertheless, more refined and expert.
- **Media Networks:** Users communicate with one another using this kind of social media to exchange media assets like pictures, videos, and other content.

YouTube, Pinterest, TikTok, Twitch, Flickr, Vimeo, and Instagram are the top social networks. On these websites, users upload media that other users can like, dislike, and comment on based on their personal tastes.

- **Review Networks:** Evaluation networks facilitate the assessment of goods and services. Amazon, TripAdvisor, and Glassdoor are among them.
- **Discussion Networks:** These forums allow users from all over the globe to talk about various issues. Reddit and Quora are two of the best instances of discussion networks.

These various forms can further be broken down based on their usage as follows: Social networking, Bookmarking, Social news, Media sharing, Microblogging and Online forum sites.

2.2.3 Characteristics of Social Media

Social media platforms possess the following characteristics:

- **User-Generated Content:** As the name implies, social media has created an avenue for its users to create contents and pass information as it affects and appeals to them. User-generated content (UGC) is information that is posted on a website by an unpaid contributor and may take the form of a photo, video, blog or discussion forum post, a poll answer, or a social media comment (Yasar & Lebeaux, 2022). Social media platforms are built on user-generated content,

which means that users create, share, and curate the majority of the content that appears on the platform.

- **Two-Way Communication:** Social media as a platform has enabled two-way communication between senders and receivers of information allowing the feedback process to be swift and also giving room for comments, and interaction. Rowley (2004) notes that, while traditional communication channels such as television, radio, newspapers, and magazines only give a linear communication mechanism, the Internet enables a non-linear or two-way communication environment.
- **Multi-Media Content:** Social media platforms allow for the sharing of information in different forms which include photos, videos, audios, documents and live streams.
- **Real-Time Interaction:** Social media platforms enable real-time interaction between users, allowing for instant communication and engagement. By encouraging contributions and feedback from everyone who is interested, social media blurs the line between media and audience (Mayfield, 2008).
- **Network Building:** Social media platforms enable users to build and expand their social networks, connecting with people who share similar interests, goals, or values. This provides a way for individuals and organizations to easily build

communities and develop productive interactions with others who share some commonality with them. (Mayfield, 2008).

- **Viral Content:** With the need to share information as it happens so that the information doesn't become stale, Social media platforms has enabled users to make content to go viral, spreading rapidly through the network and reaching a large audience.
- **Algorithmic Curation:** Selection and ranking algorithms known as curation algorithms are used on social media to help users discover better content (Katona, 2016). With this major characteristic, social media platforms may compile and provide information for specific users based on their preferences, actions, and interaction patterns.
- **Mobile Access:** Social media platforms are accessible on mobile devices, allowing users to engage with the platform anytime, anywhere.

However, Mayfield (2008) cited in Sylvia et al. (2013) highlighted five key traits that guide the functionality of all social media platforms. They include: participation, openness, conversation, community, and connectedness.

2.2.4 Advantages of Social Media

Social media has several advantages, which include:

- 1. Increased Connectivity:** Social media platforms allow users to connect with friends, family, and colleagues around the world. This increased connectivity enables people to stay in touch, share information, and collaborate more easily.
- 2. Increased Awareness:** Social media platforms allow users to stay up-to-date on news, events, and trends. This increased awareness can help people make more informed decisions and stay informed on important issues.
- 3. Business Opportunities:** Social media platforms provide businesses with a powerful marketing tool to reach and engage with potential customers. This can increase brand awareness, generate leads, and boost sales.
- 4. Personal Branding:** Social media platforms enable individuals to build and showcase their personal brand. This can help individuals establish themselves as thought leaders, experts, and influencers in their field.
- 5. Community Building:** Social media platforms enable users to build and engage with communities of people who share similar interests, goals, or values. This can foster a sense of belonging, connection, and support.
- 6. Educational Opportunities:** Social media platforms provide a wealth of educational resources, including tutorials, courses, and webinars. This can help users acquire new skills and knowledge, and advance their careers.

7. **Entertainment:** Social media platforms provide users with a wide range of entertainment options, such as videos, memes, and games. This can help users relax and unwind, and provide a source of enjoyment and distraction.

2.2.5 Disadvantages of Social Media

1. **Cyberbullying:** Social media platforms can provide a platform for cyberbullying, harassment, and hate speech. This can lead to emotional distress, anxiety, and even suicide among victims.
2. **Privacy Concerns:** Social media platforms can collect and share personal information, which can be used for targeted advertising, identity theft, and other malicious purposes. This can lead to a loss of privacy and security for users.
3. **Addiction:** Social media platforms can be addictive, leading to compulsive behavior and a sense of disconnection from the real world. This can negatively impact mental health and relationships.
4. **Misinformation:** Social media platforms can be used to spread false information, propaganda, and conspiracy theories. This can lead to confusion, polarization, and a decline in critical thinking.
5. **Distraction:** Social media platforms can be a major source of distraction, leading to reduced productivity, procrastination, and poor time management.

6. **Comparison and Envy:** Social media platforms can lead to a constant comparison of oneself with others, which can lead to feelings of envy, inadequacy, and low self-esteem.
7. **Polarization:** Social media platforms can create echo chambers, where users are exposed only to information that reinforces their existing beliefs and values. This can lead to increased polarization and a lack of empathy and understanding for opposing views.

2.3 Concept of Advertising

Advertising has become a day to day activity that we as humans partake in. With the sense to make goods and services be in the face of its target audience, advertising is a means to be employed in achieving such goal. In other words, *advertising* is a means of communication with the users of a product or service. Various scholars however have thrown their various weights on trying to distill and give a befitting definition on the full concept of the subject matter. In the past, advertising was only seen as the distribution of knowledge about a concept, service, or good in order to induce action in the advertiser's favor. When defined by the Advertising Association of the UK, advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. This goes to tell that advertisement of any form and in any medium is usually paid for

by those who wish to advertise a product or service and is usually aimed at appealing and influencing those who are exposed to such advertisement contents.

