

**ASSESSING THE INFLUENCE OF FACEBOOK ADVERTISEMENT ON UNIVERSITY
OF BENIN UNDERGRADUATES IN EKEHUAN CAMPUS**

BY

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**DEPARTMENT OF MASS COMMUNICATION
UNIVERSITY OF BENIN
BENIN CITY**

FEBRUARY, 2025

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

JANUARY, 2025.

DECLARATION

I declare that this project work is based on a study undertaken by me, in the Department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of Dr. Chukwunonso Nnabuife. All findings and analysis in the study are products of my personal research and where the views of others have been used and expressed, they have been duly acknowledged.

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CERTIFICATION

This is to certify that this project has been approved as an original work written and submitted by OGBEBOR ELIJAH with Matriculation number ART2004817, in partial fulfillment of the requirements for the award of B.A in the Department of Mass Communication, University of Benin, Benin City, Edo State under my supervision.

DR. Chukwunonso Nnabuife
Project Supervisor

Date

DR. DANIEL O. Ekehareafo
Head of Department

Date

DEDICATION

With deepest gratitude and humility, I dedicate this research work to the Almighty God, who graciously bestowed upon me the wisdom, strength, and resilience to complete this study. I am forever thankful for the divine guidance and mercy that enabled me to pursue my academic dreams.

I also extend my dedication to my family, lecturers, and friends, whose support and encouragement enabled me to complete this study.

ACKNOWLEDGEMENTS

I am overwhelmed with gratitude as I acknowledge the incredible support system that has enabled me to complete this study. I give glory to God Almighty for His unwavering guidance, strength, and grace. Your love and mercy have been my rock, and I am forever grateful.

My heartfelt appreciation goes to my project supervisor, Dr. Chukwunonso Nnabuike, whose tireless efforts, insightful feedback, and encouragement have been invaluable. Your kindness, patience, and expertise have shaped me into a better researcher, and I am deeply indebted to you.

I am also profoundly grateful to the head of the Department of Mass Communication, Dr. Daniel O. Ekeharefo, for his fatherly love, guidance, and unwavering commitment to the growth and progress of every student in the department. Your selflessness and dedication have not gone unnoticed.

To my amazing lecturers, Professor Ezekiel Asemah, Dr. Comfort Obaje, Professor Ambrose Uchenunu, Dr. F.P. Olise, Mr. Sunday Ekerikevwe, Mrs. Gloria Ogono, Dr. Umoro Ndubisi, Mrs. Akintaro, Mr. Femi Johnson, Mrs. Amenze, Dr. Bardi, and Miss Obarisiagbon, I am forever grateful for the knowledge, wisdom, and passion you have imparted to me. Your impact on my life has been immeasurable.

To my family, I am deeply grateful for your unwavering love, support, and encouragement. My Father, Mr. Anthony Ogbebor, and my mother, Mrs. Charity Ogbebor, your prayers, financial support, and guidance have been my pillar of strength. I am also grateful to my ever-supportive family members, who have been a constant source of love, comfort, and encouragement.

To my entire family, including my Elder brothers, John Ogbebor, Precious Ogbebor, Peter Ogbebor, and my younger siblings Samson Ogbebor and Esther Ogbebor, I thank you for being my pillars of strength.

To my friends and colleagues, I am honored to have shared this academic journey with you. Your camaraderie, support, and encouragement have made this journey unforgettable. I am particularly grateful to Oviawe Precious, Christopher Ebanehita Ota-Ufua, Akporuru Emmanuella, Oko Emmanuella, Ewansiha Naomi, Miracle Ateboh, James Osifo, Oghenetega Daniel, Samuels Ephraim, Oluku Dominion, Abee Ariyo, Peace, Prosper and many others who have been a source of inspiration and motivation.

Finally, to my lovely roommates and friends since 2001v Men That Matters (MTM) , My study group, The Bunkies, My Red Cross family, My bossom friends, Babatunde Femi Esther and Osifo Osayande thank you for making my university experience an amazing and memorable one. Your love, support, and friendship have been a blessing to me.

Thank you all for being part of my academic journey. I am grateful for your love, support, and encouragement. May God bless and reward you all for your kindness and generosity.

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ABSTRACT

This study explores how Facebook advertisements affect the attitudes, behaviors, and purchasing decisions of University of Benin undergraduates at Ekehuan Campus. With social media increasingly influencing consumer behavior, this research investigates the impact of Facebook ads on undergraduates. Using a structured questionnaire, the study examines how often undergraduates see Facebook ads, how effective these ads are, and how they influence brand awareness, customer engagement, and purchasing decisions. The study also identifies the benefits and challenges of Facebook advertising and provides practical tips for effective use. The findings of this study will help us understand how social media shapes consumer behavior, particularly among undergraduates. This research aims to provide valuable insights for individuals and organizations looking to use Facebook advertising to reach and engage with their target audience.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The rapid evolution of social media, led by Facebook and its innovative advertising, is driving transformative change. Facebook's mobile-focused strategy leverages the growing trend of mobile device usage, as more consumers access the internet through smartphones than computers. Consequently, students' decision-making processes and purchasing habits have undergone significant shifts due to the platform's dynamic nature and evolving student preferences. Traditional push marketing is no longer effective, as consumers now resist forced brand messaging, instead seeking engagement on their own terms. For instance, social media platforms are examples of consumer-generated content that people actively create, use, and spread to inform one another about various goods, services, people, and topics. (Blackshaw & Nazzaro, 2006).

The accelerated nature of online communication and the proliferation of information sources have rendered traditional media advertising less relevant and effective. The importance of social communities on interactivity, which includes personalized pages, shopping experiences, improved convenience, and widespread information search, was also rapidly recognized by marketers. (Chandra et al., 2012; Patino et al., 2012; He and Zha, 2014).

