

IMPLICATIONS OF THE USE OF SOCIAL MEDIA INFLUENCERS ON PATRONAGE OF
COSMETIC PRODUCTS AMONG UNIBEN STUDENTS IN EDO STATE

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The competitive nature of the market place in recent times has called for diversified and intensive marketing strategy by each and every organisation. Different forms of promotional activities are embraced by business owners to boost sales. Technological advancements and discoveries have made the act of marketing more easier, less resource consuming and time bound. The growth and advancement of the Internet has fostered the concept of social media marketing as well as use of social media influencers by business owners. The use of influencers who most times are celebrities is a form of marketing trend that seeks to explore, support, identify and engage people involved in impactful conversations. In this millennial age, people spend their time on the interactive media than the traditional media and with our frequent presence on social media the thought on how to use the influence, status and the following acquired on this platform and to increase income has led to brand influencing on social media. So brands, whom their target audience can be found among these influencers' audience will also maximize the opportunity to reach and sell to them.

According to Dhanesh (2019), the use of social media influencers is a form of online marketing whereby marketers target a sub-population of influential people instead of the entire base of potential buyers. The reason for this is to get these influential people to promote the products to their target audience. Social media influencing is a marketing term that describes an individual's ability to affect other people's thinking in a social online community. The more influence a person has, the more appeal that individual has to companies or other individuals who want to promote an idea or sell a product.

Social media influencers are seen as real-life consumers who share authentic and valuable information mostly about products and services with their followers. Overtime, they have built trust with their community and can influence their purchasing decisions. This is because they frequently hold a role model status and have the ability to affect the decisions of their followers. Also, (Arora, 2019) viewed the concept of influencer marketing as marketing products and services by those who engage to influence the purchasing appetite or behaviour of other people. This is achieved by endorsing specific products and brands through their social media content. Celebrity endorsement of a product or service is an old advertising strategy. In the 1760s, Josiah Wedgwood used his royal connections and endorsements to sell his Wedgwood brand plates.

Fast forward to the age of radio, TV and social media celebrity endorsements has continued to be a common marketing strategy. Today's digital world has companies partnering with social media and blogging influencers to promote their products and services. To be a celebrity is no longer as hard as it used to be. With the advent of social media, it is arguably easy and swift to rise to stardom through their consistent online presence in creating content and building communities of like minded people and sustaining relationships with their fans.

The use of social media influencers bring about fame and popularity of the product among the people. Lagree (2019) postulates that the influencer through word of mouth presents crucial role of the product as well as stipulate appropriate guidelines and conditions for the use of the products for effective result. The use of influencer marketing became predominant as a result of the trust and confidence buyers have in opinion leaders in the society. Most of these influencers are bloggers or vlogs owners who share their experiences, stories or interests on a wide variety of things on the internet publicly (Byrne, 2017).

In most cases, these influencers are celebrities who are stars in different works and occupation of life. Some are Actors, Sportsmen, Adventurers, Artists, etc. They are influencers because they can influence group of people and get them to buy products depending on their line of interest (Kadekova, 2018). An integral part of influencer marketing is the fact that influencers must identify with the products they are promoting. They must have first hand knowledge of the product. So. they cannot market a product they are unfamiliar with or have no expertise with. The trend of using influencers to sell products is shifting into collaborations within both parties. No wonder marketing practitioners are signing off endorsement deals with influencers depending on the goals and interests of the influencer.

Influencer marketing is a marketing strategy that uses key content creators to drive home key messages and conservation around a brand's product message. It singles out individuals that have influence over prospective buyers and build their business and marketing strategy and orientation around these influencers (Henderson, 2018). Its essence is to influence consumers buying behaviour. Consumer buying behaviour refers to the action taken by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. De Veirman (2018) opines that individual consumers behave differently based on psychological factors such as motivation and also due to

environmental and situational forces. One of the industries that has embraced social media influencer marketing the most is the cosmetics industry. One of the key causes of this is the fact that social media influencer marketing is most effective in visual media, and beauty is extremely visual.

1.2. Statement of Problem

An average Nigerian takes pride in using products or services that is used by their favourite celebrities on social media. Cosmetic brands connect with their target consumers by finding their audiences among the influencer's audience so they take advantage of this trust and influence. Cosmetic brands take good advantage of it to enhance visibility and influence purchasing choices. Every organisation wants to sell their products while at the same time maintain popularity by being an household name. In a bid to do so, organizations have turned to the new media and the new age use of influencers to sell products. Influencers due to their large fan base, fame and popularity has proven to be worthwhile. Studies has shown that the use of influencers marketing comes in handy. A study by Forbes in 2017, shows that an estimated 50% of brands increased the amount of funds allocated to hiring social media influencers for their brand promotion. Also, according to Statista, more than 74% of Gen-Z and 66% of millennials are persuaded by influencers to purchase specific products from various brands. Findings like this point to the effectiveness of social media influencers in stimulating consumers' purchase intention.

Social media influencers who have achieved influence over consumers' patronage have emerged as a result of the rising use of social media platforms. As a result, the marketing approaches used by many companies in the cosmetics sector have undergone a substantial change as they make use of the power and reach of social media influencers to market their goods. Although, UNIBEN students are a significant target market for cosmetic marketers, it is still unknown how exactly social media influencers affect their purchase of cosmetic products. The purpose of this study is to ascertain the extent and nature of the implications of the use of social media influencers on the patronage of cosmetic products among UNIBEN students .

Addressing the gap in knowledge regarding the relationship between social media influencers and consumer purchase decisions in the context of the cosmetic industry at UNIBEN, the gap

this study seeks to fill is to take cognizance of how the human factor [emotions] come into play when buying a product. Therefore this study seeks to contribute to existing knowledge and bridge the gap in knowledge by examining the implications of social media influencers on the patronage of cosmetic products by UNIBEN students.

1.3. Objectives of the Study

The objectives of the study were to:

1. Ascertain the level of exposure of UNIBEN Students to social media platforms.
2. Find out the effectiveness of social media influencers on the purchasing decisions of cosmetic products by UNIBEN students.
3. Determine the perception of UNIBEN Students on the use of social media influencers in marketing.

1.4. RESEARCH QUESTIONS

The following research questions will guide the study:

1. What is the social media platforms UNIBEN students are exposed to?
2. What is the effect of social media influencers on the purchasing decisions of UNIBEN Students?
3. What is the perception of UNIBEN Students on the use of influencer marketing?