Arens (2008) and Boove (1992) both agree that advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. Jeremy Bullmore cited in Hasan (2013, p. 412) defined advertising under three elements which are; it is paid for, a message is transmitted and advertisement is goal oriented. He defined advertising as “any paid-for communication intended to inform and or influence one or more people”. In a bid to set a standard, the American Marketing Association (AMA) came up with what is considered the most universally accepted definition of advertising. They defined advertising as “any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor. This definition further outlines that for a copy or an information to be regarded as an advertisement, it should consist of the elements below.

- It can come in any form.
- It is non-personal means of conveying messages
- It must promote a good, service or product.
- It must result into a perceived action
- It must be paid for and

- It must have an identified sponsor to whom the advertisement can always be traced back to.

There are a number of advantages to advertising for businesses. Advertising has the potential to raise consumer awareness and brand identification. Businesses can reach a larger audience and improve their visibility by marketing a good or service through advertising. Sales and income may rise as a result of this (Huhmann et al, 2020). A further benefit of advertising is that it can aid companies in standing out from rivals. Businesses can stand out in a crowded market and draw customers who are searching for something new by emphasizing special qualities or benefits of their goods or services. Additionally, advertising can assist companies in establishing reputation and trust with their clients. Businesses can promote themselves as dependable and trustworthy by regularly promoting their goods or services through advertising. This may result in greater client retention and repeat business. (Šimić et al, 2019)

Advertising also has the ability to target particular demographics. Social media and online advertising have made it easier and more efficient for firms to reach their target demographic. Utilizing data and analytics, firms may produce tailored advertisements that are more likely to be viewed by their target demographic. With the increasing advantages of advertising to man, some shortcomings of advertising,

include: being expensive for businesses, Customers may find this annoying or obtrusive, being useless if not appropriately aimed establishing irrational standards for goods or services assisting in the dissemination of false or deceptive information.

Furthermore, the target market, the timing and location of the advertisement, and the message being promoted can all affect how effective an advertisement is (Dudnikova, 2014). Additionally, businesses must select from a variety of offline and online advertising strategies, each having unique benefits and drawbacks (Mozgova, 2021). Even though advertising can be an effective strategy for promoting goods and services, businesses should carefully examine any potential downsides and restrictions before engaging in advertising efforts.

2.4 Social Media and Advertising

Facebook, Twitter, Instagram, and YouTube are just a few of the social media sites that are increasingly used by businesses to advertise their goods and services. By enabling companies to reach a broader audience at a lesser cost, social media has transformed the way companies market their products. Social media also gives businesses the opportunity to target particular demographics and modify their marketing messaging accordingly.

According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that allow users to create, share or exchange content in the form of

text, images, audio, or video. Social media platforms have become a powerful tool for businesses to advertise their products and services. The use of social media for advertising has increased in recent years, and businesses are investing more in social media advertising than traditional advertising channels (Gupta & Singh, 2020).

Mangold and Faulds (2009) in their article titled "*Social media: The new hybrid element of the promotion mix*" explored the role of social media as a new component within the broader promotion mix, specifically focusing on its relationship with advertising. The authors argue that social media has become a crucial element in the promotion mix, complementing traditional advertising channels. They discuss how social media platforms have transformed the communication landscape by providing interactive and participatory environments for consumers to engage with brands.

Mangold and Faulds (2009) highlight several key aspects of the relationship between social media and advertising:

- 1. Engagement and Interaction:** Social media platforms enable brands to interact directly with consumers and foster engagement. This interaction allows for two-way communication, where consumers can provide feedback, share experiences, and participate in brand conversations. The authors emphasize that social media

advertising should prioritize building relationships and engaging consumers rather than solely focusing on delivering brand messages.

2. **Word-of-Mouth Amplification:** Social media amplifies the impact of word-of-mouth marketing. Consumers can easily share their opinions, recommendations, and experiences with a wide audience, influencing the perceptions and purchasing decisions of others. Social media advertising can stimulate and facilitate these conversations, leading to increased brand awareness and brand advocacy.
3. **Consumer Empowerment:** Social media empowers consumers by providing them with a platform to voice their opinions and actively participate in shaping brand narratives. The authors argue that successful social media advertising involves empowering consumers, listening to their feedback, and incorporating their ideas into brand communication strategies.
4. **Building Brand Loyalty and Advocacy:** Social media advertising can foster brand loyalty and create brand advocates. By providing valuable content, engaging experiences, and personalized interactions, brands can develop strong connections with their audience. This, in turn, leads to increased customer loyalty and the potential for customers to become advocates who actively promote the brand to their networks.

Mangold and Faulds (2009) emphasize that social media should be viewed as a hybrid element within the broader promotion mix, working alongside other advertising channels. They suggest that integrating social media into advertising strategies can enhance overall campaign effectiveness by leveraging the unique features and capabilities of social media platforms.

2.5 The Impact of Social Media on Consumer Behaviour

Social media has become an integral part of modern society, and its influence on consumer behavior has been widely researched in the field of marketing. Many scholars have explored the impact of social media on consumer behavior, and their findings provide valuable insights into the ways that social media affects consumers' attitudes, beliefs, and purchasing decisions.

Li, Liang, and Lee's (2013) in their article titled "How Does Social Media Information Influence Consumer Decision-Making Process? A Framework for Online Word-of-Mouth Effectiveness" highlighted the impact of social media on consumer decision-making and the role of advertising within this context. According to Li et al. (2013), Due to their interactive features and users' capacity to create and share information, social media platforms offer a distinctive setting for advertising. The authors argue that social media has transformed traditional one-way advertising into a more dynamic and engaging process.

The study suggests a framework that takes into account the pre-purchase, purchase, and post-buy phases of the consumer decision-making process in order to explain the effectiveness of online word-of-mouth (eWOM) on social media platforms. Within this context, advertising has a significant impact on how people think and act.

The authors suggest that social media advertising can have an impact on consumers at various stages of the decision-making process. During the pre-purchase stage, social media advertising can raise awareness, inform consumers about product offerings, and shape their initial perceptions. During the purchase stage, advertising can influence consumers' intentions and motivations, leading to a purchase decision. Lastly, during the post-purchase stage, advertising can contribute to reinforcing positive experiences and fostering brand loyalty.