Ongoing studies examine Facebook advertising's effectiveness in engaging Gen Zers and Millennials, leveraging the platform's sizable user base and demographic relevance to secondary

and tertiary education. Researchers aim to understand how Facebook's targeted advertising features, such as interest-based and behavioral targeting, influence this younger demographic's purchasing decisions, brand awareness and online behaviors. Additionally, investigations focus on optimal ad formats, messaging strategies and metrics for evaluating campaign success among 15- to 24-year-olds, a critical age range for shaping long-term consumer loyalty. Especially in terms of online social media platforms, technological innovation has risen at an unparalleled rate in recent decades, according to Duffett (2015). The advent of online technological applications has led to an unprecedented proliferation of digital tools, profoundly impacting Millennials (individuals born between 1982 and 1994) and shaping their digital landscape.

Detailed research conducted by Reuters and Ipsos (2012), Facebook and ComScore (2012), and RichRelevance (2013) demonstrates the significant impact of Facebook advertising on consumer behavior.

A notable 20% of Facebook users reported purchasing products after viewing advertisements or comments, with this figure rising to nearly 30% among 18-34-year-olds. Furthermore, Facebook and ComScore found that 4% of consumers made purchases within a upmonth following exposure to earned brand impressions, indicating increased intention-to-purchase. RichRelevance data revealed that Facebook advertising drove twice as many purchases as Pinterest and Twitter.

Duffett (2015), stated that an analysis of Facebook's global advertising results showed that click-through rates had climbed by 20% between 2011 and 2012 (AYTM, 2012), but that the cost per click and the cost per thousand had jumped by more than a quarter and more than half,

respectively. Greenlight (2012) discovered that 44% of customers never clicked on Facebook adverts, 31% infrequently did so, 10% frequently did so, and 3% frequently did so.

Findings from consumer surveys indicate a swift transformation in consumer brand preferences. To remain competitive, businesses should leverage social media and cutting-edge technologies to tailor their products and services to meet the dynamic preferences of key demographics, including students. Consumer brand preferences appear to be growing as complexity rises. (Schultz, Don & Martin, 2011).

Akpan & Nwankpa (2015) in their study Influence of Facebook Advertisement on the Buying Behaviour of Students of a Nigerian University investigated the influence of Facebook advertisement on young people's buying behaviour. This study explored the efficacy of Facebook as an advertising platform for youth-oriented products among undergraduate students at the University of Nigeria. Given Facebook's widespread popularity among young people, the research aimed to investigate three key aspects: whether students access Facebook advertisements, if they perceive these ads as targeting their demographic, and the persuasive power of these ads in influencing purchasing decisions. To achieve these objectives, the study employed the survey research method, utilizing stratified random sampling and the Taro Yamane statistical sample method to select 396 respondents from the population. Primary data was collected through questionnaires and personal interviews. The findings revealed that a significant majority of respondents engage with Facebook advertisements and recognize them as targeting young people. Specifically, 54.8% of respondents patronize products advertised on Facebook, while 45.2% do not. Although the margin between these two groups is narrow, it underscores the

potential for advertisers to increase engagement and conversion rates. The study's results highlight the importance of optimizing Facebook ads to resonate with the target audience. To boost patronage, advertisers and agencies should prioritize crafting more engaging and youth-oriented content, providing essential product details, and refining ad strategies to appeal to young people. Future research could further explore strategies for enhancing Facebook ad effectiveness for youth-oriented products. Overall, the study demonstrates Facebook's potential as a viable platform for advertising youth-oriented products, but also emphasizes the need for advertisers to refine their approaches to effectively capture this demographic. By doing so, businesses can leverage Facebook's vast user base and increase the effectiveness of their advertising campaigns.

In a similar thesis, Duffett's study (2015), "Facebook Advertising's Influence on Intention-to-Purchase and Purchase Amongst Millennials," investigated the impact of Facebook advertising on Millennials' purchasing decisions in South Africa. Utilizing a quantitative research approach with self-administered structured questionnaires among over 3,500 respondents, the study analyzed data using a generalized linear model. The findings revealed that Facebook advertising positively influenced Millennials' behavioral attitudes, specifically intention-to-buy and purchase, with usage characteristics (frequency and duration of log-ins) and demographic factors (ethnic orientation) significantly contributing to this favorable impact. Ultimately, the study underscores Facebook's effectiveness as an advertising platform for reaching Millennials in South Africa, highlighting the importance of considering usage patterns and demographic characteristics in advertising strategies to optimize campaign effectiveness.

Although existing literature explores Facebook advertising's impact, a significant knowledge gap exists regarding its influence on University of Benin students, specifically Ekenwan campus. This study seeks to bridge this gap by investigating the moderating role of Facebook advertising value and influence on the positive relationship between students' attitudes toward Facebook advertising and its overall impact on them.

1.2 Statement of the Problem

Advertising industry and the media world is experiencing a paradigm shift, and traditional forms of advertising—television, radio, newspapers, and magazines, are no longer sufficient (Nwaoboli, Ogunyemi & Ezegwu, 2023). Despite limitations in traditional advertising, online/social media advertising has gained popularity due to its ability to address feedback gaps.

Social media (Facebook inclusive) push into mobile has been fueled by the widespread usage of mobile devices, as the proportion of consumers using their phones to access the internet is starting to overtake those using computers to access the internet (Asemah & Nwaoboli, 2023; Asemah, Nwaoboli & Beli, 2022). The ever-evolving and demanding nature of Facebook has led to a paradigm shift in students' decision-making and purchasing behaviors. Traditional push marketing strategies no longer work, as consumers now resist forced brand messaging. Brands must now engage and persuade, rather than dictate. For instance, social media platforms are examples of consumer-generated content that people actively create, use, and spread to inform one another about various goods, services, people, and topics. (Blackshaw & Nazzaro, 2006).

