

**UNIBEN STUDENTS ASSESSMENT OF THE USE OF SOCIAL MEDIA FOR
ADVERTISEMENT BY BOLT TRANSPORT COMPANY IN BENIN CITY.**

BY

**BEABUBARI PASCHALKEEREBU
ART1701513**

**UNIVERSITY OF BENIN
BENIN CITY NIGERIA**

NOVEMBER, 2021

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

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DECLARATION

This project work is based on a study undertaken by meBeabubari Paschal KEEREBU, in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. F. P. Olise. All findings and analysis in the study are products of my personal research and where the views of others were used and expressed, they were duly acknowledged.

Beabubari Paschal KEEREBU,
ART1701513

CERTIFICATION

This is to certify that this research work was duly carried out by Beabubari PaschalKEEREBU in the Department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfillment of the requirements for the award of Bachelor of Arts (B.A) Degree in Mass Communication.

Dr. F. P. Olise
ProjectSupervisor

Date

Dr. F. P. Olise
Head of Department

Date

DEDICATION

This research work is dedicated to Almighty God for His enabling grace and wisdom during the period of this study, also to my loving parents and ever supportive head of department.

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I am most grateful to God Almighty who in his infinite love and mercy granted me the grace and wisdom to successfully write and complete this project work.

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ABSTRACT

This study investigated UNIBEN students' perception of the use of social media for advertising by Bolt Transportation Company in Benin City. The study was anchored on the Technological Acceptance Model and Perception Theory as its theoretical framework. It also adopted the survey research design and the questionnaire was used as instrument for generating data from respondents. A total of 300 students from the Department of Mass Communication, University of Benin were selected as sample size and studied. From the analysis of the data gathered, it was discovered that a students have a very high level of awareness of Bolt social media advertising. Findings also discovered that students have a favorable and positive perception towards Bolt adverts on social media. This is due to the fact that they find it informative and useful in choosing transportation services. Consequently, it influences their behavior by making them use Bolt often. Therefore, the study recommended that social media advertisers should come up with better strategies in crafting and developing their advertising messages in order to engage students for improved results and patronage. It also recommended that advertisers and marketers should craft simple, clear and credible messages in order to build trust, brand awareness and patronage.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In the past decades, marketing has been done through traditional media such as radio, television, newspaper etc. These media have been effective in developing and improving advertising. Nonetheless, Sambe (2005) observed that advances in technology have changed advertising and marketing greatly (p.245). This means that there are shreds of evidence of huge changes in marketing due to changes in technology. For example, Melgar & Elsner (2016) observed that "disruption from technological advances have forced advertisers to adapt and recreate themselves to fit the new trends and markets". The point of all this assertion is that, with the rise in technology, businesses have taken a new dimension. Consequently, brands and company and their marketers are utilizing social media in their marketing functions (Nadaraja & Yazdanifard, 2013).

Various scholars have agreed that social media is a new concept (Voramontri & Klieb, 2019; Nadaraja & Yazdanifard, 2013), nonetheless, it can be defined as "websites and applications that enable users to create and share content or to participate in social networking (Doroach, 2017, p.53). This definition presents the technical and practical nature of the Internet. However, a more detailed definition is posited by Haida & Rahim (2015) who sees social media as the "interaction among people which they create, share, and or exchange information and ideas in virtual communities and networks. This definition shows that social media is a means by which people connect.

Interestingly, social media allows people to exchange information and communication with each other (Gashi & Ahmeti, 2021). Friends and family can connect and communicate, share videos, create content etc with the help of social media (Babu & Pavani, 2019). It is safe to say that social

media aids smooth communication among people regardless of distance and time (Nadaraja & Yazdanifard, 2013). One can be at home conversing with a friend in any part of the world via any social media platform. Thus, it has affected people greatly (Akayleh, 2021).

Social media is an efficient, fast and effective medium for communication; it can be used for personal and professional gratifications (Babu & Pavani, 2019). It is also utilised in various fields and works of life such as the entertainment industry, politics, technology and everyday life (Nadaraja & Yazdanifard, 2013, Sago, 2020). Owing to the uses of social media; it is telling that we cannot neglect the importance of social media in today's world. Accordingly, the business world has witnessed a boost due to social media. It has thus become an inevitable marketing communication channel (Appel et al., 2019). This view is buttressed by Ertemel & Ammaura (2016, p.81) who asserted that "the emergence of web 2.0 is one of the biggest development in the history of commerce." Supporting this claim, Voramontri & Klieb (2019) commented that the social media revolution has led to many ways of seeking and obtaining information on the multitude of products and services in the market. Succinctly put, Gashi & Ahmeti (2021) noted thus:

"In recent years, social media platforms have played a crucial role in business. This is because the majority of users are daily social media users and this creates the opportunity for the company to be closer to its customers considering that each of us is a potential customer to any company that is present in social media (p.125)."

From the above, we can see the powerful nature of social media today especially as it concerns business and marketing. We can, therefore, argue that the birth of social media has altered marketing practices (Agbele, Akase, Igyuve & Akpede, 2019).

Social media advertising can simply be defined as advertising done via social media platforms

such as Facebook and Twitter (Ikpo et al., 2021, Doroach, 2017). According to Chioma, Omoniyi & Onuiru (2016), social media advertising can also be regarded as "online advertising. They further defined the concept as a "form of marketing and advertising which uses the Internet as a platform to deliver promotional marketing messages to consumers." Interestingly, social media marketing holds several advantages compared to the traditional form of advertising (Nadaraja & Yazdanifard, 2013).

Considering the implication of social media advertising in today's market and for companies and brands, we cannot neglect the importance of understanding consumer's perception of brands social media advertisements.

Agbele et al. (2019) believe that there has been a huge transformation in business and marketing due to the birth and popularity of social media. They further believe that social media has enhanced marketing which has led to more room to create product awareness. Additionally, social media marketing "allows transactions between customers and firms that would typically require human contact (Naradajara & Yazdanifard, 2013). This means that social media marketing does not consider the barrier of distance as it allows smooth marketing communication between sellers and buyers regardless of location. Hence, social media has become veritable marketing tools to reach out to consumers and "marketers have embraced social media as a marketing channel (Appel et al. (2019). This means that virtually all businesses have inculcated social media marketing in their marketing strategies (Agbele, et al., 2019, p.2).

Likewise, social media is cost-effective and it has a wider reach; this means that it can get to a larger population compared to the traditional media (Watson et al., 2002; Sheth & Sharma, 2005). Social media marketing can be said to be distinct from conventional marketing because it offers

businesses a better chance of reaching their target customers and building relationships (Gashi & Ahmeti, 2021). For example, Appel et al. (2019) observed that monthly, an estimate of over 2.38 billion people utilize Facebook actively thus, brands can reach billions of consumers (Akayleh, 2021).

It is not surprising therefore, that companies are beginning to advertise their products on social media. Agreeing to the above, Dash and Piyushkant (2020) explained that "in order to focus on global development, follow market dynamics and reap the overall benefits of advanced technology, 21st-century companies are shifting from traditional forms or mechanisms and platforms to digital platforms to filter the value proposition of their offering." Therefore, social media has become a useful phenomenon for businesses to advertise their products (Dash and Piyushkant, 2020, p.10). Doroach (2017) in his study pointed out that brands are using social media platforms to advertise and promote their products. These platforms include Facebook, Twitter, Flickr, LinkedIn, Snapchat etc (Ikpo, Okolo & Oranusi, 2021) and they "have the tools and mechanisms which allow advertisers to appeal, understand, influence, and get an in-depth understanding of their target consumer's tastes, liking and preferences (Dash and Piyushkant, 2020). Consequently, social media advertising has become an important means through which brands reach out to consumers and prospective consumers (Ikpo et al. 2021).

Specifically, brands need to understand the perception of consumers towards their advertising campaigns and messages. Therefore, with the popularity of social media advertising, it is pertinent for companies and brands to understand the attitude and perception of their consumers regarding their advertising on social media. According to Watson et al. (2002) cited in Sheth and Sharma (2005) "with the popularity of digital marketing on the rise, many businesses are investigating how

social media can help them promote their products or services to potential and existing customers.

Notably several companies have resorted to social media to advertise their products and services. A good example is Bolt Transport Company. The online mobility company (Bolt.com) carry out advertisements on social media platforms. Over the years, they have conducted campaigns such as the "My Ride is Here," "Women with Drive" etc.

However, it is unknown what customers think of Bolt's use of social media for advertising. Are they even aware of the advertisement of Bolt services on social media platforms Facebook, Instagram etc? It is against this foregoing that the researcher seeks to investigate UNIBEN students' attitude and perception on the use of social media for advertising by Bolt Transport Company in Benin City, Nigeria.