Li et al. (2013) emphasize the importance of interactive features of social media platforms, such as liking, commenting, and sharing, which can amplify the reach and impact of advertising. They also highlight the role of user-generated content and the influence of online reviews and recommendations in shaping consumer perceptions.

Al-Debei, Al-Lozi, and Papazafeiropoulou in 2013 carried out a study on "The Impact of Social Media on Consumer Behavior" and identified the following key ways that social media influences consumer behavior:

- 1. Social media can influence consumers' attitudes and beliefs:** Customers can interact with a variety of content and viewpoints on social media platforms, which might affect their attitudes and perceptions about particular goods and companies. For example, positive reviews or recommendations on social media can influence consumers' perceptions of a brand or product.
- 2. Social media can impact consumers' purchase decisions:** Social media sites give users access to product details, testimonials, and recommendations, all of which might affect their purchasing choices. Social media gives users a forum to communicate their personal product experiences, which may affect other people's purchasing choices.
- 3. Social media can impact consumers' post-purchase behavior:** Customers have a platform to express their experiences with products on social media after making a purchase. The post-purchase behavior of other customers can be influenced by positive or unfavorable comments on social media.
- 4. Social media can enhance brand-consumer relationships:** Social media provides an opportunity for brands to engage with their customers on a more personal level. Brands can use social media to communicate with consumers, answer questions, and provide customer support. This can help to build trust and loyalty between the brand and the consumer.

With billions of users across numerous social media platforms, marketers have begun to use social media as a marketing tool to influence consumers' perceptions of brands and products as well as their purchasing behavior. Companies are incorporating social media tools to improve relationships with customers, but doing so requires a greater knowledge of how customers' behavior is changing. In order to improve relationships with customers, businesses are incorporating social media tools. To achieve this, it is necessary to have a deeper understanding of how customers are changing their behavior. (Singh et al., 2020)

2.6 The Effectiveness of Video Advertisements

Video advertisements have become increasingly popular among businesses, with many companies investing in these formats to promote their products and services. Video advertisements are more engaging and memorable than other forms of advertising, making them an effective tool for businesses to reach and engage with their target audience. Video advertisements can also be tailored to specific demographics, allowing businesses to create targeted campaigns that resonate with their audience.

Schöntag and Thoma (2019) in their study "Eyes on the Brand: An Eye-Tracking Study on the Effects of Video Advertisements" provides valuable insights into the effectiveness of video advertisements. The study specifically examines the

impact of video ads on attention, brand recall, brand attitudes, and purchase intentions. Here are the key findings from the article in relation to the effectiveness of video advertisements:

In comparison to static ads, the study discovered that video ads were more likely to catch viewers' attention. Participants spent more time fixating on video advertising, according to eye-tracking data, indicating a higher level of involvement with the material. Schöntag and Thoma observed that viewers' brand recall increased as a result of seeing video advertising. Comparatively to those who saw static advertising, those exposed to video ads demonstrated improved memory retention and were able to recall the advertised brands with greater accuracy.

The research indicated that video ads had a positive impact on viewers' brand attitudes. Participants exposed to video ads exhibited more favorable brand evaluations and higher levels of brand liking compared to those exposed to static ads. According to the study, video ads effectively influenced viewers' intentions to make purchases. Comparing participants exposed to static commercials to those exposed to video ads, participants showed a higher likelihood of considering the advertised brands for future purchases.

2.7 The Influence of Video Advertisements on Purchasing Decisions

Several studies have examined the impact of video advertisements on consumer behavior, with many finding a positive correlation between exposure to these advertisements and purchasing decisions. Video advertisements can influence consumers' attitudes towards brands, with exposure to these advertisements leading to increased brand awareness and positive brand associations. Additionally, video advertisements can create emotional connections with consumers, leading to increased loyalty and repeat purchases.

Wang, Yu, and Wei (2012) conducted an experimental study to examine how sensory stimuli in video ads affect consumers' purchase intentions. They focused on visual and auditory stimulation in video ads and their impact on consumers' attention, emotional responses, and subsequent purchase intentions.

The findings of the study revealed that video ads with high levels of visual and auditory stimulation attracted more attention from consumers. The inclusion of intriguing images and captivating audio in the advertisements enhanced viewers' concentration and engagement with the information, and video advertisements that produced favorable feelings in viewers had a substantial effect on purchase intentions. Consumers who experienced positive emotional responses while watching the ads showed higher purchase intentions compared to those who had neutral or negative emotional responses. The study discovered a link between the sensory stimuli in

video advertising and consumers' inclination to buy. Consumers' intents to buy the offered goods or services were favourably influenced by video advertising with higher degrees of visual and aural stimulation.

The research suggests that sensory stimuli in video ads play a crucial role in capturing consumers' attention, evoking emotional responses, and influencing their purchase intentions. The combination of compelling visuals and engaging sounds can enhance the effectiveness of video advertisements in driving consumer behavior.

Similarly, Babin, Hardesty, and Suter (2003) examined how colors used in advertising influence consumers' emotions, moods, and subsequent purchase intentions. While the study does not specifically focus on video advertisements, it can contribute to understanding the broader influence of visual elements, such as color, on consumer behavior. The findings of the study revealed the following: Different colors evoke specific emotional responses in consumers. For example, warm colors like red and yellow tend to elicit more positive emotions, while cool colors like blue and green can evoke a sense of calmness or relaxation.

The study found that consumers' mood mediates the relationship between color and purchase intentions. Positive moods induced by colors were positively associated with higher purchase intentions, while negative moods were negatively associated with purchase intentions. Consumer color preferences were also examined in the

study, and it was discovered that depending on demographics and personal experiences, people may have various color preferences.

The function of color in advertising and its capacity to affect customer emotions, moods, and buy intentions are highlighted in this study, despite the fact that it does not primarily focus on video advertisements. Colors can be deliberately used in video advertising to elicit desired emotional responses and sway viewers' purchasing decisions.