To effectively engage the younger generation, social media has become an essential medium for global marketing communications, increasingly capturing a larger share of advertising budgets. As a result, the significance of social media advertising on platforms such as Facebook, YouTube, LinkedIn, Twitter (X), and others has garnered considerable attention from businesses, managers, and scholars (Saxena and Khanna, 2013). Facebook advertising has transformed the advertising landscape, shifting it from a centralized model dominated by large corporations to one that is accessible to all businesses, including startups.

Mass media research has traversed four developmental phases, each building upon the previous one to enrich our understanding. These phases have addressed initial difficulties, expanded knowledge, and paved the way for novel research directions, focusing on the dynamics of media usage and its impact.

Scholarly support is offered, with Wimmer and Dominick (2011, p.8) indicating that “Phase 3 includes investigations of the social, psychological, and physical effects of the medium. How much time do people spend with the medium? Does it change people’s perspectives about anything? What do the users of the medium want and expect to hear or see? Are there any harmful effects related to using the medium? In what way, if any, does the medium help people? Can the medium be combined with other media or technology to make it even more useful?”

Although a substantial body of research exists on social media advertising, a significant knowledge gap persists regarding the specific impact of Facebook advertising on University of Benin undergraduates in Ekehuan campus. Notwithstanding the growing importance of this topic, existing literature has not adequately explored its effects on this demographic.

Consequently, further investigation is crucial to garner a comprehensive and nuanced understanding.

This study aims to bridge this knowledge gap by examining the influence of Facebook advertising on University of Benin undergraduates in Ekehuan campus. The primary objective of this research is to investigate the extent to which Facebook advertising impacts the attitudes, perceptions, and behaviors of undergraduates at the University of Benin Ekehuan campus.

1.3 Research Objectives

This study aims to examine the impact of Facebook advertising on University of Benin undergraduates in Ekehuan campus with the following specific objectives:

1. To analyze the effectiveness of Facebook advertisement messages on Uniben undergraduates' attitudes and behaviors in Ekehuan campus.
2. To identify the types of products and services advertised to Uniben undergraduates in Ekehuan campus on Facebook.
3. To assess the frequency and level of exposure of Uniben undergraduates in Ekehuan campus to Facebook advertising messages.
4. To investigate the motivations behind advertisers' choice of Facebook as a medium for targeting Uniben undergraduates in Ekehuan campus.

1.4 Research Questions

To guide this study, the following research questions have been formulated:

1. To what extent do Facebook advertising messages influence Uniben undergraduates' attitudes and behaviors in Ekehuan campus?
2. What types of products and services are primarily advertised to Uniben undergraduates in Ekehuan campus on Facebook?
3. How frequently are Uniben students in Ekehuan campus exposed to Facebook advertising messages?
4. What motivates companies and brands to choose Facebook as a preferred medium for targeting Uniben undergraduates in Ekehuan campus?

1.5 Significance of the Study

This study's findings will benefit a diverse range of stakeholders, including advertisers, advertising unions, web developers, university administrators, social media handlers, digital marketers, and advertising agencies. Additionally, government officials, entrepreneurs, and fellow researchers interested in the digital landscape will also find value in this research, gaining insights into the influence of Facebook advertising on University of Benin undergraduates in Ekehuan campus and informing strategies to enhance industry standards, online engagement, and targeted marketing initiatives.

1. The study's findings will enable user interface and user experience designers to develop optimized designs that boost user engagement, satisfaction, and retention, ultimately increasing the platform's attractiveness to advertisers and fostering a vibrant online ecosystem.

2. This study will equip social media managers in Benin City with actionable insights, providing accurate and reliable data on Facebook user demographics, behavior, and response patterns to advertisement messages. This valuable information will enable social media managers to tailor their advertising strategies, optimize message content, and improve targeting accuracy, ultimately enhancing the effectiveness of their online campaigns and maximizing return on investment (ROI) in the Benin City market.
3. This study will empower advertisers with critical insights to strategically select the most effective social media platforms, specifically Facebook, to showcase their products and services to a vast and targeted audience. By understanding the preferences, behaviors, and engagement patterns of University of Benin undergraduates in Ekehuan campus on Facebook, advertisers will be able to optimize their advertising strategies, increase brand visibility, and maximize their reach and impact among this demographic.
4. This study will keep advertisers and advertising agencies abreast of the latest trends, best practices, and emerging developments in the advertising landscape, particularly in the context of social media and Facebook advertising. By uncovering the current preferences, behaviors, and response patterns of University of Benin undergraduates in Ekehuan campus, advertisers will gain valuable insights to inform their creative strategies, media planning, and campaign execution, ensuring their messaging remains relevant, effective, and resonates with their target audience.
5. This study will equip digital marketers with actionable intelligence to optimize their advertising strategies, providing invaluable insights on effective scheduling, strategic advert placement, and tailored campaign development for clients and products. Digital

marketers will gain knowledge on ideal timing for Facebook ad deployment, optimal advert placement to reach University of Benin undergraduates in Ekehuan campus, and data-driven strategy development to enhance campaign performance, ultimately enabling them to deliver successful campaigns, boost client satisfaction, and drive business results.