1.5. Significance of the Study

This study would be significant to the society at large as it exposes the society to the benefits and impacts of the new media on marketing. It would also benefit organisations on how to use social media influencers to successfully and effectively promote their products and services. Also, this

study would benefit both influencers and organizations on the type of contents the audience are attracted to, which would further guide the modifications and changes made to their product message giving an edge over competitors. It would guide policy makers, organizations and influencers on the right regulation on influencer marketing.

Lastly, this study would contribute to knowledge and understanding, the research would add to existing body of literature by enriching the existing information on other aspects of social media influencing. This study when completed would be useful for students who would undertake research in this area in the future.

1.6. Scope of the Study

The scope of the study focused on the implication of the use of social media influencers on patronage of cosmetic products among UNIBEN Students. The study is centered on undergraduate students across different faculties in order to achieve a recent data base.

1.7 Limitations of the Study

The use of questionnaires as a research method in this study serves to an extent a limitation itself. This is because the use of other methods like interview schedule, purposive sampling would have enabled the study's enhancement and generalisation. Also, the sample population was limited to UNIBEN Students which as a result, the outcome of this study may not be generalised.

1.8. Definition of Terms

To enhance easy understanding of this study there is need for the definition of the major terms used.

Cosmetic: These are substances used or applied for better aesthetics on the human body. They can include; make up, hair dye, skin care cream, etcetera.

Implications: This, according to Oxford Advanced Learners Dictionary is a possible effect or result of an action or a decision.

Influencers: This refers to one who has ability to access a large audience and to persuade them to act based on their advice.

Product: A product is an item put up for sale.

Patronage: This term refers to the financial support given to an organisation or a brand by customers or paying guests.

Social media: This term refers to an Internet enabled community through which users share information, ideas and messages and other contents.

Students: A group of people undergoing studies in a school.

UNIBEN: University of Benin, Benin City, Nigeria.

CHAPTER TWO

LITERATURE REVIEW

Preamble

This chapter presents the literature review for this study. Thus, sub-topics related to this study are discussed, the works reviewed were presented under the following sub headings;

2.1 Overview of Social Media

2.2 History of Social Media Marketing

2.3 Social Media Marketing

2.4 Influencer Marketing

2.5 The use of Influencer Marketing in the Cosmetic Industry

2.6 Impact of Influencer Marketing on consumer purchases/buying behaviour

2.7 The risk involved in the use of Influencer marketing in the cosmetic Industry

2.8 Empirical Review

2.9 Theoretical Framework

2.1. OVERVIEW OF SOCIAL MEDIA

According to Merriam-Webster (2014), social media is defined as “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).” Although the first known use of the term was in 2004, social media use has skyrocketed in the past several years. About 73% of online adults now use a social networking site of some kind (Smith, 2013,).

The top five most popular social networking sites are Facebook, LinkedIn, Pinterest, Twitter, and Instagram. Facebook leads the pack, boasting 71% of online adults as users (Smith, 2013, P.128). Facebook’s users are not only numerous, but extremely active and engaged: 63% of Facebook users visit the site at least once a day, with 40% doing so multiple times throughout the day (Smith, 2013). This continuous social media usage might stem from increased mobile usage of social networking sites. As smartphones and tablets increase in popularity, many social media users rely on their mobile apps to access their favorite sites.

Types Of Social Media

- Facebook

Facebook is an American online social media and social networking service based in Menlo Park, California, and a flagship service of the namesake company Facebook, Inc. It was founded by Mark Zuckerberg. Facebook is one of the top social media platforms with more than 1.23 billion active users worldwide. 62% of the 1.23 billion users log in on a daily basis making it the best

medium to reach for new customers. Today, businesses both big and small use Facebook as an advertising source to help their brand expand.

- Instagram

Instagram is an American photo and video sharing social networking service owned by Facebook, created by Kevin Systrom and Mike Krieger and originally launched on iOS in October 2010. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Instagram can be used to bring or draw connection between product and individual which leads to large viral advertising opportunities and create an audience that becomes brand ambassadors. Instagram has about 500 million active users and is one of the increasingly popular platforms with integrated business tools. The site allows established brands to link directly to e-commerce shops or products, making it one of the most monetizable platforms of social media.

- YouTube

YouTube is an American online video-sharing platform headquartered in San Bruno, California. The service, created in February 2005 by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—was bought by Google in November 2006 for US\$1.65 billion and now operates as one of the company's subsidiaries. YouTube is the second most-visited website after Google Search. YouTube is a great way to make passive income for individuals or brands. The site hosts endless videos created by users that can be monetized to generate advertisement revenue. YouTube boasts 2 billion active users, making it widely available and popular worldwide.

- WhatsApp

WhatsApp Messenger, or simply WhatsApp, is an American freeware, crossplatform centralized messaging and voice-over-IP service owned by Facebook, Inc. It allows users to send text

messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp is a widely active social network, with over 1.5 billion active monthly users.

- Snapchat

Snapchat is an American multimedia messaging app developed by Snap Inc., originally Snapchat Inc. One of the principal features of Snapchat is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients. Snapchat was created by Evan Spiegel, Bobby Murphy, and Reggie Brown. Snapchat generates most of its revenue through brand advertisements. The company's key advertising products are Sponsored Lenses, 3D overlays that utilise augmented reality and mobile video advertising service Snap Ads. (JESLIN JOE, 2021)

2.2. HISTORY OF SOCIAL MEDIA MARKETING

Social media history encompasses a far greater period than many might expect. While social media as we've now come to know it, might be more closely associated with the likes of Myspace, Facebook and Twitter, people have been engaging in social media activities for hundreds of years. Those earlier forms of social media, however, were far less efficient or effective than modern channels. Many argue that social media was invented when the first social networking websites launched in 1997. Ultimately, the credit for social media lies with many innovative thinkers who contributed their ideas over decades.

Social Media Pre-1900

Social media saw its origins in traditional forms of written communication. The earliest methods of communicating across great distances relied on hand-delivered correspondence such as letters. The earliest postal service began as early as 550 B.C.E., and the primitive delivery system ultimately grew, widespread, and streamlined across the following centuries.

The telegraph was invented in 1792, and it allowed personal messages to be delivered over long distances much faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. In fact, many claim the birth of social media corresponded with the development of the telegraph.

Developed in 1865, the pneumatic post created another way for letters to be delivered quickly between recipients. Although no longer popular outside of drive-through banking, the pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another.