2.8 Empirical Review

Numerous empirical studies have been carried out that are pertinent to the present study. Such studies are examined in this section in relation to the current research. Among the empirical papers examined are:

Babaleye and Agha (2021) conducted a study on Sanitary Pads Advertising Messages and Buying Behaviour of Female Students of Adeleke University, Ede, Osun State and adopted the descriptive survey research design, using a researcher-designed questionnaire for data gathering. The study aimed at identifying the channels through which female students of Adeleke University access sanitary pad advertising message, examined the extent to which advertising messages motivate brand patronage of sanitary pads by the female students of Adeleke University. It also focused on examining the reasons the female students of Adeleke University buy

certain brands of pad as well as ascertaining the extent to which Adeleke University Female students pay attention to sanitary pad advertisement messages.

The study collated a total number of 300 respondents and found out that the new media (82%) and broadcast media (72%) are prominent channels through which female students of the Adeleke University are exposed to sanitary pad advertising messages. The findings revealed that respondents pay attention to contents of sanitary pad advertising messages which motivate them to prefer the absorbent quality, skin friendly features and stain preventive functions of sanitary pads. This however goes to show that the buying behaviour of the respondents is closely associated or affected by the benefits which the products has as contained in the advertisement messages.

The study however, advises marketers and advertising agencies to embrace the use of the various mass media when deciding where to deploy sanitary pad advertising messaging as this will make it possible for target markets to acquire messaging about sanitary pads via media outlets other than social media and television. Advertising for sanitary pads should be imaginatively adapted to Nigerian women's information needs. The study suggests that rather than stressing amusing messaging to encourage brand patronage of sanitary pads, advertisers and advertising specialists should emphasize the benefits of products in their messages. Additionally,

as part of their marketing strategies, sanitary pad manufacturers ought to focus on providing quality customer support and effective advertising.

This study also will adopt the use of the descriptive survey research design but unlike the above study, will examine students of the University of Benin, Benin City as well as taking Always Sanitary Pad as its main focus.

Similarly, Kofoworaola (2015) conducted a study on the Influence of Television Advertisement on the Buying Choice of Sanitary Pad by Students in Ado Ekiti, Ekiti State. The researcher adopted the Media dependency theory and Social Responsibility theory in the course of the study. The research employed the use of questionnaire and interview as instruments of data collection. Two hundred and forty copies of the questionnaire were administered across four schools with 6 persons interviewed. The study found out that Always sanitary pad is widely used by its respondents and is widely accepted in the scope it studied. It however recommends that the brand should improve the quality of its product while engaging in outdoor advertisement to reach more consumers.

2.9 Theoretical Framework

Technology Acceptance model

The Technology Acceptance Model (TAM) is a theoretical framework that explains individual adoption and voluntary use of technology. It can be used to understand the user attitude and usage behaviour of social media sites like Facebook. The TAM comprises core variables of user motivation, such as perceived ease of use, perceived usefulness, and attitudes toward technology, and outcome variables, such as behavioral intention and use of technology.

Social media has become an essential platform for businesses to promote their products and services, and it has transformed the marketing landscape. Brands that effectively integrate social media into their advertising strategy can immediately sway consumers' choices and raise awareness. Because social media advertising is different from traditional advertising, it must be produced quickly and be absorbed by people. To achieve this, it is necessary to build rapport with consumers and present what they wish to see in advertisements by creating awareness. According to research on the influence of social media on undergraduate student behaviors, social media has proliferated as a category of online discourse where people produce information, share it, bookmark it, and network at a prodigious rate. Social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry

With the help of the TAM framework, the researcher can examine the variables that affect UNIBEN students' acceptance of and reactions to social media video commercials for Always sanitary pads. This can offer useful information about the influence of these adverts on their purchasing behavior and advise marketing tactics for focusing on this particular group.

Attitude Change Theory

Attitude Change Theory can be highly relevant to understanding the influence of social media video advertisements of Always sanitary pads on the buying culture of UNIBEN students in this study. This theory explores how attitudes are formed, modified, and influenced by persuasive communication. It provides insights into the processes by which individuals develop attitudes and the factors that can lead to attitude change.

According to the theory of attitude change, attitudes can be changed through two different channels: the central channel and the periphery channel. The central method entails UNIBEN students carefully analyzing the message's substance and the benefits of the offered good (in this case, Always sanitary pads). The peripheral approach is more dependent on emotional cues, credibility, and marketing appeal. It also emphasizes the importance of the source of the persuasive message.

The theory suggests that the content of the persuasive message plays a crucial role in attitude change and also acknowledges that emotions can play a significant role in attitude formation and change. The emotional appeals utilized in social media video commercials, such as eliciting good feelings or addressing particular worries and wants of UNIBEN students, can affect their opinions of Always sanitary products.

This study would investigate the persuasive techniques and elements present in always sanitary pad social media video marketing by applying Attitude Change Theory. This can offer insightful information about how these adverts affect the views and purchasing habits of UNIBEN students.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Preamble

This chapter discusses the method, techniques and procedures adopted in this research with the aim of generating viable data that would assist in bringing about the realization of the research objectives. It is contained and explained under the following subheadings:

- Research Design
- Population of the Study
- Sample Size
- Sampling Procedure
- Instrument of Data Collection
- Validity of Study
- Reliability of Instrument
- Method of Data Collection
- Method of Data Analysis.

3.2 Research Design

This study was executed using the survey research method. Asemah (2012) claims that the Survey research technique is a way of gathering and analyzing social data via highly structured interview or questionnaire. Nwogu (2001) sees survey research design as a technique used to gather data from relevant population that is familiar with the concept is relating to the study's objective.

In order to analyse the Influence of Social Media Video Advertisement of Always Sanitary Pad on the Buying Culture of UNIBEN Students, this study adopted the use of the survey research method and the questionnaire as an instrument to conduct the study. The survey approach was chosen because it can capture human attitudes and ideas, and as a result, it was helpful in gathering feedback from the study population.

3.3. Population of the Study

Based on the nature of this study, the female undergraduate full time students of the Department of Mass Communication, University of Benin formed the population. In conducting this study, we considered the total number of female full-time undergraduate students in the department as determined by the Department's official records and analysis.