6. This study will empower start-ups and growing companies with a cost-effective strategy to tap into a vast online market, providing a valuable tool for reaching and engaging University of Benin undergraduates in Ekehuan campus and fostering a thriving online business community. By leveraging Facebook's advertising potential, these companies can expand their customer base, build brand awareness, and drive business growth, all at minimal or no additional cost, thereby optimizing their marketing budget and accelerating their growth trajectory.
7. This study contributes significantly to the existing literature on Facebook advertising, addressing a notable research gap in the field. By exploring the impact of Facebook advertising on University of Benin undergraduates in Ekehuan campus, this research expands the body of knowledge, providing fresh insights and empirical evidence that will inform and stimulate future scholarly investigations, ultimately advancing the understanding of social media advertising effectiveness among this demographic.
8. Lastly, this study will equip the university with a strategic platform to promote advocacy and behavioral change initiatives among students, leveraging Facebook's vast reach and influence. By understanding students' media user habits, the university can effectively channel timely and valuable information, raise awareness on critical issues, and

encourage positive habits, ultimately fostering a more informed, engaged, and responsible student community.

1.6 Scope of the Study

This study is geographically focused on the University of Benin Ekehuan campus, the study will therefore cover Ekenwan campus. The selection of this location is deliberate, driven by their direct relevance to the research topic and the accessibility of the target population, ensuring the reliability and applicability of the findings.

Operational Definitions:

1. Advertisements: Refer to promotional messages displayed on social media platforms, specifically Facebook, showcasing a company's products or services to users.
2. Brand: Encompasses the distinctive name, logo, trademark, or symbol that differentiates a product or manufacturer from competitors in the market.
3. Consumers: Individuals or groups purchasing or utilizing goods and services for personal consumption, excluding manufacturing or resale purposes.
4. Exposure: Describes the act of viewing, interacting with, or being subjected to social media content, particularly Facebook advertisements.
5. Facebook: A social networking platform facilitating real-time, two-way communication between connected users.
6. Social Media: Interactive web-based platforms (including Facebook) enabling instantaneous feedback and exchange of information between senders and receivers.

1.7 Definition of Terms

Here are the **definitions of terms**:

1. **Advertisements:** Promotional messages displayed on social media platforms, particularly Facebook, to showcase a company's products or services to potential consumers.
2. **Brand:** A distinctive name, logo, trademark, or symbol that identifies and differentiates a product, service, or company from its competitors in the marketplace.
3. **Consumers:** Individuals or groups who purchase or use goods and services for personal consumption, not for resale or manufacturing purposes.
4. **Exposure:** The act of being subjected to or interacting with social media content, especially Facebook advertisements, including viewing, clicking, or engaging with the content.
5. **Facebook:** A social networking platform that enables users to connect and communicate in real-time through two-way interaction, facilitating personal, professional, and promotional exchanges.
6. **Social Media:** Web-based platforms, including Facebook, that allow users to engage in interactive communication, share content, and provide instantaneous feedback in a two-way exchange.

CHAPTER TWO

LITERATURE REVIEW

2.1 Historical Review of Facebook

Launched in February 2004 by Mark Zuckerberg, Facebook has become a dominant social networking platform, providing users with a space to create profiles, connect with others, and share messages, achieving unparalleled success in the social media realm (Nwaoboli, 2022b; Kazeniak, 2009).

As of 2010, Facebook surpassed 500 million active users, offering features such as image and video sharing, customizable profile content, and more. Notably, mobile devices emerged as the primary means of communication, surpassing computers, with smartphones becoming the secondary access point (Ekhareafo & Nwaoboli, 2022; Van der Pool, 2009).

According to the aforementioned statement, Ellison, Steinfield, and Lampe (2007) explain that participants may use the website to interact with people they already know offline or to meet new people in their study titled "The benefits of Facebook friends: Social capital and college students' use of online social network sites" using survey research design. They also add that Facebook allows its users to present themselves in an online profile, accumulate friends who can post comments on each other's posts, and interact with friends online. Additionally, they note that Facebook use interacts with psychological wellbeing indicators, indicating that it might be more beneficial for people who are struggling with poor self-esteem and life satisfaction.

Given this, Lampe, Ellison, and Steinfield (2006) in their study titled "A Face(book) in the crowd: social searching vs. social browsing" note that Facebook users are more likely to search for people they know offline than they are to browse for total strangers. Gross and Acquisti (2005), cited in Ellison et al. (2007), argue that users may be putting themselves at risk both offline (for example, stalking) and online (for example, identity theft), taking into account the volume of information Facebook users provide, the need for privacy settings, the relatively open nature of the information, and the lack of privacy controls implemented by the users. Although users voluntarily submit all personal information, they may not be aware that it may be shared with a third party, and frequently, users do not make use of Facebook's privacy settings.

Lange's 2008 study, "Feeding the privacy debate: An examination of Facebook," reveals that individuals often neglect to adjust privacy settings due to lack of awareness or a "it won't happen to me" mentality. Furthermore, Lange found that users frequently overlook critical details, blindly accepting terms and conditions when signing up for websites or installing apps, potentially compromising their personal information.

2.2 About the University of Benin

The University of Benin (UNIBEN), located in Benin City, Edo State, Nigeria, is a premier public research university. Established in 1970 as one of Nigeria's first-generation federal universities, UNIBEN gained full university status on July 1, 1971, after initially starting as an institute of technology. The National Universities Commission (NUC) recognizes and approves UNIBEN, which offers a wide range of undergraduate and graduate programs, including bachelor's, master's, doctoral, and postgraduate degrees, across various disciplines.

In April 1972, the Institute of Technology was officially renamed the University of Benin, as announced by Samuel Ogbemudia, the former military governor of MidWestern State. That same year, the Faculty of Science introduced an optometry program under the direction of Paul Ogbuehi from the Department of Physics. Notably, the program's faculty comprised licensed optometrists from Canada, the United States, and England. Initially, the student body for this program primarily consisted of transfers from the College of Medicine and Medical Sciences.