Two important discoveries occurred in the final decade of the 1800s: The telephone in 1890 and the radio in 1891. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never before experienced. Both technologies are still in use today, although the modern versions are far more sophisticated than their predecessors. (Complete History of Social Media: Then And Now Published: Mar 2, 2023 by Samantha Lile)

Social Media in the 20th Century

Technology began to change rapidly in the 20th Century, and so did the evolution of social media. After the first supercomputers were created in the 1940s, scientists and engineers began to develop networks between those computers, which later would lead to the birth of the internet and the World Wide Web.

The earliest forms of the internet, such as CompuServe, were developed in the 1960s. Primitive forms of electronic communication also were developed during this time. By the '70s, networking technology had improved, and in 1979 UseNet allowed users to communicate through a virtual newsletter and digital bulletin board systems.

By the 1980s, personal computers were more common, and social media was growing more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and remained popular well into the 1990s.

Before the end of the century, social media as we now know it began to take shape. The first recognizable social media site, Six Degrees, launched in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular for

user-generated content, creating a social media sensation that's still popular today. Providers such as America Online also introduced wildly popular instant messaging apps at the end of the last millennium. (Samantha Lile, 2023)

The First Social Media Platform

The first true social media platform launched in 1997 after Six Degrees founder Andrew Weinreich, known as the father of social networking, applied for the first social networking patent. There he described, “a networking database containing a plurality of records for different individuals in which individuals are connected to one another in the database by defined relationships.” Weinrich named the first website for social media after the “six degrees of separation” theory, which proposes that everyone in the world is connected to everyone else by no more than six degrees of separation. Six Degrees might not have lasted long as its own social networking site, expiring in 2001, but the idea set the stage for social media's rapid evolution to come.

Early Social Networking Sites

When the launch of the first social media site let users create online communities and post content, the concept quickly grew in popularity. Early social media platforms like Friendster attracted millions of users around the world, connecting people through shared friends, family members and acquaintances. Of course, social media was about more than making friends, even from its beginnings. Other sites like Hot or Not, for example, invited users to post photos and rate one another on physical attractiveness.

LinkedIn launched in 2002, but a year later social media as we now know it began to take shape with the introduction of Myspace. The Friendster rival gained early popularity among young people, but unlike most of its early rivals, Myspace soon attracted a broader demographic. Myspace featured customizable personal profiles that often included photos, videos and even music. What early social media user doesn't still get nostalgic for memories of Tom and their top friend lists?

At its peak, Myspace boasted 25 million users, and it was the most visited website in the United States. Unfortunately for Tom, Myspace was eclipsed by Facebook in 2008. It since attempted to rebrand itself as a social network focused on music, but mainly has been relegated to the history books.

Of course, Myspace wasn't the only early platform to dominate the social media landscape. Sites like Reddit, Tumblr and Flickr established their own niches in the early 2000s and continue to attract audiences today.

The introduction of smartphones and other mobile devices for digital communication meant that social media platforms were in the palms of users' hands at any time and practically any place. Today, there are a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. Now that social media is cemented among the population. (Complete History of Social Media: Then And Now Published: Mar 2, 2023 by Samantha Lile)

2.3. Social Media Marketing

The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts. Sites like Facebook, Twitter, and Instagram are commonly used to execute social media marketing.

Working of Social Media Marketing

Social media has changed the way we function as a society, including the way we connect with one another. As platforms like Facebook, Twitter, and Instagram took off, businesses also took notice. They began to use these sites to further their interests through social media marketing. That's because these sites are able to change consumer behaviour. Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users. Because audiences can be better segmented than more traditional marketing channels, companies can ensure they focus their resources on the audience that they want to target using social media marketing.

Merit and Demerit of Social Media Marketing

Consider the many benefits and drawbacks of influencer marketing. Influencer marketing has some advantages, including lower costs, increased trust in influencers, and the use of influencers to improve brand reputation in recent years (Dijkmans 2015). Influencer marketing connects with consumers more than celebrity endorsements, according to this area of digital marketing. Brands often pay a well-known celebrity to promote their products and interact with their target audience, but the rise of influencer marketing has changed customers' perceptions. Consumers' perception that influencers are more honest has led them to have a stronger connection with them than they do with celebrities, which has caused this shift (Forbes, 2016).

Customers then imitate and strive to be like these influencers, which favorably affects their purchasing patterns (Tran et al., 2014). As a result, corporations have been able to significantly alter their marketing strategies by switching from celebrity endorsements to sponsored influencers. According to Lincoln et al. (2016), an influencer's compensation and allocation will depend on their level of engagement and willingness to support the business in question. As a way for the brand to promote its product and for the influencer to grow their following by working with a brand, smaller, newer influencers will receive merchandise rather than cash payments. Influencer marketing offers businesses a number of benefits, but there are also certain negatives that can be noted. Finding the right fit for your business can be challenging, and

quantifying success is a struggle. A brand must evaluate the influencer to ensure that their message and persona align with what their company stands for and the benefits that their offering provides (Fraculj, 2021). It's critical to determine whether the personality of your company and the chosen influencer align because influencers openly disclose every element of their lives. The possibility of errors occurring is yet another drawback of influencer marketing. Several contentious issues that affect influencers

2.4.Social Media Influencers Marketing

In general terms, an influencer is a person or a thing that influences another. Influencer is someone who affects or changes the way that other people behave. Simply put, social media influencers are people who have garnered a massive and devoted following on social media. They have a strong online presence on one or more social media platforms. And they are often perceived as role models or industry experts by their fans. In marketing terms, an influencer is a person who is paid by a company to show and describe its products and services on social media, encouraging other people to buy them.

2.4.2 Types of Social Media Influencers

- Bloggers and Vloggers:

Bloggers are people who use a dedicated blog to publish content on a regular basis. They are also usually active on various social media platforms where they promote their content. Popular bloggers usually have a highly engaged and loyal audience that looks forward to their next posts. They are often perceived as industry experts and trusted sources of information. For instance, digital marketing guru, Neil Patel, regularly shares his knowledge and expertise on his own blog. Owing to his authority about topics related to digital marketing, his readers are likely to trust his recommendations. So, if he were to recommend a keyword research tool in one of his articles, his readers may be compelled to check it out. Similar to bloggers, vloggers share content in the form of videos. They often use platforms such as YouTube and Vimeo to publish their content. The content can be anything from snippets of their daily lives to extreme travel videos. Collaborating with bloggers and vloggers is usually a highly effective way of renewing a

company's content strategy. It is also an effective way to boost brand awareness and generate leads for business. One can find popular bloggers across various domains including travel, marketing, fashion, lifestyle, etc.