1.2 Statement of the Problem

Social media is a great platform for advertising but can often be a sticking point for many business with some problems including achieving genuine engagement and connection. Yet there are many studies on the use of social media for marketing. However only a few studies have determined what audience think about social media advertising. In today society, a study of this nature becomes more and more imperative as the use of social media have become extremely prevalent among young individuals. The increase of social media usage has presented an opportunity for businesses to direct marketing efforts but also as a challenge on what is the best way to reach out to customers.

The problem with this growth of social media activity is that the vast majority of individuals who use social media specifically for news and product or business review, has the capacity to positively or negatively influence a business reputation and profits. Unfortunately it has not yet

been empirically proven. It therefore becomes pertinent for this study to bridge this gap and find out audience awareness, perception and attitude towards the use of social media for advertising by Bolt Transport Company in Benin City.

1.3 Objectives of the Study

The objectives of this study were to:

1. Ascertain UNIBEN Students' level of awareness of Bolt advertisement on social media.
2. Determine UNIBEN students' perception of the use of social media advertising by Bolt.
3. Determine UNIBEN students' perception of the effectiveness of Bolt social media advertisement.
4. Determine UNIBEN students' attitude towards Bolt advertisement on social media.

1.4 Research Questions

The following were the research questions for this study:

1. What is UNIBEN Students' level of awareness of Bolt advertisement on social media?
2. What is UNIBEN students' perception on the use of social media advertising by Bolt?
3. What is UNIBEN students' perception of the effectiveness of Bolt social media advertisement?
4. What is UNIBEN students' attitude towards Bolt advertisement on social media?

1.5 Significance of the Study

This study seeks to find out the attitude and perception of University of Benin students on the use of social media advertising by Bolt. Therefore, this study would be beneficial to marketers and advertisers. It would also be useful in conducting subsequent researches in the field of marketing communications and advertising.

Since brands are seeking better ways to reach their customers and build brand loyalty as well as huge sales returns through product and service patronage, this study would be useful to brands and companies in that it would help them understand what consumers think about their service, how they utilize their service and the general attitude of consumers towards their social media campaigns. This is for brands to develop better strategies that would influence their target market.

Similarly, the study would help advertisers create and craft better social media advertising campaigns that would reflect the perception of consumers. Data generated from this study would help advertisers in measuring the receptive of consumers towards their advert campaigns. Therefore, they would know if their advertisements on social media have been favourable or not.

Also, findings from this study would be beneficial to communication students especially those majoring in Advertising, Marketing Communication and Public Relations. The study would be valuable to them as findings from the study will help them understand the importance of effective communication in these fields. Likewise, findings from this study would serve as a useful resource for further students. As such, it will be beneficial to other researchers as it would serve as a source.

1.6 Scope of the Study

The scope of this study focused on the attitude and perception of UNIBEN students on the use of Social media advertising by Bolt in Benin City. This means that only students of the University of Benin, Benin City, Edo State were studied.

The study focused on social media advertising out of the other types of advertising because social media advertising is relatively new. It also used Bolt because it has been observed that young people such as students form the majority of Bolt users. In addition, the researcher chose to study students because they are more exposed to social media compared to other age grades; this is in

addition to the fact that they are more tech-savvy. Choosing students in UNIBEN Edo state Benin City would help the researcher to survey students from other institutions in and outside the state because Bolt Company is heavily used in Benin City and UNIBEN students have been purported as key users of social media.

1.7 Limitations of the Study

The researcher faced a number of constraints while carrying out this research. The first limitation to this study comes from the research methodology. Using questionnaire as an instrument of data collection presents a limitation to this study because it does not reveal the innermost thoughts of the respondents, as such, the researcher cannot determine if their responses are unconsciously given or if the responses provided are 100% truthful.

For future researchers, proper time management should also be considered to balance unforeseen commitments and meet up deadline as time constraints constituted another limitation for the researcher in this study.

1.8 Operational Definition of Terms

The following terms would be defined based on how they are employed and used in the study. This is done for a better understanding of each concept.

Advertising: Advertising in this context is the online campaigns carried out by Bolt to reach their consumers and prospective consumers.

Attitude: This refers to the belief UNIBEN hold towards the use of social media advertising by Bolt.

Edo State: This is a state in Nigeria under the south-south geopolitical zone. Its capital is **Benin**

City and it hosts the University of Benin.

Perception: Perception is students' attitude towards social media advertisement by Bolt.

Social Media Advertising: These are Bolt's online promotion campaigns that are featured on social networking sites such as Facebook, Twitter, YouTube, Instagram, online forums, web pages etc. which UNIBEN students come across.

Social Media: Social media refers to online platforms such as Facebook, Instagram and Twitter which Bolt use for their advertising campaigns.

Students: These are Mass Communication students in the University of Benin who make up the respondents for this study.

UNIBEN: This means the University of Benin. It is the institution in which the study was carried out.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter looks at the literature review relevant to this study. It is presented as follows:

2.1 Advertising as a Marketing Phenomenon

2.2 Social Media/Social Networking

2.3 Social Media Advertising

2.4 Social Media Advertising Channels

2.5 Social Media Advertising Messages

2.6 Students Level of Awareness of Advertisements on Social Media

2.7 Peoples' Attitude and Perception towards Social Media Advertising

2.8 Review of Empirical Studies

2.9 Theoretical Framework

2.1 Advertising as a Marketing Phenomenon

According to Ehigie and Babalola (1995) advertising is any "form of visual, oral or audiovisual communication about goods or services in which the sender attempts to motivate the receiver into purchase action as favourable response or feedback." Although, this definition talks about the purpose of advertising which is to attract people towards a product or service; it fails to recognise some important keywords in advertising. Thus, a more encompassing definition of advertising is posited by Bovee (1992) who observed that "advertising is a 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." From the above definition, we can draw out certain terms which makes advertising different from other marketing communication mix such as publicity and public relations. These concepts include; first, the non-personal nature of advertising which means that advertising is not targeted at a single person but to myriads of people cut across boundaries and people of different demographic variables such as age, sex, gender, occupation etc. Next, Bovee's definition identifies advertising as a "paid-for concept." This means that, for anything to be termed advertising, it must be paid for by a brand, individual, group of people or institution or it is termed publicity. Though, advertising can also be regarded as publicity; it is, however, usually paid for by a sponsor (Ahmed & Asfaq, 2021; Kotler & Armstrong, 2012, Kotler & Keller, 2006; Sambe, 2005). More so, another important keyword drawn from Bovee's definition of advertising is the fact that it must be displayed through various media. Advertising is usually protected via the mass media such as television, radio, magazines and social media (Ahmed & Asfaq, 2021, p.2).

Supporting, Bovee, Sambe (2005, p.244) defined advertising is as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. This explains the fact that for any message to be described as an advertising message, it has to be paid for and identified by a sponsor; the paid aspect of here reflects the fact that the space or time for an advertising message generally must be bought. Similarly, identified sponsor here refers to brands and companies or individuals wanting their products to be advertised.

Furthermore, Aja et al. (2019) see advertising as a form of communication that usually inform potential customers of the availability of a product or service. This connotes that advertising is informative and aimed at telling customers and prospective customers about brand products and

services. Similarly, advertising is used to persuade (Ikpo et al. 2021). Little wonder, Ahmed & Ashfaq (2021, p.2) defined the concept as a "form of communication which is used to persuade a specific group of people to take some new action" the major aim of advertising is to persuade and influence customers to purchase with an end result of building brand loyalty (Ahmed & Asfaq, 2021; Ikpo et al., 2021). In consonance, Melgar & Elsner (2016) noted that ensuring people's attitude change through persuasive messages is the main aim of advertising. However, they believe that advertising is "part of the rise of a transformative global society (p.67)."

Advertising is a veritable tool for marketing communication and in the economy as it helps to attract buyers to a product, service or idea (Sambe, 2005). Sambe (2005) highlights the following significance of advertising.

1. It helps to bring customers to a product or service and sell them.
2. It has a huge influence and impact on our lifestyles.
3. Advertising is utilised for various communication needs other than in product or service sales. For instance, it is used in the political sphere to persuade the people.
4. Advertising helps economic growth through the use of resources.
5. Advertising aids market penetration for brands and companies especially new brands. Through advertising, new brands can market their products and get customers.

Furthermore, advertising is an important concept in marketing and the growth of the economy (Ahmed & Asfaq, 2021; Sambe, 2005). Ertemel & Ammoura (2016) commented that advertising helps consumers in making an informed decision about products and services. They noted thus:

"Furthermore, advertising is simply one way that consumers learn about new products, learn about things consumers may want or need because the more choices they make consumers learn

about new products more choices they can make (p.81)."