Following the State government's request, the University of Benin (UNIBEN) became a federal university after being taken over by the Nigerian federal government. Today, UNIBEN boasts a diverse range of faculties, including:

- Arts
- Agriculture
- Education
- Engineering
- Law
- Life Sciences
- Pharmacy
- Physical Sciences
- Social Sciences
- College of Medical Sciences (comprising Schools of Dentistry and Medicine, Institute of Child Health, and Basic Medical Sciences)

Notably, UNIBEN has a history of pioneering female leadership, with Professor Grace Alele-Williams serving as Nigeria's first female Vice-Chancellor from 1985-1991, and currently, Professor Lilian Salami. The university offers a broad spectrum of programs, including certificates, diplomas, undergraduate, and postgraduate degrees, catering to over 70,000 full-time and part-time students.

2.3 Conceptual Review

Facebook's advertising platform organizes goals into three primary categories:

1. Awareness: Fosters interest in your product or service, building brand recognition and spreading the word about your company's strengths.
2. Consideration: Encourages individuals to consider your company, seeking more information and evaluating options.
3. Conversion: Persuades potential customers to take action, purchasing goods or services.

Within these categories, Facebook offers 11 customizable campaign objectives, guiding your audience through the marketing funnel from awareness to conversion. Selecting the right objective is crucial, as it determines how Facebook delivers your ads, optimizing your marketing strategy.

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversation
Reach	Engagement	Catlog Sales

App Installs

Store Traffic

Video Views

Lead Generation

2.4 Opinion Review

Students and their Use of Facebook

Facebook's popularity among young people is well-established. Research by Su (2010) reveals that although Facebook originated as a college-oriented platform, it has expanded across Western society, appealing to diverse age groups. Notably, 79% of Spanish-language Facebook users are under 35, with 56.9 million out of 71.4 million users falling within this demographic. Furthermore, studies by Christofides et al. (2010) and Junco and Mastrodicasa (2007) indicate that an overwhelming 76% of Millennials (Generation Y) utilize Facebook, solidifying its status as a favored social platform among young individuals.

Research suggests that young people join social networking sites primarily to strengthen friendships, form closer ties with acquaintances, and, to a lesser extent, connect with new individuals online (Acquisti & Gross, 2006). These platforms, such as Facebook, also facilitate sharing news, public and private discussions, and community engagement.

Studies have explored the significance of social media in youth culture. The study "Why youth (Heart) social network sites: The role of networked publics in teenage social life" employed participant observation, deep hanging out, and qualitative interviews to investigate this phenomenon.

According to Boyd (2007), Facebook provides young people with a virtual space to socialize, explore identity, understand cultural cues, and navigate public life.

Additionally, Valenzuela, Park, and Kee (2008) discovered moderate positive correlations between Facebook usage frequency and college students' life satisfaction, social trust, civic engagement, and political participation in their study "Lessons from Facebook: The Effect of Social Network Sites on College Students' Social Capital."

Faudree (2009) conducted research on "Is Facebook a useful tool for college students?" to investigate how young people utilize the platform. The study, which focused on Manchester College students, yielded insightful results. Contrary to the notion that Facebook is solely about data management, the findings revealed that students' technical Facebook skills enable them to exercise and refine their interpersonal abilities.

According to the study, Facebook's primary function goes beyond data management; instead, it facilitates and coordinates interpersonal imperatives, including "control, inclusion, and attachment." These three fundamental demands – control, inclusion, and attachment – are the driving forces behind the youth's attraction to the Facebook network.

Notably, Facebook allows students to interact socially while physically being alone in their rooms, leveraging both their technical and interpersonal skills. This dynamic enables students to navigate social interactions in a unique, technology-mediated environment.

The study's outcomes underscore the significance of Facebook in fostering social connections, interpersonal growth, and community building among college students, highlighting its value beyond mere data management.

Optimizing Facebook Advertising through Targeted Audience Segmentation

The success of your Facebook advertising campaign hinges on accurately defining and targeting the ideal audience. To maximize reach and engagement, Facebook offers three distinct audience types: Core, Custom, and Lookalike.

These audience segments can be created leveraging:

1. Existing data (first-party)
2. Facebook's proprietary data
4. A combination of both

Your targeting strategy should align with campaign objectives and available resources.

Core Audiences

Core Audiences enable targeting based on users' profile information and Facebook activities. By identifying your core audience, you can refine your marketing strategy, tailor ad creative to specific demographics, and enhance ad relevance. For instance, if your core audience is Spanish mothers with children, you can design ads catering to their interests, preferences, and behaviors.

Custom Audiences

Custom Audiences allow reconnecting with customers who have previously interacted with your business through various channels, including website visits, social media engagement, email marketing, in-store purchases, and phone calls. Utilize your source data, such as customer lists, email subscribers, and website traffic, or Facebook's resources to create customized audience segments.

Lookalike Audiences

Lookalike Audiences employ advanced modeling to target individuals sharing traits, interests, or preferences with your top customers. This option helps expand reach to similar potential clients, increase brand awareness, and drive conversions. By targeting users resembling your best customers, you can enhance campaign efficiency, improve return on ad spend (ROAS), and drive business growth.

2.5 Facebook as an Advertising Platform

Facebook serves as a multifaceted platform, offering users the ability to connect with global communities, engage in direct dialogue, and share ideas and content. This dynamic environment fosters international exchange and collaboration.

As Gangadharbatla (2008) notes in the study "Facebook Me: Collective self-esteem, need to belong, and internet self-efficacy as predictors of the Generation's attitudes toward social networking sites," Facebook operates as an advertising platform generating revenue through targeted advertisements tailored to individual users.