- Social Media Sensations:

Unlike bloggers, social media stars don't rely on blog or video content to keep their audiences engaged. Instead, they share glimpses of their regular lives and forge a strong rapport with their followers. These are people who have garnered popularity solely on the basis of their social media profiles. Even though they aren't necessarily considered to be niche experts, they possess the power to influence purchase decisions. This is because such influencers often have more personal connections with their followers. They are perceived as real-life consumers instead of high-profile celebrities. Their followers are often highly engaged and have faith in their recommendations. For example, Tomike Adeoye The mother of two has an Instagram account. She rose to fame by uploading snippets of her life and pictures of her children. At present, she has more than 4 million followers and regularly collaborates with beauty, lifestyle, and fashion brands.

- Reality TV Stars:

The phrase "overnight sensation" is best personified by reality television stars. They can go from being home chefs or bathroom singers to becoming household names. Thus, social media users often find it easier to relate to them. Consequently, they might share stronger connections with reality TV stars. It is crucial for marketers to identify and partner with emerging reality TV stars at the right time. Their fame is often short-lived and is likely to fizzle out soon after the television show goes off-air.

- Micro-Influencers:

Micro-influencers usually have a few hundred thousand or an even a smaller number of followers. However, they have extremely engaged fan communities pertaining to a highly specific niche. As a result, they are more likely to be able to motivate their followers to take the desired action. This enables them to drive their audience towards a particular brand without seeming overly promotional. 81% of the active Instagram influencers have less than 100,000

followers. They often charge a smaller fee in comparison to more popular influencers with millions of followers. Many of them are also open to other forms of compensation including giveaways and shoutouts.

- Nano-Influencers:

The rising demand for influencers has forced marketers to look for new and unique types of social media influencers. This has contributed to the rise of nanoinfluencers. Much like micro-influencers, they are characterized by a small yet engaged social media following. Nano-influencers usually have a few thousand followers (sometimes even less than that). They can come in handy for small businesses. What sets them apart is that they are usually devoted fans of a particular brand or product. They are likely to be vocal about this on their social media profiles. The right incentive can encourage them to become loyal advocates of a company's brand and recommend it in their networks. Their followers are likely to perceive this as an authentic testimonial instead of a branded endorsement.

- Activists:

Social media activists are usually driven by a political or social cause. Their vision is to introduce some kind of positive change by influencing others. They often have radical views on current issues and use social media as a tool to voice their opinions. Therefore, brands should be extremely cautious when collaborating with such types of social media influencers. For instance, writer, Jennifer Nini, uses her Instagram account to talk about issues such as sustainability, ethical fashion, and body positivity. Citizen Wolf, a fashion tech company, collaborated with her to promote their brand.

- Journalists:

Journalists are powerful media personalities who can change the way people perceive a company's brand. Nowadays, most journalists also have an active presence on social media platforms such as Twitter and Instagram. Identifying such journalists and collaborating with them will have a monumental impact on a company's reach and reputation.

- Photographers:

Photographers are creators of high-quality visual content. Many of them regularly share their work on their social media profiles. Thus, they can be an extremely useful resource for travel, fashion, and lifestyle brands. In addition, international camera brands such as Canon and Nikon often collaborate with famous photographers to promote their products. For instance, active Nikon users with a large social media following are designated as official ambassadors of the brand. These ambassadors just have to upload high-quality images captured using Nikon cameras with the hashtag #NikonAmbassador. In addition to boosting brand awareness, this also doubles as a genuine testimonial from a real-life user. It also gives the brand access to a pool of top-notch user-generated content.

- Thought Leaders:

These are the types of social media influencers who are proponents of cutting-edge innovations. They are usually entrepreneurs and top-level decision-makers of big companies. Social media users follow them to learn about the latest developments and trends in their industries. Their followers are also fiercely loyal and swear by their recommendations. Popular examples include Mark Zuckerberg and Elon Musk. (JESLIN JOE, 2021)

Mainstream Celebrities:

A compilation of various types of social media influencers is incomplete without mentioning their traditional counterparts. These include movie stars, athletes, sportspersons, musicians, models, and other popular public figures of mainstream media. Such celebrities are often appointed as brand ambassadors and become the faces of these brands. Owing to their immense popularity, celebrities have a massive reach on social media platforms as well. However, they are often associated with a hefty price tag. In addition, their audiences are often more generic and doesn't pertain to any particular niche. Targeting the right audience becomes difficult when you collaborate with these types of social media influencers. Nevertheless, big-shot brands in fashion, retail, beauty, and lifestyle often collaborate with famous actors and actresses. Likewise, sports stars are often approached by fitness brands as well as food and beverage companies to promote their products.

2.4.3 Influencer Marketing

Influencer marketing is basically a type of marketing in which the focus mainly lies on using influential people in a particular niche in order to drive the message that a particular brand wishes to give. The brand owners instead of reaching out to the target audience would hire or influence a well-known celebrity so that they would talk about the brand to the large mass of consumers. The influencer marketers prefer opting for people who influence the thought process of people rather than the one who just have fame. The concept proves to be really helpful to increase the potential customer base of the brand.

2.4.4 Concept of Influencer Marketing

The shift from traditional marketing to digital has grown increasingly obvious, as was previously mentioned. This huge development forced businesses to reevaluate their marketing strategies and determine what they needed to do to keep up with the changing markets.

In contrast to conventional advertising, research has demonstrated that internet word of mouth has a significant influence on customers' decision-making processes (Goldsmith and Clark, 2008).

According to De Veirman et al. (2014), influencers are persons who have a sizable following and are recognized as reliable figures in one or more domains. Influencers are people who are compensated to advertise your brand through Facebook posts, Tiktok videos, or Instagram stories. Zhang claims...and Benyoucef (2016).

Influencer marketing is basically accompanied by social media marketing along with content marketing. Most of the influencer campaign that takes place has some kind of social media and content marketing elements in it. This is due to the fact that people nowadays are more active on social media than any other platform of entertainment. The influential people can spread the message of the brands through their own social media channel and this leads to more people getting connected to the image of the brand. Content marketing is also used widely in influencer marketing by either creating contents for the influencers so that they can market it to the consumers or sometimes the influencers create the content themselves and then markets it. Even though influencer marketing goes hand in hand with social media marketing and content marketing but they are not synonymous. Through, they function in a well-integrated manner.