The Department of Mass Communication female Full time undergraduate students consist of:

100 Level Full Time 142

200 Level Full Time 180

300 Level Full Time 170

400 Level Full Time 200

The population of study is comprised of 692 female students who have enrolled for the Full Time programme in the Department of Mass Communication at the University of Benin.

3.4. Sample Size

According to Obaja (2003, p.5), Sampling refers to the actual selection of some individuals or elements from a population for investigation and study. In order to determine the appropriate sample size for this study, the researcher used the Simple Percentage Method as propounded by Nwana (1981). He noted that if the population is a few hundred, a 40% or more sample will do, if many hundred, a 20% sample will do, if a few thousand, a 10% sample will do and if several thousands, a 5% or less sample will do. The calculation is as follows:

$$N = n * (\text{desired percentage}) / 100$$

Since the population is 692, a 20% sample will do;

$$N = 692 * 20 / 100$$

$$N = 13840 / 100$$

$$N \approx 138.4$$

Therefore, the sample size is approximately 138.

3.5. Sampling Technique

This study made use of the stratified random sampling method in selecting the sample. Using the stratified sampling technique, the population was divided into four strata's based on the four levels of the mass communication full time undergraduates at the University of Benin, Ekehuan Campus. This was employed to enable the researcher easily administer the instrument for data collection. Using the formula, (Sample Size/Population Size) * Stratum size, below are the results:

100 Level Full Time

$$(138/692) * 142 \approx 28.3$$

200 Level Full Time

$$(138/692) * 180 \approx 35.9$$

300 Level Full Time

$$(138/692) * 170 \approx 33.9$$

400 Level Full Time

$$(138/692) * 200 \approx 39.88$$

To ensure that every member of the population is represented equally, 138 copies of the questionnaires were randomly administered to the respondents. The breakdown of the distribution goes thus, 28 copies to the 100 Level full time constituency, 36 copies to the 200 level full time constituency, 34 copies to the 300 level full time constituency and 40 copies to the 400 full time constituency.

3.6. Description of Instruments

The questionnaire was used to collect data for this research. The questionnaire instrument had two sections: the demographic section and the psychographic section (social media habits, always sanitary pad advertisement and the buying culture section). The demographic section was used to gather information about the respondents' biographical information while the psychographic section focused on the research questions with a view to solving them.

The questionnaire's items were organized with closed-ended questions. There were 16 items altogether.

3.7. Validity of the Instrument

A draft of the copy of the questionnaire was given to the supervisor. The supervisor reviewed the items for clarity, relevance to the purpose, appropriateness of

language, and accuracy of the instructions given to the responders. The supervisor examined the methodology used in the study. The majority of the questionnaire's items successfully measured the study's theoretical constructs thanks to suggestions and corrections from the supervisor, which prompted fine-tuning of the items' structure to make them appropriate and capable of obtaining the necessary data.

3.8. Reliability of the Instrument

Reliability is a major component of a quantitative research. The questionnaire which is an instrument in this study was used to analyse the Influence of Social Media Video Advertisement of Always Sanitary Pad on the Buying Culture of UNIBEN Students was highly reliable because it helped in providing answers for the research questions. In order to test the reliability of the instrument, a pilot study was conducted. Pilot study is a small scale preliminary study conducted before the main research, in order to check the feasibility or to improve the design of the research (Asemah 2017). To conduct the pilot study, 20 copies of the questionnaires were shared to respondents. When the data collected was analysed, the pilot study proved that the methods used in this study were reliable, precise and easy to replicate.

3.9. Method of Data Collection

For the study, the researcher used both primary and secondary sources of data. The primary source of data collection was the questionnaire. Copies of the

questionnaire were administered online through Google Forms and data collected through the same means. While the secondary source of information was gathered through readings from standard textbooks, pertinent articles written by prior researchers, the internet, and class notes.

3.10. Method of Data Analysis

Based on the information gathered using the created questionnaire, the analysis, presentation, and interpretation of the results were made. The gathered data were analyzed using straightforward percentage and table presentations, with all relevant explanations provided beneath each table for easy comprehension.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Preamble

This chapter will look and analyze the data received from questionnaires administered to selected female full time students of the department of Mass Communication picked at random that uses social media platforms. The total of 138 questionnaires were administered and recovered for the researcher to work with.

4.2 Data Presentation

Section A: Demographic Data

Table 1. Age of Respondents

AGES	FREQUENCY	PERCENTAGE
16-20 years	61	44.2
21-25 years	56	40.6
26-30 years	21	15.2
31 years and above	0	0
TOTAL	138	100

Table 1 shows that 44.2% of the respondents are people within the ages of 16-20 years, 40.6% of the respondents are between the ages of 21-25 years, 15.2% of the respondents are between 26-30 years and 0% are 31 years and above. This demonstrates that a large percentage of the respondents are under 30 years.

Table 2. Gender of Respondents

SEX	FREQUENCY	PERCENTAGE
Male	0	0
Female	138	100
TOTAL	138	100

Table 2 shows that 100% of the respondents were females and 0% were male. This is so because the population of students to be examined was limited to female gendered respondents.

Table 3. Religion of Respondents

RELIGION	FREQUENCY	PERCENTAGE
Christian	127	92
Muslim	11	8
TOTAL	138	100

Table 2 shows that 92% of the respondents are Christians and 8% of the respondents practice Islam. This implies that majority of the respondents are Christians.

Table 4. Year of Study of Respondents

LEVEL	FREQUENCY	PERCENTAGE
100	28	20.3
200	36	26.1
300	34	24.6
400	40	29

TOTAL	138	100
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For each strata to be adequately represented, 20.3% of the respondents were 100 level students, 26.1% of the respondents were 200 level students, 24.6% of the respondents were 300 level students and 29% of the respondents were 400 level students.

Section B: Psychographic Data

Table 5. Respondents view on how often they use social media platforms such as Facebook, Twitter, Instagram, and Tiktok.