Advertising changes our reactions towards products and services and influences our cultural disposition (Ahmed & Asfaq, 2021). It is seen as a very powerful tool in marketing (Ahmed & Asfaq, 2021). It is a powerful means by which brands attract buyers to their product or service.

Historically, advertising is as old as man (Aja et al., 2019). According to Ahmed & Asfaq, (2021), the historical development of advertising can be traced to ancient Egypt. Sambe (2005) also buttressed this view by observing that advertising can be traced to the Egyptians and their use of papyrus in reaching consumers (Sambe, 2005). Nonetheless, Kotler & Armstrong (2008) cited in Ahmed & Ashfaq, (2021, p.2) observed that the "tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India which could be now seen in many parts of the world."

2.2 Social Media/Social Networking

According to Gayathri & Anwar (2019), the technological transformation has altered and expanded the way people communicate with each other. The advances in technology have birthed means by which people can communicate with each other easier and faster and it can be regarded as social media. Accordingly, Wikipedia (2021) say social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Various scholars and academia have also defined social media according to their understanding. Some of these definitions will suffice. According to Appel et al. (2019), social media "is a collection of software-based digital technologies usually presented as applications and websites that provide users with digital environments in which they can send and receive digital content or information over some type of online social network.

Ryan and Jones (2009, p.152) see social media can be as the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. Another definition is posited by Kaplan & Haenlein (2010) cited in Ertemel & Ammoura (2016) who observed that social media is a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content.

The usefulness of social media cannot be overstated. Social media allows people to exchange information and communication with each other (Gashi & Ahmeti, 2021, Chioma et al., 2016). It gives room for dialogue and feedback (Babu & Pavani, 2019). Ashara (2018) observes that social media are media that allow users to meet online via the Internet, communicate in a social forum like Facebook, Twitter etc. and other chat sites, where users generally socialize by sharing news, photo or ideas and thoughts, or respond to issues and other contents with other people. It is a means by which people exchange information and communicate with each other regardless of distance. On social media, people relate with each other through social networking (Natarajan et al., 2014). It facilities the connection between family and friends and also allow people to learn new things (Babu & Pavani, 2019).

Additionally, people also conduct businesses on social media. It helps in fostering a great relationship between people in an organisation which results in better outcomes (Edosomwan, 2011). Supporting this claim, Babu & Pavani observed that "At a professional level, you can use social networks to expand your knowledge in a specific field and create your professional network by connecting with other professionals in your field (p.1901). It also facilitates the sharing of videos, music and the creating of blogposts between people (Nadaraja & Yazdanifard, 2013; Haida &

Rahim, 2015). Via social media, people can create and share content and have discussions online (Nadaraja & Yazdanifard, 2013).

Aichner and Jacob (2013) observe that social media technologies take on many different forms including blogs, business networks, enterprise, social networks, forums, micro-blogs, photo sharing, products, services, reviews, video sharing and virtual worlds. This shows that social media technologies come in different forms to give users an interesting experience. Social media also have different types which all have a unique purpose.

Social media ensure messages have a wider reach this makes it different from the traditional media of communication (Sago, 2020; Edosomwan et al., 2011). Social Media is also accessible and immediate in sending messages (Haida & Rahim, 2015). Consequently, it is used by billions of people around the globe (Appel et al., 2019; Babu & Pavani, 2019). For instance, reports show that an estimated 2.38 billion people actively use Facebook (Appel et al., 2019).

According to Natarajan et al. (2014), over the past decade, social media has grown dramatically. Social media is utilized in various fields of life; this is because of the characteristics it possesses such as speed, ease of use and reaches (Nadaraja & Yazdanifard, 2013; Chioma et al., 2016).

Edosonwan et al. (2011) argued that we cannot fully discuss what social media connotes without delving into social networking. This means that social media and social networking go hand-in-hand. More so, social media is facilitated by social networking sites (Sago, 2020).

Owing to the above, Omomo (2012) say that social networking sites have assisted people as well as organisations in communicating with their audience in various places; thus, it has become a prevalent beating the traditional media. Anyanwu, Ossai-Onah and Ireoze (2013) observe that social

networking sites are online platforms that focus on building social relations among people, who share interests, backgrounds or activities. For Omekwu, Eke and Odoh (2014) social networking sites are modern interactive communication channels through which people connect, share ideas, experiences, pictures, messages and information of interest. From the above definitions, it can be deduced that social networking sites are online platforms that aid communication in a more advance, easier and faster manner. It helps in sharing information, pictures and videos from one person to another.

Boyd and Ellison (2007) commented that social networking enables users to create and have profiles and also connect with other users on the platform. Social networking sites are advanced technologies facilitated by the Internet which allows interactivity between users. According to Awake (2011), social networking has become a very popular and important phenomenon. It is used by virtually everyone and in all aspects of life. Over the years, social networking has been transformed to where billions of people can communicate and carry out various functions (Omekwu et al. 2014).

Florunso et al. (2010) note that there have been a widespread favourable reception as well as a positive perception of social media in the African community. People have begun to see the impact of social media and have come to embrace it. Consequently, just like radio and television social networking has spread everywhere in Nigeria. According to Omekwu, Eke and Odoh (2014) the birth of the first social networking site dates back to 1997 and is regarded as "six degree.com." This site Omekwu et al. (2014) argued, allow users to create profiles; nonetheless, in the following year, it introduced the friend's list where users had the freedom to search for old and new friends.

Furthermore, the second launched social networking site was Jack Dorsey's Twitter which

allows users to share their opinions via tweets (Omekwu, Eke and Odoh 2014). Currently, there are a plethora of social networks with various features meant to suit the different interests of their followers (Omekwu, Eke and Odoh 2014). These social networking sites include FB, Twitter, Snapchat, WeChat etc. (Nadaraja & Yazdanifard, 2013). It also includes networking sites, video sites such as YouTube (Akayleh, 2021). In addition, Chioma et al. (2106) listed sites such as 2go, LinkedIn, Instagram, Blackberry Messenger, Yahoo Messenger, YouTube etc. as social networking sites. Interestingly, in the year 2022, it has been predicted that there will be a massive increase with an estimate of 3.2 billion Facebookers globally (Appel et al. 2019).

2.3 Social Media Advertising

According to Voramontri & Klieb (2019), there has been a huge development in technology and this development has given room to social media. Therefore, there have been massive improvements in marketing and advertising as a result of social media.

In simpler terms, social media advertising could be described as a form of advertising carried out via social media platforms facilitated by the Internet (Ikpo et al., 2021). It is the placement of advertisement or advert messages and campaigns on the digital space where consumers who expose themselves to these online platforms can see them. However, Chioma et al. (2016) see social media advertising as the use of online media in relaying promotional marketing messages to target customers. They further believe that social media advertising help to drive traffic to the advertisers' website (p.84).

In their study, Agbele et al. (2019) argued that social media advertising creates brand awareness and product patronage by exposing products and services to consumers. They explained that there have been a huge transformation in marketing and advertising due to the birth of social

media; hence, it has allowed more room for creating product awareness. Nonetheless, Doroach (2017) noted that to achieve the desired result of attracting consumers' awareness and patronage, advertising on social media should be well planned as the wrong method can affect the organisation negatively. This is largely due to the widespread nature of social media.

Social media helps brands showcase their new products to consumers (Dash & Piyushkant, 2020). It is also important in projecting current products to consumers (Gashi & Ahmeti, 2021). More so, through social media, consumers get to know about a product faster and within a short time (Gashi & Ahmeti, 2021; Narajara & Yazdanifard, 2013). This makes social media advertising a lot different from traditional advertising as it offers a better chance of reaching their target customers and building relationships.

Social media advertising is very important in business development; this is why it has been adopted by a lot of brands and companies today (Ikpo et al. 2021). Social media is an effective channel through which brands make their products and services known. This is why Melgar & Elsner (2016, p.69) argued that "disruptions from technological advances have forced advertisers to adapt and recreate themselves to fit the new trends and marketers." In agreement, Doroach (2017) in his study "Consumer's Perception towards Social Media Advertising in Different Countries" believes in the business world today, social media advertising is extensively practised. Also, Doroach (2021) supports the above assertions when he observed that "Nowadays, marketers are using the social media networking sites more and more to reach the consumers and potential customers with their advertisements and promotional offers as well as personalised messages (p.55)." Therefore, today, it becomes difficult to find companies that do not use social media to advertise or promote their goods and services. Dash & Piyushkant (2020) commented that sites

such as "Twitter, Instagram, Gmail, Outlook are now mediums for businesses to advertise and promote their offerings to their target and required set of consumers (p.110)." For instance, companies such as Coca-Cola, Pepsi, Microsoft, Amazon, Jumia, Dangote groups and a wealth of others carry out advert campaigns on social media. Similarly, service providers such as MTN, Glo, Etisalat and a host of others use social media in their campaigns. In addition, large firms, national and international organisations including United Nations International Children's Emergency Fund (UNICEF), World Health Organisation (WHO), and Independent National Electoral Commission (INEC) utilize social media in getting their services across to their target audience.