Influencers' involvement and fan base decide how much they are compensated. Because the chosen influencer is connected to and associated with your brand, the influencer selection process is crucial. For brand morale, choosing an influencer that fits your brand's image is crucial. Influencer marketing started in 2014 after Ted Murphy, the creator of IZEA (an influencer marketing platform), noticed a gap in the industry where people were producing content but not being paid or recognized for it.

In order to get paid for their efforts, influencers could engage with marketers through the 2006 invention of "PayperPost" (IZEA, 2021). Since then, the influencer marketing industry has expanded, and any firm with a sizable internet presence can now benefit from it.

By using Influencer Marketing, a business tries to harness the power of important individuals on the web or in particular industry for meeting any specific business goal. This is done through a mutually productive relationship.

2.4.5 Advantages of Influencer Marketing

- The whole concept of influencer marketing is engaging the customers so that they can get much more involved with the brand. Traditional marketing mainly focused on creating advertisements so that people get to know about the products, but now, people get frustrated with the concept. Here the whole process of social media marketing can prove to be really helpful in generating leads.
- Lots of people follow the influencer on social media, so when they would endorse the brand, it would bring a sense of trust among all the people. Moreover, the marketing would be highly focused and very relevant. For example, if you have a sports brand then you would hire a renowned sportsperson to endorse it and people who love sports would be the first one to view it.
- As the advertisement is more focused and relevant, it makes customer acquisition much easier. The influencers work on engaging stories so that their followers can relate themselves to the brand and gets drawn towards it.
- The influencer marketing is an exceptionally focused concept and when the influencer is chosen right, it would spread the words of your brand to the people who are mostly interested in your

products and thus you would be confident that you are mostly investing your money on the potential customers.

- It has been observed that influencer marketing even helps in boosting the SEO ranking of a particular website. This is because when influencers talk about your brand, more of their followers would also talk about it resulting in an overall increase in the brand visibility which in turn boosts the SEO rankings.
- Brand awareness and reachability goes to new heights with influencer marketing.
- Rather than considering high-end film stars or expensive for promoting the brands, influencer marketing focuses on hiring social influencers who have a lot of followers in that particular field and hence the overall cost of hiring them is much affordable.

2.4.6 Disadvantages of Influencer Marketing

- You have to stay really updated in order to make sure that influencer marketing would go the way you wanted it to be. Be sure about the influencers who are endorsing your brand. Their social media presence should be really good and it should not be volatile or exposed to any kinds of threats. This, in turn, might damage the image of your brand.
- The influencer marketing is basically a strategy that needs to be included in a larger marketing mix. In order to get success, the whole concept needs a lot of time, patience and dedication.
- This marketing strategy would not give you success by paying the influencers. It is mainly the influencers who would drive the whole process and generate creative ideas to accumulate more leads. That is why even though many companies invest in this marketing strategy but they severely fail in it.

2.5. COSMETICS

Cosmetic is a Greek term that means to 'adorn' (add something adornment to a person or thing). It can be described as a substance that comes into contact with the skin, hair, nails, lips, teeth, and mucous membranes, among other body parts. Cosmetic products cover up body odor while also enhancing or modifying how the body appears on the outside. It shields the skin and maintains its health. Cosmetics are typically administered to the external areas of the body as

external preparations. Men and women have always embellished their bodies to enhance their look. Men wore animal parts and vegetable leaves, while ladies wore colored stones and flowers around their necks and wrists. They gradually begin applying ointments and colored dirt on their body and faces. Even bracelets and necklaces fashioned of materials from baked earth spread rapidly among the populace. Copper (colored earth) ore and lamp black (colored earth) were used to make eye shadow, while red was utilized to tint hair. These days, cosmetics are viewed as necessary elements of life.

They have psychological consequences in addition to drawing people to it. In the past three to four decades, it has grown in acceptance and usage among both men and women. Hair colors, powders, and lotions are the most often used cosmetics.

Cosmetics include, among other things, deodorants, baby products, hair colorants and sprays, lipsticks, nail polishes, skin-care creams, powders, lotions, and eye and facial cosmetics.

They are utilized as a hydrating, cleaning, and beautifying ingredient.

2.5.1. The Cosmetic Industry

The cosmetics sector has always been profitable, and it will remain so in the years to come. Skincare is one of the most significant segments of this market, and it would seem that consumers do not hesitate to spend their available cash on these goods. The cosmetics sector has historically relied on traditional advertising channels including TV, magazines, direct sales, pharmacies, and department shops. However, customers' purchasing habits have changed significantly as a result of digital advertising, which has had an effect on how cosmetic firms run (Quitong, 2019). According to a study conducted by Cosmetics Europe, 51% of consumers research cosmetics products via websites, blogs, social media networks, beauty forums, and mobile applications.

2.6. Empirical Review

Several studies have been conducted on this topic.

According to a study conducted by Cosmetics Europe, 51% of consumers research cosmetics products via websites, blogs, social media networks, beauty forums, and mobile applications.

Also according to the study by Kristen Forbes (2016) Examining the Beauty Industry's Use of Social Influencer. The study outlined the traits of chosen social media influencers in the beauty industry to examine how they are used in YouTube advertorials for various businesses. The study made use of a content analysis of three influencers' sponsored videos for Maybelline that were posted on their YouTube channels.

In a study published in 2020, Casalo, Flavian, and Sanchez examined the causes and effects of opinion leadership on Instagram. The findings show that people who follow an opinion leader who provides original and distinctive information go on to engage in later activities that could be advantageous to both the opinion leader and businesses. To enhance their brand's perception among consumers, businesses might use these opinion leaders in their advertising campaigns.

These studies relate to this as they all sought to examine the impact influencers have on the buying behaviour of consumers. Also, they all attempt to explore the uprising of social media influencers and their usage by companies.

2.7. Theoretical Framework

According to Asemeh (2011, p.131), "A theory is simply seen as an attempt at synthesizing and integrating empirical data for maximum clarification and unification". While doing researches, theories are quite important. They are important in testing and analysing of hypotheses.

According to McQuail, cited in Asemeh (2011), theories are set of ideas of varied status and origin, which may explain or interpret some phenomena". Thus, it can be exerted that theories are important in the prediction of phenomena related to any conducted research.

Theoretical framework helps to determine how any undertaken study is relevant to our general understanding of the process of communication and it also provides the foundation of any study because all researches begin with assumptions, concepts and theories which are either proved or disproved at the end of the study.

In the course of this study, the Consumer behavior theory and social learning theory were used as the theoretical framework.