RESPONSE	FREQUENCY	PERCENTAGE
Daily	91	65.9
A few times a week	25	18.1
Once a week	11	8
Rarely	11	8
Never	0	0
TOTAL	138	100

Table 5 reveals that 65.9% of respondents actively use social media platforms every day, 18.1% do so few times a week, 8% do so once a week, 8% rarely use social media platforms and 0% of the respondents never use social media platforms. This data reveals that majority of the respondents use social media platforms daily.

Table 6. Respondents view on which Social Media platforms they actively use.

RESPONSE	FREQUENCY	PERCENTAGE
Facebook	30	21.7
Instagram	36	26.1
Twitter	1	0.7
Snapchat	18	13
TikTok	23	16.7
YouTube	13	9.4
WhatsApp	17	12.3
TOTAL	138	100

Table 6 reveals that 21.7% of the respondents use Facebook, 26.1% use Instagram, 0.7% use twitter, 13% use Snapchat, 16.7% use TikTok, 9.4% use YouTube, and 12.3% use WhatsApp. This shows that a large percentage of the respondents actively use Instagram.

Table 7. Respondents view on how much time they spend on social media platforms per day (on average).

RESPONSE	FREQUENCY	PERCENTAGE
Less than 30 minutes	11	8
30 minutes – 1 hour	32	23.2
1 – 2 hours	25	18.1
2 – 4 hours	26	18.8
More than 4 hours	44	31.9
TOTAL	138	100

Table 7 reveals that 8% of the respondents spend less than 30 minutes on social media platforms per day, 23.2% of the respondents spend between thirty minutes and an hour every day, 18.1% of the respondents spend between one and two hours every day, 18.8% of the respondents spend between two to four hours every day while 31.9% of the respondents spend more than four hours on social media every day. This implies that a large percentage of the respondents spend more than four hours on social media platforms daily.

Table 8. Respondents view on if they have come across video advertisement for Always sanitary pads on social media platforms.

RESPONSE	FREQUENCY	PERCENTAGE
Yes	93	67.4
No	45	32.6
TOTAL	138	100

Table 8 reveals that 67.4% of the respondents have come across video advertisements for Always sanitary pads on social media platforms while 32.6% of respondents have not come across it. This reveals that majority of the respondents have come across video advertisement of Always sanitary pad on social media platforms.

Table 9. Respondents view on which social media platforms they Always sanitary pad video advertisements.

RESPONSE	FREQUENCY	PERCENTAGE
Facebook	52	37.7
Twitter	10	7.2
Instagram	26	18.8
TikTok	11	8
None of the above	39	28.3
TOTAL	138	100

Table 9 reveals that 37.7% of respondents have seen always sanitary pad video advertisements on Facebook, 7.2% have seen them on Twitter, 18.8% have seen them on Instagram, 8% have seen them on TikTok, and 28.3% haven't seen them on any of the social media platforms listed. This shows that a large percentage of the respondents are exposed to always sanitary pad video advertisement especially on Facebook.

Table 10. Respondents view on how frequently they see Always sanitary pad video advertisements on social media.

RESPONSE	FREQUENCY	PERCENTAGE
Daily	9	6.5
A few times a week	26	18.8
Once a week	11	8
Rarely	67	48.6

Never seen it before	25	18.1
TOTAL	138	100

Table 10 shows that 6.5% of the respondents are exposed to video advertisements for Always sanitary pads on social media platforms daily, 18.8% are exposed to such advertisements a few times a week, 8% are exposed to such advertisements once a week, 48.6% are rarely exposed to such advertisements, and 18.1% have never seen such advertisements. The above data reveals that majority of the respondents rarely come across video advertisement of Always Sanitary pad on social media platforms.

Table 11. Respondents view on how they feel about the quality of video advertisement of Always sanitary pad on social media.

RESPONSE	FREQUENCY	PERCENTAGE
Very high quality	17	12.3
High Quality	45	32.6
Average Quality	48	34.8
Low Quality	15	10.9
Very Low Quality	13	9.4
TOTAL	138	100

According to Table 11, 12.3% of the respondents think the video advertisements for Always sanitary pads are of a very high quality, 32.6% think they are of a high quality, 34.8% think they are of an average quality, 10.9% think they are of a low quality, and 9.4% think they are of a very low quality. The data shown above shows

that a bigger percentage of respondents believe the advert quality is suitable for their target demographic.

Table 12. Respondents view on how influential video advertisements for Always sanitary pads are on social media platforms in shaping their buying decisions.

RESPONSE	FREQUENCY	PERCENTAGE
Extremely Influential	18	13
Moderately Influential	45	32.6
Somewhat Influential	27	19.6
Slightly Influential	23	16.7
Not Influential at all	25	18.1
TOTAL	138	100

Table 12 shows that 13% of respondents believe the Always Sanitary pad's social media video advertisements have a very strong influence, 32.6% believe it has a moderate influence, 19.6% believe it has some influence, 16.7% believe it is slightly influential, and 18.1% do not believe the adverts have any influence. The information above demonstrates that the majority of the respondents are influenced by social media advertisements for sanitary pads while making purchases.

Table 13. Respondents view on purchasing Always sanitary pads based on seeing video advertisements on social media platforms.

RESPONSE	FREQUENCY	PERCENTAGE
Yes	58	42
No	80	58

TOTAL	138	100
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Table 13 provides evidence that 42% of the respondents have purchased Always sanitary pads after being exposed to the video advertisements on social media platforms, while 58% of the respondents have not been moved to purchase after viewing the advert. This shows that majority of the respondents do not make purchases after being exposed to the video adverts of Always sanitary pads on social media.

Table 14. Respondents view on how often they purchase sanitary pads.

RESPONSE	FREQUENCY	PERCENTAGE
Multiple times a month	17	12.3
Once a month	66	47.8
Few times a year	29	21
Rarely	12	8.7
Never	14	10.2
TOTAL	138	100

According to Table 11, 12.3% of respondents buy sanitary pads numerous times per month, 47.8% buy them once per month, 21% buy them few times a year, 8.7% rarely buy them, and 10.2% never buy them. This demonstrates that a lot of female students have a monthly sanitary pad purchase culture.