The effectiveness of targeting audiences on Facebook is rooted in its vast demographic data. As Barnes (2006) mentions in his study, user profile information enables targeted advertising, supporting the notion that Facebook's platform offers unparalleled audience targeting capabilities.

Facebook's unique blend of personal and social settings makes it an attractive platform for marketers. According to Boyd and Ellison (2007) in their study, "Social network sites: Definition, history and scholarship," marketers are drawn to Facebook because it allows direct engagement with customers in a familiar, social environment.

This appeal is further reinforced by Manning-Schaffel (2010), who notes, "Many consumers are already sharing information regularly on Facebook; this is just one more way to quickly share information in a place where they are already spending time." This sentiment underscores the value of Facebook's existing user engagement and willingness to share information.

Facebook's advertising potential is significant, with Saxena (2010) regarding it as a crucial platform for online monetization. Olumide (2010), as cited in Solaja and Odiaka, highlights Facebook's pivotal role in successful brand initiatives.

The platform's appeal to commercial entities is growing, notes Waters (2007). She illustrates this with a case study where a client utilized Facebook poll engagement advertisements to conduct market research and connect with their target audience.

The poll's findings prompted the brand to adjust its overall strategy, yielding impressive results. Typically, new clients begin with modest investments but increase them after assessing the

impact of Facebook's marketing and reporting capabilities on their business (Solaja & Odiaka, 2010, p. 33).

To effectively qualify as an advertising platform, Facebook integrates several essential features:

1. **Video Advertising:** Leveraging motion to capture audience attention, Facebook's video advertising allows marketers to engage viewers across platforms through mobile-optimized content. Producing compelling mobile video doesn't have to be costly or complex; even simple animations created with GIFs or similar tools can be impactful.
2. **Aspect Ratios:** Optimizing image and video aspect ratios for mobile screens helps grab attention and maximize visual real estate.
3. **Automated Ad Placements:** Facebook's machine learning capabilities enable automatic placement of ads across Facebook, Instagram, Audience Network, and Messenger platforms, ensuring optimal ad performance, maximum viewability, and efficient ad spend.
5. **Messenger Advertising:** With 100 billion daily messages sent and received on Facebook platforms, and 60% of Gen Z globally interested in chatting with companies, Messenger advertising offers a valuable opportunity to initiate customer interactions.
6. **Ad Formats:** Upon tapping a mobile ad, engaging formats like Instant Experiences unfold into a visually stunning, full-screen experience, captivating users' attention.

2.6 Benefits of Facebook as a Platform Of Advertising

Mark Zuckerberg, the CEO of Facebook, is quoted as saying, "It's not just about messages that are broadcast out by companies, but increasingly about information that is between friends, which is why Facebook advertising is so important," in Piskorski, Eisenmann, Chen, and

Feinstein (2010, p. 6). So, utilizing these social activities, we set out to develop a revolutionary sort of advertising system. The benefits of Facebook advertising are emphasized by Manning-Schaffel, who claims: "The ease of content generation results in incredibly high engagement, going beyond typical page visits. It also gives us a great platform from which to hear what our customers have to say.

The interactive nature of Facebook enables immediate feedback on posted content, such as images, videos, and status updates, from admirers. Additionally, fan page visibility increases as their remarks inform their Facebook friends' networks.

Manning-Schaffel (2010, p. 36) supports this perspective, citing Wheeler, who states, "Facebook helps us get a pulse on what is important to our clientele. We can have a detailed conversation with them about the ideas and beliefs they share with us."

Research by Learmouth and Klaassen (2009), referenced by Roberts (2010, p. 26), highlights Facebook's effectiveness as a marketing tool due to its existing networking and communication infrastructure. This allows companies to engage in discussions simply by maintaining a website presence.

Furthermore, Facebook's advertising potential is bolstered by its growth. Roberts (2010) cites Klassen's (2008) study, revealing that 43% of online customers cited social network surfing as the primary motivator for their purchase decisions. This demonstrates Facebook advertisers' ability to connect with receptive and active audiences.

Facebook's advertising platform offers dual benefits, according to Roberts. Not only does it foster increased interaction, but also provides advertisers with complete creative control over their ads.

As Roberts notes, Facebook advertising designers have numerous options at their disposal. This flexibility enables targeted advertising, allowing advertisers to select specific demographics to view their ads, saving time and effort on non-target audiences.

Furthermore, Facebook's advertising analytics provide valuable insights. Advertisers can track engagement metrics, seeing who clicks on their ads, and adjust their strategy accordingly.

2.7 Facebook Advertisement Formats

Selecting the ideal ad format depends on your company's objectives and available high-quality assets. Facebook offers six versatile ad formats:

1. **Single Image Ads:** Suitable for most placements and objectives, single image ads should minimize text overlay to ensure delivery and optimal performance. Instead, keep text within the ad's body.
2. **Single Video Ads:** Videos captivate users scrolling through feeds and Stories, making them an effective medium.
3. **Carousel Ads:** Showcase multiple images or videos scrolling left to right, ideal for promoting various products, services, or apps without creating multiple ads.

4. Slideshow Ads: Transform static photos into dynamic video-like ads at a lower cost than video production. Suitable for businesses targeting developing regions with slower connectivity.
5. Collection Ads: Combine a video/image with four product photos. Clicking the ad launches a fullscreen, mobile-only Instant Experience within the Facebook app, featuring multiple products.

By choosing the right ad format, businesses can effectively convey their message, engage their audience, and drive meaningful results.