Consumer Behaviour Theory

The consumer is anyone engaged in the process of buying and ultimately consuming. Consumer behaviour simply refers to those actions and related activities which consumers take specifically in buying and using goods and services to meet their needs. An understanding of the consumer behavior will help us in understanding different market segments and evolve strategies to effect Penetration with these markets. Adam Smith at the end of 18th century wrote, "Consumption is the sole purpose of all production and the interest of the producer ought to be attended to only, so far as it may be necessary for promoting that of consumer". Consumer decision making has long been of interest to researchers. Beginning about 300 years ago, early economist led by Nicholas Bernoulli, John Von Neumann and Oskar Morgenstern, started to examine the basis of consumer decision making, (Richarme 2007). The field of consumer's behaviour really began to develop in the early 1960s, when the Ford Foundation commissioned a two years study of the state of knowledge of marketing in American business schools.

There are several assumptions of the consumer behaviour theory:

- 1- The consumer is assumed to be a rational being
- 2- The consumer tries to maximise his utility and his consumption of goods and services
- 3- The consumer is consistent about his likes, dislikes and preferences.

The consumer is said to be a rational being, and so he goes through a hierarchy of psychological effects in his attempts to be convinced that an advertised product or brand is appropriate for his personal use and therefore should be bought by him, (Foxall, 1983). The consumer is able to get acquainted with several advertised products and services through the media, and is able to decide from the alternatives which product would better suit his needs. The understanding of consumer behavior theory, helps to understand the psychology behind how consumers meet their needs given the unlimited array of products and services that consumers can choose from, how they decide which to choose from and how much of each they choose to consume at the end of the day.

Social learning Theory.

Theory of choice

The social learning hypothesis explains why prominent people become influential in the first place.

According to Bandura (1971; P.3), who argued that people might learn new behavioral patterns by observing others, "On the basis of informative feedback, they develop thoughts or hypotheses about the types of behavior most likely to succeed." Then, these assumptions work as guidelines for subsequent acts". According to Bandura, people pick up their actions unintentionally or on purpose through observation of others. Influencers provide an excellent example by promoting or suggesting goods they appreciate through advertorials. As a result, viewers who see these instances may be more likely to imitate the influencer's actions. This tactic is employed by brand marketers in the belief that customers will imitate influencers' actions because "monkeys see monkeys do."

Social influencers are experts in electronic word-of-mouth, or eWOM. Because customers view word-of-mouth as more reliable and trustworthy, it has been shown to be more powerful than brand marketing messaging (Lee & Yuon, 2009). This can also be viewed via the prism of attribution theory, which examines how an observation is attributed to an individual's internal or external disposition (Fiske & Taylor, 1991). "The stronger the consumer's belief that the product has the attributes mentioned in the review, the more the consumer attributes the communicator's review about a product to that product's actual performance, the more the consumer will perceive the communicator as credible, the more the consumer will have confidence in the accuracy of the review, and the more the consumer will trust the communicator" (Lee & Yuon, 2009, p.476). Influencers have a significant impact on how other consumers see goods and services. This is crucial for brand marketers hoping to encourage additional consumers to try their items by maintaining favorable interactions online.

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter presents the methodology employed in conducting this research. The chapter is present under the following sub-headings:

- 3.1 Research Design
- 3.2 Population of the Study
- 3.3 Sample Size of the Study
- 3.4 Sample Technique
- 3.5 Instrument of Data Collection
- 3.6 Method of Administration of Research Instrument
- 3.7 Validity of Research Instrument
- 3.8 Method of Data Collection
- 3.9 Method Data Analysis
- 3.1 Research Design

The survey design was used for this study using the questionnaire as its main instrument. The survey design was employed so as to draw out a sample from the whole population as using the entire population would be too large for the researcher to cover. With the use of the survey design, the researcher was able to get a large sample from the entire population of the University of Benin, focusing on the 14 faculties of the institution.

The survey design also helped the researcher in getting the assentations about human behavior, to evaluate the feelings, attitudes and opinions of UNIBEN students on the study.

3.2 Population of the Study

The population of the study was cut across the entire population of students in the University of Benin (2020/2021) session, having a total of 75,000. The population constituted of students from different departments of the total faculty of the institution, irrespective of gender, age and religion.

3.3 Sample Size of the Study

The sample size of this study was 398. The sample size was drawn from the 14 faculties of institution. This sample was selected from the entire population in order to give equal opportunity for each faculties in the university of Benin to be represented. The researcher employed Taro Yamanes Sample size formula to select the sample size of the seventy-five thousand (75,00), students of the University of Benin (UNIBEN). Taro Yamane (1967) sample size formula:

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

When n = sample size

N = the population of the study

E = the error of sample 5% or (0.05)

I = constant

Therefore, $n = \frac{75,000}{1 + 75,000(0.05)^2}$

$$n = \frac{75,000}{1 + 75,000(0.0025)}$$

$$n = \frac{75,000}{1 + 187.5}$$

$$n = \frac{75,000}{1 + 188.5}$$

$$n = 397.8 \sim 398$$

$$n = 398$$

3.4 Sampling Technique

The sampling technique adopted for the collection of data was the simple random sampling. The simple random sampling is best for this study to allow an equal selection and representation free from bias or personal feelings. According to Asika (2002, p.42), random sampling method is the most fundamental method of probability sampling.

3.5 Research Instrument

The research instrument for this study was the i questionnaire. The importance of using a questionnaire is to enable the researcher have a close rapport and relationship with the respondents in order to enlighten and explain the purpose of the study and aid in explaining terms that might be unclear to them.

The questionnaire was divided into sections, section A, covers demographic data while section B covers psychographic data.

3.6 Method of Administration of Research Instrument

The instrument of this study was administered to three hundred and ninety-eight (398) students of the University of Benin which comprises of the 14 faculties. Faculty of Arts 95, Agriculture 8, Basic Medical Science 32, Dentistry 52, Education 28, Life Science 8, Law 15, Medicine 20, Management Science 16, Pharmacy 28, Physical Science 28, Social Science 28, Environmental Science 28

The researcher employed the face- face questionnaire method to aid fast response and reduce the loss or damage of materials.

3.7 Validity of Research Instruments

A draft copy of questionnaire was presented to the supervisor who is also a lecturer in the department of Mass Communication. Following the face-to-face validity, the questionnaires were examined and confirmed to have met its relevance purpose, clear enough for the respondents to understand, and its appropriateness of language used as well as the accuracy of the instructions to the respondents. The supervisor also examined the method employed in the research such as the research questions, objectives of the study, etc. and were confirmed to be valid while necessary corrections were immediately effected.