According to Agbele et al. (2021), we can notice the distinctiveness between social media advertising and traditional advertising. First, social media advertising or marketing requires fewer financial obligations from brands and companies. This, we can say that it is less expensive compared to the traditional means of advertising such as radio and television adverts where advertisers are required to pay for time and space. Secondly, they explained that social media is distinct from traditional advertising as it gives room for interactivity between advertisers and customers. That is, when a product is advertised or placed on social media, consumers can share their reactions concerning the product, they can further inquire about the product and get instant answers from advertisers. Conversely, this is quite impossible in traditional advertising. Likewise, through social media advertising, consumers help in distributing content to others thereby giving the advertised product or service a wider reach.

2.4 Social Media Advertising Channels

According to Nadaraja & Yazdanifard (2013), there are myriads of social networking sites with various features and use. Albeit, they are similar, each possesses an outstanding feature with

makes each different from the other (Babu & Pavani, 2019). These sites have "tools and mechanisms which allow advertisers to appeal, understand, influence, and get an in-depth understanding of their consumer's tastes, liking and preferences (Dash & Piyushkant, 2021, p.110)." These sites have altered advertising greatly. Below are some of the major social networking sites.

2.4.1 Facebook: Many scholars agree on the date Facebook was founded. Launched in February 2004 and operated by Facebook Incorporation, Facebook is the most used social media platform (Narajara & Yazdanifard, 2013; Edosomwan et al., 2011; Ikpo et al., 2021).

According to Edosomwan et al. (2011), the social media platform was founded by students of Harvard including Mark Zuckerberg. Commenting on this Ikpo et al., (2021) says that Facebook was birthed by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, Andrew McCollum and Chris Huges in the city of California, United State of America (USA).

Facebook connects people around the world (Narajara & Yazdanifard, 2013). It connects family and friends and creates a forum for them to relate with each other about eventful adventures (Babu & Pavani, 2019). It allows users to connect and share experiences (Ikpo et al., 2021). Facebook give room for people to tag their friends to a post; it also allows sharing videos and images (Agbele et al., 2019).

Facebook houses over 2 billion users and it is considered the most popular social networking site Appel et al., 2019; Ikpo et al., 2021). Facebook along with Instagram is one of the best sites for advertising and marketing currently (Gashi & Ahmeti, 2021). This is why many brands have launched Facebook pages to promote their products and services (Ikpo et al., 2021). According to Agbele et al. (2019), brands such as banks, entertainers, full-time online marketers (Jumia and Konga), government agencies (NYSC), education institutions, private organizations, Small and

Medium Scale Enterprises, Entrepreneurs and private individuals use Facebook to drive their marketing and promotional endeavours (p.3). Additionally, Ikpo et al. (2021, p.75) observed that Facebook "has direct positive and significant effects on brand trust and communication identification." Facebook enhances marketing communication and helps brands in relaying their products and services to people via advertising campaigns.

2.4.2 Twitter: Babu & Pavani, (2019) referred to Twitter as "home of Hashtag". They further asserted that Twitter allows people to follow people and read tweets. They also argued that the beauty of Twitter is its short characters.

According to Ikpo et al., (2021), the birth of Twitter can be traced to 2005. It was therefore founded by four guys namely: Jack Dorsey, Evan Williams, Biz Stone and Noah Glass. Twitter is used by advertisers in communicating a product to a large audience and consequently convincing them to make a purchase (Ikpo et al., 2021). An estimate of 320 users is on Twitter (Ikpo et al., 2021). Therefore, brands use Twitter in relaying their messages to their consumers.

2.4.3 Instagram: Instagram is the second most used social media platform for marketing right next to Facebook (Gashi & Ahmeti, 2021). It facilitates the sharing of photos and videos and it is used by advertisers to sell products and services (Agbele et al., 2019). The beauty of Instagram is, it allows Hashtags to drive more engagement to a post (Agbele et al., 2019). Companies today use Instagram for advertising (Agbele et al., 2019); they use videos and images to create messages surrounding their products or services (Gashi & Ahmeti, 2021).

2.4.4 Snapchat: According to Babu & Pavani, (2019), in Snapchat, people can relate with each other using pictures and videos seen within a short period. Advertisers employ Snapchat mainly to

reach young social media users such as teenagers and youths.

2.4.5 YouTube: YouTube was established in the year 2005 and have its head office in San Bruno, California (Babu & Pavani, 2019; Edosomwan et al., 2011). Edosomwan et al. (2011) assert that YouTube is the most popular video communication site and people can discover, share, and watch videos on. They further argued that the site is a distribution platform that enables advertisers to market their products.

2.5 Social Media Advertising Messages

In modern times, businesses are leaning towards digital advertising (Agbele et al., 2019). Companies are so focused on social media and mobile advertisements (Chioma et al., 2016). The major aim of advertising is to impact buying behaviour (Melgar & Elsner, 2016). However, this impact on the brand is changed or strengthened frequently through people's memories. And this is why advertising messages whether on traditional or social media must be taken into consideration. From another perspective, the behaviour of consumers' can be determined by their positive and negative perceptions i.e. likes and dislikes of the product or service advert (Smith et al., 2006). Advertisement with great quality will no doubt influence customers' buying behaviour; conversely, a poor quality advertisement will negatively affect the brand (Doroach, 2017). This is why the advertising message must be structured in a highly persuasive and catchy manner, also known as copywriting (Asemah et al., 2011). Copywriting according to Asemah et al (2011) can be described as the art of writing selling messages.

The advert message must be understood at a glance and should contain something about the product at the headline level. Asemah et al identified three major parts of the advertising copy. They

are:

Headline: According to Asemah et al. (2011), the headline is the summation of the advertising message. It contains the words in the leading position in the advertisement. The headline should be written to attract attention, engage the audience, explain the visual, lead the audience into the body of the advert and present the selling message.

Sub-headline: This is used to explain or develop the headline (Asemah et al., 2011). They further explained that it is an additional headline that appears above the headline or below it. It is used to explain, qualify or amplify the headline quickly and present the solution to the problem expressed.

Body copy: As the name suggests, it is the section that contains the complete sales story of the product. It compromises the interest, credibility, desire and even the action steps (Asemah et al., 2011).

Signatures: This is the pay offline and it can be used as a device to create a corporate image. The signature can be in form of a logotype, trademark, sound etc.

Illustration: This stimulates and arouses interest and thus makes its prospects read, view or listen to the advertising message.

2.6 Students Level of Awareness of Advertisements on Social Media

The advent of social media has significantly changed how many people especially young people interact, communicate and socialize (Anyawu, et al., 2013). Social media have become a place where young people share opinions, insights and communicate amongst themselves and their families. These young people also comprise students and they utilise social media for various functions (Adewole-Odeshi, 2014). In support, Ashara (2018) contended that there is a high level of usage of social media by students and Facebook and WhatsApp are the most used platforms.

Ashara's study which drew data from students of Kaduna Polytechnic agrees that students use social media to communicate and thus, it has impacted their lives socially and academically.

Going with the high usage of social media by students for various purposes, it can be argued that students possess a high level of awareness of advertisements and campaigns on social media. This fact can be backed by researches. According to a survey conducted by Chioma, Omoniyi & Oniiri (2016) titled "Attitude of Social Media Users to Internet Advertising." They asserted that the awareness of students towards social media advertising is very high. Sampling Students of Covenant University they discovered that majority of the respondents have very high knowledge of advertisements carried out on social media. That is, students are very much exposed to advertisements presented on various social media platforms. Since they are aware of these advertisements, they have a positive and appealing attitude towards these adverts. Additionally, a study by Anyawu, et al. (2013) discovered that students are more exposed to Facebook compared to other social media platforms; from this, it can be inferred that they often come across Facebook advertisements compared to advertisements on platforms such as Twitter. Regardless, they have a high level of awareness of these advertisements on social networking sites.