2.8 Empirical Review of Related Literature

Recent studies have investigated the impact of Facebook advertising on consumer behavior. Akpan and Nwankpa (2015) examined the influence of Facebook ads on the buying behavior of Nigerian university students in their study, "Influence of Facebook Advertisement on the Buying Behaviour of Students of a Nigerian University." The study focused on undergraduate students, utilizing a survey method, questionnaires, and in-person interviews with 396 randomly selected respondents.

Similarly, Duffett (2015) studied Facebook advertising's effect on South African Millennials' intention-to-purchase and purchase behavior in "Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials." The quantitative research employed self-administered structured questionnaires among 3,500+ respondents, analyzing data using a generalized linear model. Results showed Facebook advertising positively impacted Millennials' behavioral attitudes.

Jafeta (2018) explored social media advertising's influence on consumer brand preferences and consumption in "The Influence of Social Media Advertising on Consumer Brand Preferences and Consumption: A Case of Advertisers and Students' Perspectives on Energy Drinks." Using an interpretivist epistemology and qualitative research approach, Jafeta conducted interviews with advertisers and students. Findings revealed social media platforms, particularly Facebook, effectively influenced student brand preferences through electronic word-of-mouth (EWOM).

These studies demonstrate the significance of Facebook advertising in shaping consumer behavior, highlighting its potential for marketers targeting young audiences.

Recent studies have explored the influence of social media on consumer purchasing decisions. Varghese and Agrawal (2021) investigated this phenomenon in their study, "Impact of Social Media on Consumer Buying Behavior," focusing on complex purchases and the role of social media.

Their research utilized the six-stage EBM model of the customer decision process, conducting a quantitative survey to examine the components of the customer decision process. Key findings revealed that consumers are drawn to content featuring discounts, promotions, and influencers, which can alter perceptions and mindsets.

The study demonstrated that social media-influenced consumers spend four times more than usual and often make same-day purchases. Social media's efficiency, affordability, and direct customer engagement capabilities make it an effective tool for increasing leads and sales.

Abdulraheem and Imouokhome (2021) explored the impact of social media on consumer buying behavior in their study, "The Influence of Social Media Sites on Consumer Buying Behavior in Shoprite Nigeria Limited." They noted that businesses increasingly rely on social media to reach consumers, shifting away from traditional print, radio, and television advertising.

Their descriptive research methodology investigated how social networking websites (blogs, YouTube, Google+, Twitter, and Facebook) affect purchasing decisions among Shoprite Nigeria Limited customers. A structured questionnaire and multiple regression analysis revealed significant correlations between social media platforms and consumer purchasing decisions.

The study concluded that social media platforms are crucial for influencing customer purchasing decisions and recommended increased investment in social media to connect with target audiences.

A study by Ogunyombo, Oyero, and Azeez (2017) explored the influence of social media advertising on undergraduate students' purchasing decisions at three Nigerian universities. The research examined exposure to, viewing of, and the impact of social media advertising on students' buying behavior. The study utilized a survey design, sampling 385 .Findings showed significant exposure to social media advertising, but a relatively modest impact on students' purchase decisions. The study suggests that businesses can effectively utilize social media to raise brand awareness among university students, despite its limited influence on purchasing decisions.

2.9 Theoretical Framework

The foundation of effective practice lies in theory. As Asemah (2022, p. 118) notes, "Communication theories focus on communication as central to the human experience, which involves understanding how people behave in creating, exchanging and interpreting messages." Theories provide valuable insights, clarify complex concepts, and predict potential outcomes.

For this study, two theoretical frameworks will be employed:

1. Uses and Gratification Theory
2. Media Dependency Theory

These theories will serve as the foundation for understanding the dynamics of communication and media influence, guiding the investigation and interpretation of findings.

Uses and Gratification Theory

Elihu Katz, Jay Blumler, and Michael Gurevitch introduced the Uses and Gratification Theory in 1974. This framework explains why individuals actively seek information that fulfills their needs and desires, rather than passively receiving mass media messages.

The theory provides insight into Facebook's widespread adoption and serves as the foundation for this study. As the Uses and Gratifications approach suggests, people utilize media for diverse reasons. With increasing media options, this perspective emphasizes the importance of focusing on the audience.

According to Katz et al., as cited in Roberts (2010), the Uses and Gratifications Theory is grounded in the following assumptions:

1. The audience is active;
3. The audience member chooses the media;
4. All media compete with other sources of need/goal fulfillment;
5. Mass media goals can be found in the message of the source; and
6. Cultural value judgments should not be taken into account as the audience explores their own opinions.

According to Sheldon (2008, p. 40), "As an audience-based theory, uses and gratification theory hypothesizes that different consumers use the same media messages for different purposes, depending on their individual needs and goals."

Asemah (2022, p. 155) further elaborates, "the theory talks about reciprocal gesture between the media and media consumers. The media is useful to the society and the society is also useful to the media; hence we call it uses and gratifications theory."

In essence, the Uses and Gratification Theory: Views media consumption as driven by individual needs and goals, Recognizes a reciprocal relationship between media and consumers, Emphasizes the utility of media to society and vice versa.

Asemah (2022) also characterizes the theory as a reaction theory, emerging from researchers' questions about: Why certain media effects are prioritized while others are neglected and The purposes (uses) and benefits (gratifications) derived from media consumption.

This perspective shifts focus from media's effects on audiences to audiences' active roles in shaping media usage. This concept is particularly relevant to this study as it illuminates the factors contributing to Facebook's vast user base, predominantly comprising millennials and Generation Z members. The significance of this platform is underscored by the substantial time spent on social media, with the average user devoting at least three hours daily. This has enabled companies, non-profits, and other organizations to establish vibrant online communities, facilitate rapid information sharing, and encourage immediate feedback. By understanding the allure of Facebook, researchers can better appreciate its potential as a powerful tool for communication, marketing, and community-building, ultimately shedding light on the factors that led to its massive user base.