3.8 Method of Data Collection

The method employed by the researcher is the collection of this study was the online- to -person approach with the help of multiple research assistants to get across the 398 students of the University of Benin. This ensured that all the copies of the questionnaire distributed were the

same retrieved and none loss and also the research provided the opportunity to clarify any issue within the confines of the research ethics.

3.9 Method of Data Analysis

Method of Data Analysis

The data to be collected and collated for this study will be analyzed using frequency tables and sample percentage. Section A of the questionnaire will focus on the personal data of respondents and frequency tables while those in Section B will employ Likert scale, the Likert rating scale was used because it is more efficient in showing the strength of respondents view and perception of the items presented in the questionnaire. Thus, codes will be attributed to each of the Likert scale. That is, SA- strongly agree, SD- strongly disagree, A- agree, D- disagree.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble:

This chapter presents the analysis and interpretation of data collected through the use of the questionnaire. The analysis is based on the research instrument distributed to 398 UNIBEN students in Edo state of which there was a 100% return rate. The presentation of data was done with the aid of table, simple percentages and descriptive statistical methods.

4.1 Presentation and Analysis of Data Based on the Demographic Data of Respondents.

Table 1: Age Distribution of Respondents

Age of Respondents	Frequency of Response	Percentage of Response
18 - 21 years	54	18%
22 - 25 years	86	28.7%
26 - 29 years	72	24%
30 years and above	88	29.3%

Total	300	100%
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Source: Field Survey 2023

Table 1 indicates that majority of the respondents that is 88 (29.3%) of them call within the age bracket of 30 years and above while age 18 - 21 years ranked the lowest since it had only 54 (18%) respondents in that category.

Table 2: Gender Distribution of Respondents

Gender of response	Frequency of Response	Percentage of Response
Male	140	46.7%
Female	160	53.3%
Total	300	100%

Source: Field Survey 2023

Table 2 reveals the gender of respondents; it indicates that the numbers of female respondents were 160 (53.3%) while the number of male respondents was 140 (46.8%).

Table 3: Religion of Respondents

Religion of Respondents	Frequency of Response	Percentage of Response
Christian	244	81.3%
Islam	46	15.3%

Non-believer	10	3.4%
Total	300	100%

Source: Field Survey 2023

Table 3 indicates that majority of the respondents, 244 (81.3%) respondents are Christians while 46 of the respondents are Muslims and the remaining 10 are non-believers.

4.2 Presentation and Analysis of Data Based on other items of Questionnaire.

Table 5: Respondents' views on the extent to which they use Social Media

Extent	Frequency of Response	Percentage of Response
Very High Extent	180	60%
High Extent	98	32.7%
Low Extent	16	5.3%
Very Low Extent	6	2%
Total	300	100%

Source: Field Survey 2023

Table 5 shows that 180 (60%) broadcast station workers says they use Social Media to a very high extent. 98(32.7%) said they use social media to high extent, 16 (5.3%) respondents claim they use Social

	110	36.7%	150	50%	28	9.3%	12	4%	300	100%
	154	51.3%	118	39.3	20	6.7%	8	2.7%	300	100%
Social Media have empowered citizen journalism	174	58%	118	39.3	6	2%	2	0.7%	300	100%
Social Media have improved news timeliness	112	37.3%	166	55.3%	20	6.8%	2	0.7%	300	100%
Social media have made the dissemination of news contents accessible to its target audience.	158	52.7%	128	42.7%	10	3.3%	4	1.3%	300	100%

Source: Field Survey 2023

Table 5 shows that 110 (36.7%) respondents strongly agreed that the social media have made interviews more interactive, 150(50%) respondents agreed that social media has made interview more interactive, 28 (9.3%) respondents disagreed and 12 (4%)respondents strongly disagreed that social media have made interview more interactive. The table also illustrates that 154 (51.3%) respondents strongly agreed to social media being a promoter of fake news, 118 (39.3%) respondents agrees to this statement while 20 (6.7%) respondents disagrees and 8 (2.7%) respondents strongly disagrees with this. 174(58%) respondents strongly agrees that social media have empowered citizen journalism while 118(39.3%) respondents agrees that social media have empowered citizen journalism, 6 (2%) respondents disagrees

and 2 (0.7%) respondents strongly disagree that social media have empowered citizen journalism.

112(37.3%) respondents strongly agree that social media have improved news timeliness, 166 (55.3%)

agrees that social media have improved news timeliness, 20(6.8%) respondents disagree and 2(0.7%)

respondents strongly disagreed to this statement. 158(52.7%) respondents strongly agreed that social

media have made the dissemination of news contents accessible to its target audience, 128(42.7%)

respondents agrees with this statement, 10 (3.3%)respondents disagree and 4 (1.3%) respondents

strongly disagreed that social media have made the dissemination of news contents accessible to its target

audience.

Table 7: Opinions of Respondents on their agreement of Challenges they experience in using Social Media

Challenges	Strongly Agree		Agree		Disagree		Strongly Disagree		Total	
	No of Response	% of response	No of Response	% of Response	No of response	% of response	No of response	% of response	No of response	% of response
High cost of data	152	50.7%	106	35.3%	36	12%	6	2%	300	100%
Network failure	116	38.7%	166	55.3%	12	4%	6	2%	300	100%

Erratic power supply and system failure	104	34.7%	146	48.7%	40	13.3%	10	3.3	300	100%
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Source: Field Survey 2023

Table 7 reveals the challenges affecting broadcast station workers in the use of social media. 152 (50.7%) respondents strongly agrees that high cost of data is a challenge broadcast station workers experience in using social media, 106 (35.3%) respondents agreed to this , 36 (12%) respondents disagreed while 6(2%) respondents strongly disagrees that high cost of data is a challenge broadcast station workers experience when using social media. 116 (38.7%) respondents strongly agrees that network failure is a challenge broadcast station workers experience in using social media, 166 (55.3%) agrees that network failure is a challenge broadcast station workers experience. 12 (4%) respondents disagrees while the remaining 6 respondents strongly disagreed with this. For erratic power supply and system failure, 104 (34.7%) respondents strongly agrees, 146 (48.7%) respondents agrees, 40(13.3%) respondents disagrees while 10(3.3%) respondents strongly disagree.

4.3 Discussion of Findings (Answers to Research Questions)

This section provides the discussion of findings. The discussion of findings is based on three research questions posed to guide this study. Therefore, this section provides the answers to the three questions.

Research question 1: To what extent do broadcast stations’ workers use social media?