Furthermore, in a study conducted by Otugo et al. (2015), over 97.6% of students agree on the usefulness of social media advertisement. With this data, it can be contested that students have a high knowledge and exposure to social media advertisement. Thus, the majority of respondents constantly come across advertisements on social media platforms. Also, results from research carried out by Ogunyombo et al. (2017) showed that students are aware of social media advertisements since they use social media platforms daily; nonetheless, they agree that these advertisements do not influence them. Likewise, Babu, K. & Pavani, P. (2019) are of the opinion

that students in tertiary institutions are highly exposed to social media and due to this fact, students social media can be used to advertise issues about a social cause. From the above, we can argue that students are very aware of social media advertisements.

2.7 Peoples' Attitude and Perception towards Social Media Advertising

Various scholars have studied the consumers' perception and attitude towards social media advertising. Findings from these studies show that people have various perceptions towards social media advertising. Doroach (2017) in his study observed that social media advertising create brand awareness; this means that people get to know about a product via social media this it influences their attitude towards products and services. Otugo, Uzuebunam & Obikeze (2015) in their social media advertising/marketing: A study of Awareness, Attitude and Responsiveness by Nigerian Youths" tried to study how people perceive social media advertising. They utilised seven statements to get students perceptions of online advertisements. Findings from their study show that social media advertising is good and useful. This means that students have a positive attitude and perception towards social media advertising. People also love to view adverts on social media platforms such as Facebook (Utugo et al., 2015). From their findings, it can be concluded that people prefer social media advertising compared to other forms of advertising. Nonetheless, students face some challenges in the use of social media advertising.

According to Chioma et al., (2016) people's attitudes and perceptions towards social media advertising are influenced by the use of celebrities in advertisements. This is because a lot of students see these celebrities as role models hence they are instigated to view advertisements that their favourite celebrity features in. In the same vein, people form a positive perception toward social media advertising due to the images and videos in these adverts (Chioma et al., 2016).

Conversely, several respondents from their findings see social media advertising as unclear. They agree that they do not pay attention to online advertisement; this makes them form a negative attitude towards online advertisement. However, judging from the percentage of respondents, it can be deduced that the majority of people hold a favourable perception and attitude towards social media advertising.

Furthermore, a study by Ikpo et al. (2021) agrees that the use of Twitter in advertising has a significant and positive relationship with consumer brand awareness and patronage. This connotes that consumers maintain a positive attitude towards social media advertising. This view is supported by Widjojo, Hartono & Bendjeroua (2020) who believe that advertising carried out in the digital space positively affect consumers' attitude and perception. Hence, it pushes them to increase their purchase intention. Also, a study by Babu & Pavani (2019) discovered that social media advertising relay truthful information regarding social cause; thus, people find it useful in changing their perception.

2.8 Review of Empirical Studies

Many researchers have conducted empirical research and studies that are relevant to this present study. This section reviews the works of such scholars as they relate to this current study.

The empirical works reviewed are:

Daroach, B. (2017). Consumer's Perception Towards Social Media Advertising. *International Journal of Research in Business Studies*. 2(1), 53-64

Doroach (2017) conducted a study to ascertain how customers react towards advertisements and promotions on social media. The study also identified the factors influencing customers' perception of social media advertising. The study utilized the survey research method and used a questionnaire in generating data from respondents. A total of 230 respondents were sampled using

close-ended questions.

Findings from the study showed that consumers have a strong perception of advertisements on social media. This may be because they feel these advertisements are informative. Findings from the study also showed that factors such as informative, recall, privacy, perceived interactivity, visibility and planning influence consumers' perception of social media advertising. 80% of the respondents agreed that adverts on online platforms catch their attention.

Doroach (2017) study shares similarities with his study as they both examine how consumers' perceive online advertising. They also both utilised the survey research method as a research design.

Chioma, P. & Omoniyi, I. & Onuiri, E. (2016). Attitude of Social Media Users to Internet Advertising. *International Journal of Research and Development Organization. International Journal of Research and Development Organization. 83-86.*

Chioma et al. (2016) investigated the attitude of social media users to Internet advertising. Their study was anchored on the Uses and Gratification theory and employed the descriptive survey research design. Students of Covenant University in the South West of Nigeria were sampled.

Based on the findings from the study, it was discovered that 100% of social media users know the influence of advertising on social media users as they find it appealing. They also discovered that Internet advertising can be a good tool for brand promotion as it influences consumers' buying behaviour.

The study, therefore, recommended that people in the field of advertising and marketing should ensure that they develop simpler advert messages that people can relate with. It also recommended that advertisers should make their campaigns easy to grasp and understand.

This current study aligns with Chioma et al. (2016) because they both looked at the attitude of

consumers towards social media advertising. However, will their study utilised the Uses and Gratification Theory, this study was anchored on the Technology Acceptance Model and the Perception Theory.

Ikechukwu, C. & Agu, G. (2018). Impact of Television Advertisement on Undergraduate Students' Purchase Decision on Indomie Noodles. *Journal of Economics and Management Sciences*. 1(3), 27-39.

Ikechukwu (2018) using the AIDA and Hierarchy of Effect Model investigated the effect of television advertisement on the perception of students. The research employed the survey research method which allowed for the use of a structured questionnaire in gathering data. A total of 392 students were sampled from the Faculty of Business Administration, Abia State University, Uturu.

Findings from the study discovered that television advertising is effective in the marketing of Indomie Noodles. It also discovered that consumers' patronage and preferences are factors that influence television advertising.

Based on the above findings, the study recommended that advertising messages should be credible, clear and precise. It also recommended that misleading advertisements should be abolished so that consumers can develop positive perceptions and attitudes towards television advertisements.

Ikechukwu (2018) is similar to this study in the sense that they investigated both the attitude and perception of consumers towards advertising, but differences can be seen in the types of advertising employed in both studies. While this study focused on social media advertising, Ikechukwu (2018) focused on television advertising.

Widjojo, A. & Hartono, K. & Bendjeroua, H. (2020). Social Media Advertising and Consumer Perception on Purchase Intention. SHS Web of Conferences. 76(1), 1-8.

Widjojo et al. (2020) carried out a study to examine the influence of Instagram and consumer perception on purchase intention in local building material.

The study utilized a quantitative research method and a questionnaire was used to gather data from respondents. 100 customers who follow the Instagram pages of local building materials stores were sampled.

At the end of the study, it was revealed that social media advertising has a significant positive effect on consumers' perceptions. It also revealed that consumer perception has a significant positive influence on purchase intentions. This research is similar to this current research as they both employed the survey method which allowed for the use of questionnaires in generating data from respondents.

2.9 Theoretical Framework

This study was anchored on the Technological Acceptance Model and the Perception Theory.

The Technology Acceptance Model

According to Adewole-Odeshi (2014), the Technological Acceptance Model (TAM) was formulated by Fred Davis in 1986. TAM was adapted from the Theory of Reasoned Action (TRA) by Davis in 1989 (Davis, Bagozzi, & Warshaw, 1989). This theory explains how people come to accept and use technology.

This model postulates that factors such as perceived usefulness (PU) and perceived Ease of use (PEOU) determine how people use and expose themselves to certain technology (Masrom, 2007). That is, people get exposed to a particular technology if they discover that it will be useful to their general performance and enhance their work. Similarly, they also begin to use technology if it

will ease their function. This explains people's use of social media in their daily activities.

This theory supports this study because consumers have adopted the use of social media because of its flexibility, connectivity, interactivity, relationship building etc (Babu & Pavani, 2019; Chioma et al., 2016). Based on this, advertisers use social media to advertise their products and services online and reach their target consumers who are exposed to and use the different social media platforms.

The Perception Theory

According to Folarin (1998, p.25), the perception theory was propounded by B. Berelson and G.A. Steiner in 1964. It evaluates how people perceive media messages targeted at them (Folarin, 1998). It seeks to find how the media audience views the media massager. The theory believes that certain factors are responsible for audience perception and their perception towards messages go through processes (Anaeto, Onabajo, and Osifeso, 2012). These processes they observed are selective exposure which means the audience expose themselves to media messages that concerns their needs and interests, selective attention, which makes them pay attention to the messages which look at their needs, then, the selective perception which looks at how they perceive the messages they are exposed to and finally, the selective retention which makes audience retain messages they find favourable (Anaeto, 2012; Folarin, 1998).

The perception theory is relevant to the study as it explains the factors which determine audience acceptance and attitude towards social media advertising.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter focuses on the research methodology of this study. Thus, it outlines the following:

- 3.1 Research Design
- 3.2 Population of the Study
- 3.3 Sample Size
- 3.4 Sampling Technique
- 3.5 Instrument for 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 of Data Analysis

3.1 Research Design

The research design employed for this study was the descriptive survey research design. This research design was adopted to enable the researcher to use a series of questions to get responses from respondents. With the Survey design, data can be generated from a specific group of people representing a larger group or population (Asemah et al., 2012). The survey design was adopted because it was the most effective for this study.