Table 15. Respondents view on factors influencing their buying decision for sanitary pads.

RESPONSE	FREQUENCY	PERCENTAGE
Brand	38	27.5
Price	26	19
Quality	17	12.3
Availability	5	3.6
Convenience	14	10.1
Product packaging	12	8.7
Online Reviews	7	5.1
Social Media Advertisement	19	13.7
TOTAL	138	100

Table 15 shows that 27.5% of the respondents are influenced to make purchase decision based on the brand, 19% are influenced by the price, 12.3% are influenced by the quality, 3.6% are influenced by the availability, 10.1% are influenced by convenience, 8.7% are influenced by the product packaging, 5.1% are influenced by online reviews and 13.7% are influenced by social media advertisement of the product. This data provides that a large percentage of the respondents are influenced majorly by the brand of the sanitary product.

Table 16. Respondents view on recommending Always sanitary pads to others based on your experience and exposure to video advertisements on social media platforms.

RESPONSE	FREQUENCY	PERCENTAGE
Definitely yes	34	25
Probably Yes	23	17
Undecided	32	23
Probably not	32	23
Definitely not	17	12
TOTAL	138	100

Table 16 shows that Based on the experiences and exposure to the video advertisements on social media platforms of the respondents, 25% of the respondents would definitely recommend Always sanitary pads to others, 17% are likely to do so, 23% are undecided, 23% would probably not recommend it, and 12% are certain they would never recommend it. The above data shows that a large percentage of the respondents would definitely recommend Always sanitary pads to others.

4.3 Discussion of Findings

RQ 1: To what extent are UNIBEN students exposed to always sanitary pad video advertisements on social media?

In answering research question 1, tables 8, 9 and 10 will be used to determine how exposed the respondents are to social media video advertisements of Always sanitary pad. Table 8 provided that majority of the respondents have come across

such advertisements on social media platforms. This goes to show that the brand, Always have adopted this form of advertisement as a means of reaching its target audience.

Table 9 however sought to identify which of the social media platforms the respondents have come across such video advertisement of Always sanitary pads and it found out that a large population of the respondents are exposed to the video advertisement especially on Facebook. With the demography of the respondents being below the age of 30, it can be agreed that a majority of this age group are active users of Facebook. This is backed up in a study by Pathan et al (2017) where they found out that our young people, particularly university students, use Facebook on a daily basis.

Table 10 sought to find out the frequency to which respondents come across always sanitary pad video advertisement on social media and it found out that a majority of the respondents rarely come across such advertisements on social media. This result suggests that the respondents are not frequently exposed to video commercials for Always sanitary pads on social media channels. In other words, the majority of respondents claimed that when using social media sites, they do not usually run into these adverts.

RQ 2: How do Always sanitary pad video advertisements influence the buying culture of UNIBEN students?

In answering research question 2, tables 12, 13 and 15 would be examined. Table 15 provided evidence as to what factors influences the respondents buying decision of sanitary pads and it found out that a majority of the respondents are majorly moved to make a purchase of a sanitary product because of the brand. Pine et al (1999) noted that "In the digital age, brand loyalty is not just about products; it's about experiences. Brands that create memorable and personalized experiences across multiple touchpoints can foster strong emotional connections and loyalty."

From the foregoing, table 12 sought to find out how influential video advertisements of Always Sanitary pads on social media platforms are in shaping the respondents buying decisions and it found out that a majority of the respondents are influenced greatly by this adverts in making purchasing decisions. This shows that precision targeting and customization are possible with social media video adverts. By using data-driven insights, advertisers may better target relevant video content to particular audience segments. (Figueiredo et al 2018)

Table 13 showed if the respondents purchase Always sanitary pads based on seeing video advertisements on social media platforms and it found out that majority

of the respondents do not make purchases after being exposed to the video adverts of Always sanitary pads on social media.

RQ 3: What factors contribute to the effectiveness of always Sanitary pad video advertisements in influencing the purchasing decisions of UNIBEN students?

Based on the data collected, Tables 11, 15 and 16 address this question. Table 11 provides that a majority of the respondents find the video quality of the social media adverts of Always sanitary pad to be of very good quality and in such manner would influence their purchasing decision greatly. "High-quality video production enhances the perception of professionalism and credibility. Consumers are more likely to trust and engage with brands that present their products or services in well-produced videos." (Al-Hawari, M., & Ward, T. 2006)

Table 15 however goes to show that a large percentage of the respondents are influenced by the brand amongst other criteria's in making a purchase of sanitary pads. This shows the role in which brand loyalty plays in the minds of the target audience of a specific product. Jin et al (2014) notes that through the creation of unique and emotionally stimulating experiences, video commercials can strengthen brand loyalty. Consumers' affinities for brands are strengthened when they emotionally interact with video material. However, according to data in Table 16, a significant portion of respondents would unquestionably recommend Always sanitary pads to others after interacting with video advertisements on social media platforms,

while 46% of respondents as a whole are either unsure or would probably not recommend it after interacting with the advertisements on social media.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The aim of this study was to ascertain the Influence of Social Media Video Advertisement of Always Sanitary Pad on the Buying Culture of UNIBEN Students. The survey research design was adopted by the researcher to effectively collect information and data for the study, and a questionnaire was used as the primary source of data. Simple percentage analysis was used as the method for data analysis. Tables and simple percentages were used by the researcher as part of a quantitative method of analysis to display and examine the data gathered. The results of the findings are as follows:

1. 65.9% of the respondents use social media daily.
2. 26.1% of the respondents are active users of Instagram.
3. 31.9% of the respondents spend more than four hours on social media platforms daily.
4. 67.4% of the respondents have come across video advertisements of Always sanitary pad on social media platforms.
5. 37.7% of the respondents are exposed to Always Sanitary pad video advertisement especially on Facebook.