The extent to which broadcast station workers use social media in Edo State,, is to a very high extent. The analyzed data in table 5, provided the answers to this research question. Broadcast stations in Edo

State make use of Instagram, Whatsapp platform, Twitter accounts and Facebook to broaden the frontiers of their broadcast station. This finding corroborates with McBride (2005) that broadcasters have jumped on the social media bandwagon, and that reality television relies on social media to drive content consumption and ratings. This implies that broadcast station workers make use of social media to enhance their job as the world has become a global village.

Research Question 2: In what ways have social media improved professionalism among broadcast station workers?

The ways in which social media have improved professionalism among broadcast station workers in Edo state are that social media have made the dissemination of news contents accessible to its target audience, social media have made interview more interactive. Social media platforms promote interactivity and gives room for rapid feedback. This is revealed in table 6. However, there is still a challenge to professionalism as findings indicated that social media promote the spread of fake news. Thus, broadcast station users should discourage the spread of fake news by sharing only well investigated and true stories. In line with this finding, O’Keeffe and Clark Pearson (2011) note that it is imperative to understand the responsibilities that go with the use of these platforms of communication and that not all social media environment are safe.

Research Question 3: What are the challenges faced by broadcast stations workers in using social media?

The challenges broadcast station workers experience in using social media are high cost of data, network failure, erratic power supply and system failure as indicated in table 7. This implies that broadcast station workers still encounter challenges in the cause of using social media. This finding agrees with Asemah (2011) that social media is not standardized, the internet is still very young compared to the traditional media, the use of technological/ new, media platforms in Nigeria faces challenges due to the fact that the country is still growing in terms of technology.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Preamble:

This chapter presents the summary, conclusion and recommendations based on findings of this study as well as suggestions for further studies.

5.1 Summary

Influencer marketing, the process of examining, identifying, and supporting beauty influencers who communicate on behalf of

the brand's customers, is a trend in today's digital world across various social media platforms, creating an opportunity for

brands to market through social media influencers. To investigate the effectiveness of social media influencers in the cosmetics

and skincare industry, the researchers conducted a quantitative analysis using Pearson Product Moment Correlation to examine

and identify the effectiveness of social media influencers in the said industry on the purchase intention of Filipino consumers.

This research is distinctive as it concentrates on the relatively emerging and fast-evolving cosmetic and skincare industry in the

Philippine market. The absence of studies in the Philippines, where social media influencers play a vital role in a brand's

marketing and advertising efforts, is one element that distinguishes this study. The study has highlighted four main hypotheses.

These factors include Trust, Perceived Credibility, Perceived Image, and Brand Attitude as the influencing factors for Generation

Z Filipino consumers. Findings from the data gathered have shown that all the hypotheses generated a significant relationship

and positive correlation toward purchase intention.

| 5.2 Summary of Findings

The findings of this study includes but not limited to:

1. The use of social media by UNIBEN Students is to a very high extent
2. Social media has made influencer marketing come to the limelight.
3. Social media have promoted the spread of fake cosmetic products

5.3 Conclusion

Based on the findings of this study, it could be seen that social media is used to a very high extent by UNIBEN Students as majority of respondents revealed to using social media. The findings also revealed that UNIBEN Students are faced with negative implications after the patronage of cosmetic products. It is therefore pertinent for UNIBEN Students to make optimum use of social media, as they are worthwhile platforms , this is because the study has established the fact that social media has implications on the patronage of cosmetic products by UNIBEN Students.

5.4 Recommendations

Based on this fact and coupled with enthusiastic desire to ensure confirmatory evidence on this study, the researcher deems it fit and necessary to make some useful recommendations:

1. Social media should be used with caution.
2. The government should put rules and regulations to govern the use of social media in marketing.
3. The government should govern the cosmetic industry because of the production of fake cosmetic products.

5.5 Suggestions for further Studies

The researcher suggests that a research should be carried out in the following topics:

1. Influence of social media influencers on the lifestyle of Nigerian Youths
2. The impact of new media on Influencer Marketing.

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QUESTIONNAIRE

Department of Mass Communication,

University of Benin, Benin City,

Edo State

5th February, 2023.

Dear Respondent,

REQUEST FOR THE COMPLETION OF QUESTIONNAIRE

I am Esther Ejiro Okonedo, a final year student in the above mentioned Department and Institution. I am carrying out a research on **IMPLICATION OF SOCIAL MEDIA INFLUENCERS ON PATRONAGE OF COSMETIC PRODUCTS AMONG UNIBEN STUDENTS IN EDO STATE.**

Kindly fill this questionnaire as honestly as possible as this is an academic exercise. Any information given here shall be treated as confidential and utilized solely for academic purpose.

Thanks for your cooperation in anticipation.

Yours Sincerely,

Esther Ejiro Okonedo

Researcher

QUESTIONNAIRE

Instruction: Please (√) in the appropriate columns:

SECTION A: Respondents' Bio Data

1. Gender: Male [], female []
2. Age: 18 – 21 years [], 22 – 25 years [], 26 – 29 years [], 30 years and above []
3. Educational qualification: First School Leaving Certificate [], OND/NCE [], Degree/HND [], Master's Degree []
4. Religion: Christian [], Islam [], Non-believer [],
5. Marital Status: Single [], Married [], Separated/Divorced [], Widow/Widower []
6. Occupation: Student [], Civil Servant [], Trader [], Pensioner [], Others []

SECTION B: Extent to Which Students use Social Media

7. The extent to which you use social media as a student is to a:

S/N	Extent Level	Strongly Agree	Agree	Disagree	Strongly Disagree
i.	Very high extent				

ii.	High extent				
iii.	Low extent				
iv.	Very low extent				

SECTION C: How Social Media Influencers Have Implicated the Purchase of Cosmetic Products

8. The following statement best describes students intention with impact of social media influencers

S/N	Influence of social media influencers	Strongly Agree	Agree	Disagree	Strongly Disagree
i.	I actively seek out reviews before making purchase				
ii.	I am more likely to buy cosmetic products after recommendations from an influencer				
iii.	I felt more confident on buying a cosmetic product after a social media influencer I follow had recommended				
	I love the social media influencer I follow online				

v.	I see social media influencers as my role models, so I use the products they use				
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SECTION D: Negative effects of Social Media Influencers have on the patronage of cosmetic products.

9. You encounter the following negative effects in the implications of social media influencers on your patronage of cosmetic products

S/N	Negative effects	Strongly Agree	Agree	Disagree	Strongly Disagree	
i.	Fake products					
ii.	Unsuitable for you					
iii.	Distrust after patronage					