3.2 Population of Study

The population for this study was 922 students who consisted of Mass Communication Students of the University of Benin. A total of Nine Hundred and Twenty-Two (922) students were in the Department during the 2021/2022 academic session.

Further, to get the total, the entire students from 100 to 400 level in the department was summed up. Seemingly, 100 level students had a population of 216, 200 level students were 229, 300 level students were 255 while 400 level students were 222 all resulting in a population of 922 students (Department of Mass Communication Attendance for 100-400 level).

3.3 Sampling Size

The sampled population adopted for this study was Three Hundred (300) Mass Communication students in UNIBEN for the 2020/2021 academic session. This sample size was determined using the Nwana (1980) sample size formula. Therefore, the sample size of this study is made up of 25% of the total population of Mass Communication students in UNIBEN.

Uwana (1980) formula states that: if a population is few hundreds a 40% or more will do; if many hundreds, a 20% or more will do; if a few thousand, a 10% sample will do and if several thousand, a 5% or less will do. Similarly, selecting a 300 sample for this study is in accordance with the selection rating guideline of Lee & Caamrey (Lee & Caamrey, 1992 cited in Wimmer & Dominick, 2011).

Therefore, according to Lee & Caamrey, (1992) quoted in Wimmer & Dominick (2011), a sample of 50 = very poor, 100 = poor, 200 =fair, 300=good, 500 = very good and a sample size of 1000 = excellent. Consequently, going by Lee & Caamrey rating the selected 300 sample size pass as good.

3.4 Sampling Techniques

The sampling technique employed for this collection of data was stratified random sampling. This sampling technique was employed to ensure that each student in the population participated in the same proportion as they existed in the population. Following this, the population was divided into four levels -- 100, 200, 300 and 400. In drawing a representative formula for each stratum, the researcher used the 50% to ensure equal selection of the students. The process involved the selection of 50% of the total population in each level starting from 100 to 400 levels. This means that for 100 level students with a population of 216, 54 (50%) of them were selected for this study to give equal chance. This was also applied in selecting the other students in 200-400 levels. For the 200 level which had a total population of 229 students, 57 (50%) were selected. Rightly so, in 300 level, with a total of 255 students, 64 students were selected and in 400 level, which had 222 students, 56 students were selected. Following the insertions and calculations, the various levels would be allocated the following number of questionnaires: 100 level = 54, 200 level = 57, 300 level = 64, 400 level = 56.

3.5 Instrument for Data Collection

The research instrument employed in collecting data for this study was a well-structured questionnaire of which 300 copies were distributed to respondents. The questionnaire was designed with a four-point Linkert scale formulated by Rensis Linkert in the year 1932 (Asemah et al., 2012). The Linkert Scale is made up of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) to enable the respondents to respond to the items appropriately.

Accordingly, the questionnaire comprised five sections (A-D). Section A focused on the socio-demographic variables of respondents, Section B looked at the Level of awareness of Mass

Communication students to Bolt social media advertisement, Section C was on the perception of Mass Communication students on the use of social media advertising by Bolt, Section D focused on the perception of students on the effectiveness of the use of social media adverts by Bolt; finally, the last section looked at Attitude of Mass Communication students towards Bolt Advert on Social Media.

3.6 Method of Administration of Research Instrument

The copies of the questionnaire were administered to 300 Mass Communication undergraduates in 100, 200, 300 and 400 levels. The researcher together with one research assistant distributed the questionnaire to students accordingly. Therefore, out of 300 copies of a questionnaire designed for distribution for this study, 54 copies were distributed to 100 level students, 57 to 200 level students, 64 copies to 300 level students and 56 copies were distributed purposively to 400 level students. Accordingly, all 300 copies of the questionnaire were deemed useful for this study.

3.7 Validity of Instrument

The research instrument which is the questionnaire was subject to the face validation and approval of the research supervisor. A draft copy of the questionnaire was presented by the researcher to the supervisor for assessment, who looked at it critically, vetted and approved it to be used for gathering data. The supervisor ascertained if the items on the questionnaire adequately covered the research objectives and were able to answer the research questions posed in the study. The items were also examined for clarity and ambiguity. The supervisor also ensured that the instrument was constructively and critically designed to provide unbiased and truthful answers to

the items in a bid to answer the research questions.

3.8 Method of Data Collection

The primary data were collected by the researcher through the face-to-face opinions of students by the use of a structured questionnaire. Consequently, the method of data collection adopted for the study was the face to face method with a duration of two weeks. The researcher had assistance in embarking on the work. The research assistant was briefed on the purpose of the research and trained on how to administer the questionnaire. At the end of the period, a total of 300 copies out of the 300 copies distributed were retrieved.

3.9 Method of Data Analysis

The method of presenting the data collected for this study was the quantitative method of data analysis. The quantitative method of data analysis involves the presentation of statistics to confirm or invalidate the researchers' theses and answer whatever questions he has posed. Thus, data collected and collated for this study were analyzed and presented with the aid of Frequency Tables, Simple Percentages and Mean Score Descriptive Statistics. Frequency Tables were adopted because of the ease of analysis and clarity of presentations they offered. The simple percentage on the other hand was used to analyze the data in simple mathematical order which enable the researcher to fully explore and analyze the data collected through the questionnaire. The mean score was used to show the level at which the respondents agreed or rejected the variables. The criterion mean score for this study was 3.0. This implies that any item which was calculated to the range of 3.0 and below was rejected while those that fell on 3.0 and above were deemed acceptable.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble

Chapter four presents and analyses the data gathered from distributed questionnaires. It also focused on the discussion of findings gathered.

4.1 Presentation and Analysis of Data based on Demography of Respondents

Table 1: Distribution of Respondents based on Gender

Gender of Respondents	Frequency of Response	Percentage of Response (%)
Male	120	40
Female	180	60
Total	300	100

Source: Field Survey, 2021

Data from the above table shows that majority of the responds for this study were females as out of 300, 180 respondents representing 60% we're females. Conversely, 120 respondents representing 40% were male. It implies therefore, that majority of students in the department are females and they constitute majority of the respondent.

Table 2: Distribution of Respondents based on Age

Age Range of Respondents	Frequency of Response	Percentage of Response (%)
Below 20 years	100	33%
20 - 30 years	170	56%
31 and above	30	10%
Total	300	100

Source: Field Survey, 2021

In the above table, datashows that majority of the respondents were within the age range of 20 - 30 years of age accounting for 170 (56%) of the respondents, below 20 years comes next with 100 respondents accounting for (33%) of the total respondents. Finally, 31 and above came last with 30

(10%) of the respondents. Since the majority of the respondents are between 20 -30 years, the implication of this is that more data about social media adverts was collected from students within the age grade.

Table 3: Distribution of Respondents based on level

Level	Frequency of Response	Percentage of Response (%)
100 Level	54	18
200 Level	57	19
300 Level	64	21.3
400 Level	56	18.6
Total	300	100

Source: Field Survey, 2021

In table 4 above, 54(18%) of the respondents were 100 level students, 57(19%) of the respondents were 200 level students, 64 (21.3%) of the respondents were 300 level students while 56(18.6%) were 400 level students. Therefore, majority of the respondents were 300 level students and they constitute majority of respondents suitable for this study.

Table 4: Distribution of Respondents based on Religion

Religion of Respondents	Frequency of Response	Percentage of Response (%)
Christian	263	87
Muslim	25	8.3
Others	12	4
Total	300	100

Source: Field Survey, 2021

Data in the Table reveals that majority of the respondents were Christians with a total of 263 (87%), 25 (3.3%) of the respondents were Muslims, 12 (4%) of the respondents practiced other religion. The implication is majority of students who come across Bolt social media adverts are Christians

4.2 Presentation and Analysis of Data on other items in the Questionnaire

Table 5: Respondents' opinions on the level at which they are aware of Bolt adverts on social media

Item	Details	Strongly Agree	Agree	Disagree	StronglyDisagree	Total	Mean	Decision
	Value	4	3	2	1	300	X	
i.	Very High Level	225 900 75%	70 210 23.3%	3 6 1%	2 2 0.6%	300 1118/300 100%	3.7	Accepted
ii.	High Level	178 712 59.3%	115 345 38.3%	5 10 3.3%	2 2 0.6%	400 1069/300 100%	3.5	Accepted
iii.	Very Low Level	- - -	- - -	162 324 54%	138 138 46%	300 462/300 100%	1.6	Rejected
iv.	Low Level	38 152 12.6%	52 156 17.3%	118 236 39.3%	92 92 30.6%	300 636/300 100%	2.12	Rejected

Source: Field Survey, 2021

Criterion Mean = 3.0

Data in the table above shows Mass Communication students' level of awareness on Bolt advertisements on social media. 225(75%) respondents strongly agreed that the level at which they are aware of Bolt adverts on social media is very high, 70(23.3%) respondents agreed, 3(1%) disagreed while 2(0.6%) respondents strongly disagreed. Likewise, 178(59.3%) strongly agreed that the level at their level of awareness of Bolt social media advert is high, 115(38.3%) respondents agreed, 5(3.3%) disagreed while 2(0.6%) strongly disagreed.