6. 48.6% of the respondents rarely come across video advertisement of Always sanitary pad on social media platforms.
7. 34.8% of the respondents believe the advert is of average quality and is suitable for the target demographic.
8. 32.6% of the respondents are moderately influenced by social media advertisements for sanitary pads while making purchases.
9. 58% of the respondents do not make purchases after being exposed to the video adverts of Always sanitary pads on social media.
10. 47.8% of the respondents have a monthly sanitary pad purchase culture.
11. 27.5% of the respondents are influenced majorly by the brand of the sanitary product.
12. 25% of the respondents would definitely recommend Always sanitary pads based on their experience and exposure to video advertisements on social media platforms.

5.2 Conclusion

From the findings of this study, there is a substantial amount of always sanitary pad advertising on social media, yet there is a rather low conversion rate from exposure to purchase. The respondents' opinions on the effectiveness of the commercials and their impact on purchasing choices varied. Both advertising

effectiveness and conversion rates have room for improvement, especially among consumers who don't see commercials frequently or aren't particularly persuaded by them. Personal experiences and exposure to advertising also seem to have an impact on brand loyalty and referrals.

5.3 Recommendations

Based on the conclusions drawn from the research conducted on the topic "Influence of Social Media Video Advertisement of Always Sanitary Pad on the Buying Culture of UNIBEN Students," the following recommendations are suggested:

1. The brand should concentrate on boosting the frequency of these commercials on platforms that are regularly utilized by students, as the research showed that UNIBEN students are not frequently exposed to social media video advertisements of Always sanitary pads. This can be accomplished by working with well-known social media influencers and running focused advertising campaigns.
2. Due to the low level of exposure to advertising, UNIBEN students hardly ever interact with them, thus the brand should concentrate on producing interesting and captivating video content. The use of realistic situations, comedy, and content that is well-received by the student audience are some examples of how to do this.

3. Given the importance of brand loyalty in UNIBEN female students' purchase decisions, the company should keep working to increase brand loyalty. This could include campaigns that motivate students to promote the company among their peers, awards for loyal customers, and customised loyalty programs.
4. The research showed that many UNIBEN female students exposed to the ads did not make purchases, despite the fact that social media video advertisements had a beneficial impact on purchasing decisions. By putting strong calls to action in their video content and making sure that their products are easily accessible to students, the brand should put its efforts into closing this gap.
5. The brand should keep creating high-quality video content in light of the perceived benefit of strong video quality on purchasing decisions. Professional video production expenditures can improve brand credibility and have a favorable impact on UNIBEN students' purchasing habits.
6. Given that the majority of female students at UNIBEN said they would suggest Always sanitary pads based on their interaction with video material, the brand ought to support and encourage word-of-mouth advertising. This can be accomplished through producing shareable material and inspiring students to tell others about their satisfying experiences.
7. The brand should think about providing instructional content on feminine hygiene, health, and empowerment in order to increase the effectiveness of social media

video commercials. By offering useful information, the brand may establish itself as a reliable resource and develop closer relationships with students.

8. Regarding their opinions on the commercials and merchandise, the company must to actively solicit input from UNIBEN students. In order to better cater to the preferences and needs of students, this feedback can be used to improve future advertising campaigns and product offerings.

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APPENDIX

QUESTIONNAIRE

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin city, Nigeria.

Dear Respondent,

REQUEST FOR COMPLETION OF QUESTIONNAIRE

I am Oboh Benjamin Oyakhilome, a 400level student of the Department of Mass Communication, University of Benin and I am conducting a research on the “INFLUENCE OF SOCIAL MEDIA VIDEO ADVERTISEMENT OF ALWAYS SANITARY PAD ON THE BUYING CULTURE OF UNIBEN STUDENTS”.

This research is in partial fulfillment of the requirements for the award of a Bachelor of Arts degree in Mass Communication. Kindly assist in filling the questionnaire. Your response will be handled with utmost confidentiality.

Yours faithfully,

Oboh Benjamin
Researcher

Section 1: Demographics

1. Age: (a) 16-20 (b) 21-25 (c) 26-30 (d) 31 and above
2. Gender: Male/Female/Other: _____
3. Religion: (a) Christian (b) Muslim
4. Year of Study: 100/200/300/400

Section 2: Psychographic Data

Social Media Habits

5. How often do you use social media platforms such as Facebook, Twitter, Instagram, and Tiktok?
a) Daily b) A few times a week c) Once a week d) Rarely e) Never
6. Which Social Media platforms do you actively use? (Select all that apply)
() Facebook () Instagram () Twitter () Snapchat () TikTok () YouTube
() Other (please specify)
7. How much time do you spend on social media platforms per day (on average)?
a) Less than 30 minutes b) 30 minutes to 1 hour c) 1-2 hours d) 2-4 hours e) More than 4 hours

Always Sanitary Pad Advertisement

8. Have you come across video advertisement for Always sanitary pads on social media platforms?
a) Yes b) No
9. On which social media platforms have you seen Always sanitary pad video advertisements?
a) Facebook b) Twitter c) Instagram d) Tiktok e) None of the above
10. How frequently do you see Always sanitary pad video advertisements on social media?
a) Daily b) A few times a week c) Once a week d) Rarely e) Never seen it before

11. How do you feel about the quality of video advertisement of Always sanitary pad on social media?

a) Very high quality b) High quality c) Average quality d) Low quality e) Very low quality

12. How influential are video advertisements for Always sanitary pads on social media platforms in shaping your buying decisions?

a) Extremely influential b) Moderately influential c) Somewhat influential
d) Slightly influential e) Not influential at all

Buying Culture

13. Have you purchased Always sanitary pads based on seeing video advertisements on social media platforms?

a) Yes b) No

14. How often do you purchase sanitary pads?

a) Multiple times a month b) Once a month c) Few times a year d) Rarely e) Never

15. Which of the following factors influence your buying decision for sanitary pads?

(Select all that apply)

i. Brand ii. Price iii. Quality iv. Availability v. Convenience vi. Product packaging vii. Online reviews viii. Social media advertisements

16. Would you recommend Always sanitary pads to others based on your experience and exposure to video advertisements on social media platforms?

a) Definitely yes b) Probably yes c) Undecided d) Probably not e) Definitely not