Conversely, none of the respondents strongly agreed and agreed that the level at which they come across Bolt adverts are very low level; however, 162(54%) respondents disagreed while 138(46%) respondents strongly disagreed. Finally, 38(12.6%) respondents strongly agreed that on

their low awareness of Bolt advertisements social media, 52(17.3%) respondents agreed, 118(39.3%) respondents disagreed while 92(30.6%) respondents strongly disagreed. From the above data therefore, it can be believed that Mass Communication students possess a very high level of awareness to Bolt advertisement on social media platforms.

Table 6: Perception of Mass Communication Students on the use of social media advertising by Bolt

Item	Details	Strongly Agree	Agree	Disagree	StronglyDisagree	Total	Mean	Decision
	Value	4	3	2	1	300	X	
i.	Bolt's social media advertising are appealing	111 444 37%	148 444 49.3%	5 10 1.6%	36 36 12%	300 934/300 100%	3.1	Accepted
ii.	Bolt's social media advertising are distracting	48 192 16%	22 66 7.3%	231 462 77%	29 29 9.6%	300 749/300 100%	2.4%	Rejected
iii.	Bolt's social media advertising are misleading	21 84 7%	28 84 9.3%	128 256 42%	123 123 41%	300 547/300 100%	1.8	Rejected
iv.	Bolt's social media advertising are informative does not have any influence on you.	152 608 50.6%	73 213 24.3%	45 90 15%	30 30 10%	300 941/300 100%	3.1	Accepted

Source: Field Survey, 2021

Criterion Mean = 3.0

Table 7 indicates Mass Communication Students' perception on the use of social media in advertising by Bolt. From the table, it was revealed that 111(37%) of the respondents strongly agreed that Bolt adverts on social media platforms appeals to them, 148 (49.3%) of the respondents

agreed, 5 (1.6%) of the respondents disagreed while 36 (12%) strongly disagreed that both is appealing. More so, 48 (16%) of the respondents strongly agreed that Bolt adverts on social media are distracting, 22 (7.3%) agreed, 231 (77%) of the respondents disagreed while 29 (9.6%) strongly disagreed.

Furthermore, 21 (7%) hold a strong opinion that Bolt adverts on social media are misleading, 28(9.3%) respondents agreed, 128(42%) of the respondents disagreed and 123(41%) strongly disagreed that Bolt adverts on social media is misleading. Additionally, 152 (50.6%) strongly agreed that Bolt social media advertisements are informative, 73(24.3%) respondents agreed, 45(15%) respondents disagreed while 30 (10%) strongly disagreed that Bolt social media adverts are informative.

Ultimately, data from the above table therefore reveal that a larger population of Mass Communication students' see Bolt advertisements on social media to be appealing to them. Similarly, they also find it informative. Therefore, it tells them about the available services Bolt provides

Table 7: Mass Communication students' opinion on the effectiveness of the use of social media advert by Bolt

Item	Details	Strongly Agree	Agree	Disagree	StronglyDisagree	Total	Mean	Decision
	Value	4	3	2	1	300	X	
i.	It makes me use Bolt services often	62 248 20.6%	192 576 64%	35 70 11.6%	11 11 3.6%	300 905/300 100%	3.0	Accepted
ii.	It makes me choose Bolt services above other services	145 580 48.3%	129 387 43%	20 40 6.6%	6 6 2%	300 1013/300 100%	3.3	Accepted
iii.	It is not effective	13 52 4.3%	40 120 13.3%	40 80 13.3%	207 207 69%	300 459/300 100%	1.5	Rejected
iv.	Undecided	- - -	155 465 51.6%	145 290 48.3%	- - -	300 755/300 100%	2.5	Rejected

Source: Field Survey, 2021

Criterion Mean = 3.0

Data in Table 8 shows respondents' opinion on the effectiveness of the use of social media adverts by Bolt. The data revealed that 62(20.6%) of the respondents strongly agreed that Bolt adverts on social media makes them use bolt services often, 192(64%) respondents agreed, 35(11.6%) disagreed while 11(3.6%) disagreed. Similarly, 145(48.3%) of the students strongly agreed that Bolt social media adverts make them choose Bolt over similar service providers, 129(43%) respondents agreed, 20(6.6%) of the respondents disagreed while 6(2%) strongly disagreed. Conversely, 13(4.3%) strongly agreed that Bolt adverts on social media are not effective, 40(13.3%) respondents agreed, 40 (13.3%) respondents disagreed, while 207 (69%) strongly disagreed.

Finally, none of the respondent strongly agree that they are undecided on the effectiveness of

Bolt adverts on social media, however, 115(51.6%) agreed, 145(48.3%) respondents disagreed and no respondent strongly disagreed. Therefore, from the data gathered, it can be deduced that Bolt social media advertising has been effective in influencing Mass Communication students' behaviour as it makes them use Bolt services often as well as choose Bolt over other similar service providers.

Table 8: Attitude of Mass Communication Students' towards Bolt adverts on social media

Item	Details	Strongly Agree	Agree	Disagree	StronglyDisagree	Total	Mean	Decision
	Value	4	3	2	1	300	X	
i.	I hold a favourable attitude towards Bolt adverts on social media	143 572 47.6%	123 369 42%	4 8 1.3%	30 30 10%	300 979/300 100%	3.2	Accepted
ii.	I hold a negative attitude towards Bolt adverts	-	32 96 10.6%	127 254 42.3%	141 141 47%	300 491/300 100%	1.6	Rejected
iii.	I do not hold any attitude towards Bolt adverts	-	-	70 140 23.3%	230 230 76.6%	300 370/300 100%	1.2	Rejected
iv.	Undecided	8 32 2%	19 57 4.8%	218 654 54.5%	155 155 38.7%	300 918/300 100%	2.3	Rejected

Source: Field Survey, 2021

Criterion Mean = 3.0

Table 9 shows respondents' attitude towards Bolt adverts on social media. Accordingly, 143(47.6%) respondents strongly agreed that they hold a favorable attitude towards Bolt social media adverts, 123(42%) agreed, 4(1.3%) respondents disagreed while 30 respondents (10%) respondents strongly disagreed.

Conversely, none of the respondents strongly agreed that they hold a negative attitude

towards Bolt adverts on social media. Regardless, 32(19.6) respondents agreed, 127(42.3%) respondents disagreed, while 141(47%) respondents strongly disagreed. More so, none of the respondents strongly agreed and agreed to the notion that they do not hold any attitude towards Bolt social media adverts; seemingly, 70(23.3%) respondents disagreed while 230(76.6%) respondents strongly disagreed.

Furthermore, 8(2%) strongly agreed that they are undecided on the attitude they hold towards Bolt social media adverts, 19(4.8%) agreed, 218(54.5%) disagreed while 155(38.7%) strongly disagreed. Judging from the analyses and the mean score of each item, it can be inferred that respondents have a favourable attitude towards Bolt social media advertisements.

4.3 Discussion of Findings (Answers to Research Questions)

This section focuses on the discussion of findings based on the four (4) research questions posed to guide this study. Therefore, this section provides answers to the four research questions.

Research Question 1: What is UNIBEN students' level of awareness of Bolt advertisement on social media?

The level of UNIBEN Mass Communication Students' awareness to Bolt social media advertisement have is very high as 75% of the respondents indicated in table 6 agreed to this notion. This is due to the fact that social media have become part of today's world and students utilize the social media (Ashara, 2018).

Consequently, this finding is consistent with Chioma et al. (2016) who conducted a study to ascertain on students' attitude towards social media advertising. Their study discovered that students have a very high level of exposure to social media advertisement. They come across adverts on social media daily due to their frequent usage of social media platforms. Additionally, findings also

corroborate with Babu & Pavani (2010) who observed that students in tertiary institutions are highly exposed to advertisement to social media.

More so, this finding also corroborates with Anyawu et al. (2013) which posits that the usage of social media by students in high and has become a way of life. Thus, it can be concluded that students' have a very high level of awareness on social media advertising.

Research Question 2: What is UNIBEN students' perception on the use of social media advertising by Bolt?

The perception of students on the use of social media advertising by Bolt is said to be appealing and informative. In table 7 above, majority of the respondents agree that Bolt adverts on social media appeals to them. Similarly, 50.6% of the respondents strongly agree that Bolt's advertisements informative. That is, it educates and inform them about the services Bolt provides. Also, in the table majority of the respondents do not agree that Bolt adverts are misleading and distracting, rather, they agree that it is helpful to them.

These finding agree with Chioma et al. (2019) who believed that social media advertisements are appealing to students and thus, students form a positive perception towards adverts on social media platforms. In the same vein, these findings are also in line with Utugo et al. (2015) who discovered that social media advertising is good and useful to students. This means that students have a positive perception towards social media advertising as they love to view adverts on social media platforms such as Facebook. Additionally, Doroach (2017) supports these findings by contending that consumers have a strong perception of advertisements on social media due to the fact that these advertisements are informative. Findings from his study also showed that factors such as informative, recall, privacy, perceived interactivity, visibility and planning influence consumers' perception of social media advertising.

Research Question 3: What is UNIBEN students' Perception of the effectiveness of Bolt Social Media Advertisement?

The perception of students towards the effectiveness of social media advertising is a positive and very effective. This is because Items in Table 8 revealed that Bolt social media advertising makes students use Bolt services often, the table also indicates that majority of respondents agree that Bolt advertisements make them to choose Bolt over other similar service providers. Thus, Bolt advertisement is very effective in influencing students' behaviour.

These findings agree with the findings of Widjojo et al. (2020) which posited that social media advertising influences the consumers' perception. These findings are also in consonance with Chioma et al. (2016) who asserted that social media advertising is very effective in influencing the purchasing behavior of consumers. This is because it is highly appealing and informative as indicated in table 6.

Research Question 4: What is the UNIBEN students' attitude towards Bolt advertisements on social media?

The attitude of UNIBEN students towards Bolt social media advertisement is favourable and positive. No doubt, this is because as indicated in table 9 above, 47.6% of the respondents strongly agree that Bolt adverts are favorable to them and because students find it helpful and informative. This finding corroborates with the findings of Doroach (2017) who in his study observed that social media advertising create brand awareness; this means that people get to know about a product via social media and it influences their attitude towards products and services. From the submission of this finding, it can therefore be inferred that students have a positive attitude towards Bolt social media advertisement.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Preamble

This chapter presents the summary, conclusion and recommendations based on the findings of the study.

5.1 Summary

This research work investigated University of Benin Students' perception of the use of social media by Bolt Transportation Company in Edo State. The study was necessitated because social media advertising has become popular and useful in advertising of products and services. Nonetheless, the attitude and perception of students towards Bolts social media campaigns are unknown. Therefore, this study looked into this issue.

The Technology Acceptance Model and the Perception Theory were adopted as theoretical framework useful for this study. While the Technology Acceptance Model explains why students come to use social media, the perception theory explains how they see social media advertisements on the various social media platforms.

Further, the study also investigated the various empirical reviews on related topics. This empirical reviews provided the researcher with helpful insight on what previous researchers, scholars and academia has done on the subject matter, thereby enabling the researcher to identify potential gaps in knowledge and compare their finding and discoveries. The empirical review examined advertising and social media as concepts as well as social media advertising. They also investigated the perception of people towards social media advertising as well as the awareness level of students towards social media advertising.

The population comprised of all undergraduates in the department of Mass Communication, University of Benin, Edo State. However, a sample size of 300 students was drawn using the Stratified Random Sampling Technique. Additionally, the study utilized the survey research design which allowed for the use a well-structured questionnaire as Instrument for data collection. The questionnaire was designed with Likert Scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD) and the items on the questionnaire were divided into four sections, A-D. The collected Data was analyzed using simple percentage with the use of frequency Table and criterion mean score of 3.0. Four research questions were answered in this study and they formed the basis of findings.

5.2 Summary of Findings

The findings of this study includes:

1. That Mass Communication students in the University of Benin have a high level of awareness and exposure to Bolt adverts on social media.
2. That Mass Communication students possess a favorable and positive perception and attitude towards Bolt adverts on social media.
3. That Bolt advertisements on social media is appealing and informative to students; therefore, it influences their purchase behaviour.
4. That Bolt advertisements on social media is effective in influencing students in using Bolt services by making them use Bolt services often and making them choose Bolt over similar transportation company.

5.3 Conclusion

The findings of this study has empirically proven that UNIBEN students have a positive attitude and perception towards Bolt adverts on social media and it influences their behaviour. The importance of advertising on social media cannot be overemphasized since it influences students' buying behaviour to a high extent. It was concluded that UNIBEN students have a very high exposure to social media advertisements and this in turn wields its influence on them. Evidently, social media remain indispensable in the promotion of ideas, products and services targeted at youths due to their strong influence on youths' buying behaviour.

5.4 Recommendations

Based on the findings of this study, the following recommendations have been posited:

1. It has been observed that students have a high level of awareness and exposure to social media advertising; therefore, brands wanting to target young people should harness the power of social media advertising in selling their brand and products to target audience.
2. Since it has been discovered that students have a positive and favourable perception towards social media advertising, advertisers should continue to create relatable adverts that would continue to impact young people so that they can in turn make great sales.
3. Since students find social media advertising informative, brands should continue to develop and project more informative contents about their products and services alongside appealing contents so as to influence their buying behaviour.
4. Also advertisers should develop better social media advert strategies that would give them an advantage over similar products or services. Therefore, they should create clear and simple adverts.

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APPENDIX

Department of Mass Communication,
University of Benin, Benin City,
Edo State
5th November 2021.
Dear Respondent,

REQUEST FOR THE COMPLETION OF ITEMS IN THE QUESTIONNAIRE

I am **Beabubari Paschal KEEREBU**, a final year student of the above-named department and institution. I am researching the topic: "**UNIBEN STUDENTS ASSESSMENT OF THE USE OF SOCIAL MEDIA FOR ADVERTISING BY BOLT TRANSPORTATION COMPANY IN BENIN CITY**" This research is in partial fulfilment for the award of Bachelor of Arts Degree in Mass Communication. The attached questionnaire is designed to obtain information on the above subject matter and it is clearly for academic purposes.

I sincerely solicit your honest opinion as it will help arrive at objective suggestions and conclusions. Any information obtained will be treated with utmost confidentiality as it is purely for academic purposes. To guarantee your anonymity, do not write your name on the questionnaire.

Thank you for your anticipated cooperation.

Yours sincerely,

Beabubari Paschal KEEREBU
Researcher

SECTION A: DEMOGRAPHICAL DATA

- 1. Gender: (a) Male () (b) Female ()
- 2. Age Bracket: (a) Below 20 years () (b) 20-30 () (c) 31 and above ()
- 3. Level: (a) 100 () (b) 200() (c) 300 () (d) 400()
- 4. Religion: (a) Christian () (b) Muslim () (b) Others ()

Key: SA-Strongly Agree, A-Agree, D-Disagree, SD-Strongly Disagree

SECTION B: Level of awareness of Mass Communication students to Bolt social media advertisement

Your level of awareness of Bolt advertisements on social media is?

S/N	OPTION	SA	A	D	SD
i.	Very High				
ii.	High				
iii.	Medium				
iv.	Low				

SECTION C: Perception of Mass Communication students on the use of social media advertising by Bolt

Key: SA-Strongly Agree, A-Agree, D-Disagree, SD-Strongly Disagree

The following statement best describes your perception of the use of social media adverts by Bolt:

S/N	Perception	SA	A	D	SD
i.	Bolt social media adverts are appealing				
ii.	Bolt social media adverts are distracting				
iii.	Bolt social media adverts are misleading				
iv.	Bolt social media adverts are informative				

SECTION D: Effectiveness of the use of social media adverts by Bolt

Key: SA-Strongly Agree, A-Agree, D-Disagree, SD-Strongly Disagree

One of the following best describes your opinion on the effectiveness of Bolt social media ads on social media

S/N	Effectiveness	SA	A	D	SD
i.	It makes me use Bolt services often				
ii.	It makes me choose Bolt services above other services				
iii.	It is not Effective				
iv.	Undecided				

SECTION E: Attitude of Mass Communication students towards Bolt Advert on Social Media

Key: SA-Strongly Agree, A-Agree, D-Disagree, SD-Strongly Disagree

The following statement best describes the attitude you hold towards Bolt advert on social media:

S/N	Attitude	SA	A	D	SD
i.	I hold a favourable attitude towards Bolt advert				
ii.	I hold a negative attitude towards Bolt advert				
iii.	I do not hold any attitude towards Bolt advert				
iv.	Undecided				