The driving force behind this usage pattern appears to stem from users' desire to fulfill their specific needs, wants, and objectives, deriving enjoyment and satisfaction from the platform. According to the theory, pleasures can be obtained not just from media content, but also from exposure to a particular medium, from the environment in which it is consumed, and even from the medium itself. This perspective highlights the multifaceted nature of user engagement, where satisfaction and enjoyment extend beyond content to encompass the overall experience, influencing users' motivations and platform interactions.

Social Presence Theory

Introduced by John Short, Ederyn Williams, and Bruce Christie in 1976, Social Presence Theory assesses communication media based on the degree of awareness of the other person during an

interaction. This framework posits that social presence varies across media platforms, significantly influencing how individuals interact and communicate.

In essence, Social Presence Theory views social presence as a key quality of communication media, shaping interpersonal interactions and communication dynamics.

According to Walther (1992, as referenced in Asemah, Nwammuo, & NkwamUwaoma, 2022), social presence refers to "the degree of awareness of another person in a conversation and the ensuing appreciation of an interpersonal relationship." In online contexts, social presence encompasses how individuals present themselves digitally, signaling openness to interaction and connection within online communities. This is marked by profile indicators, communication styles, and message posting habits, which, along with how others interpret posted messages, serve as key indicators of social presence, facilitating online connections and community engagement.

Asemah, Nwammuo, and Nkwam-Uwaoma (2022) state that "the manner communications are sent and how those messages are understood by others demonstrate social presence." This concept plays a crucial role in defining interpersonal relationships, which significantly influence an individual's ability to communicate effectively, highlighting the interconnectedness of social presence, relationships, and communication success.

The theory is highly relevant to this study as Facebook advertising falls under computer-mediated communication (CMC), influencing how messages are crafted, transmitted, and received. Establishing a strong online social presence is vital on Facebook, where the primary objectives are to raise awareness, stimulate thought, and drive conversion. Ultimately, this

presence can inspire individuals to take actionable steps, such as making purchases, participating in online transactions, voting in elections, embracing moral values, and mobilizing for emergency responses.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study's research design provides a structured framework for data collection and analysis, optimizing procedural efficiency while aligning with the research goal (Nwaoboli, 2022b). Researchers Terre, Blanche, and Durrheim (2002, p. 29) emphasize that "Research design is a strategic framework for action that serves as a bridge between research questions and the execution or implementation of the research." Building on this concept, Cooper & Schindler (2014) describe research design as a systematic plan for accumulating data to address research inquiries.

This study employed a Descriptive Survey research method. As Asemah, Gujbawu, Ekhareafo & Okpanachi (2022, p. 100) explain, "Survey is conducted to collect and analyse social, economic, psychological and other types of data; it is based on interviewing people (respondents) and they must be representative enough of the research population being studied for it to be worthwhile". Given the research objective - to assess the impact of Facebook advertising on University of Benin undergraduates in Ekehuan campus- this approach is suitable. It enables the collection of accurate and unbiased data, providing valuable insights into the research topic.

3.2 Population of the Study

The study's population comprises the collective group of individuals whose characteristics are to be examined (Nwaoboli, 2023a). As Wimmer and Domink (2011, p. 15) define, Population

refers to "a group or class of subjects, variables, concepts, or phenomena." Marzcyk, DeMatteo, and Festinger (2005) further clarify that the study population encompasses the specific number of individuals relevant to the investigation, determined by the research objectives, questions, or hypotheses.

In this study, the target population consists of male and female undergraduate students in university of Benin Ekehuan campus who in one way or the other utilize Facebook in their day to day activities. Against this background, the researcher proposes to employ a survey methodology. This study focuses on full-time students from Years One to Four in the following departments at the University of Benin, Ekenwan campus:

Mass Communication (892 students)

Theatre Art (512 students)

Music (112 students)

Fine Art (297 students)

Early Childhood Education (218 students)

Based on attendance records, the total population for this study is 2,031 students.

3.3 Sample Size

The sample size represents a selected subset of the population, specifically chosen for investigation and of interest to the researcher (Nwaoboli & Asemah, 2021; 2023; Ovie & Nwaoboli, 2022). This subset enables the researcher to examine population members and

generate findings that can be generalized to the larger population. This study employed the Taro Yamane formula to determine the sample size, which yielded a total of 100 students. The formula used was:

$$n = N / (1 + N(e)^2)$$

Where:

n = sample size

N = population size (2031)

e = margin of error (0.10)

Substituting the values, the calculation became:

$$n = 2031 / (1 + 2031(0.10)^2)$$

$$= 2031 / 20.32$$

$$\approx 100$$

To allocate the sample size to each department, the following formula was used:

$$n/N \times s$$

Where:

n = population of each department

N = total population (2031)

s = sample size (100)

The calculations yielded:

Mass Communication: $892 \times 100 / 2031 \approx 44$ students

Theatre Art: $512 \times 100 / 2031 \approx 25$ students

Music: $112 \times 100 / 2031 \approx 5$ students

Fine Art: $297 \times 100 / 2031 \approx 15$ students

Early Childhood Education: $218 \times 100 / 2031 \approx 11$ students

The sum of these allocated sample sizes ($44 + 25 + 5 + 15 + 11$) equals 100, confirming the accuracy of the calculations.

3.3 Sampling Procedure

As Asemah, Gujbawu, Ekhareafo, and Okpanachi (2022, p. 134) define, "Sampling is the process of selecting part of a population and using it to represent the entire population." This study employs Stratified Random Sampling to select pertinent respondents, ensuring equal representation and opportunity for selection within the targeted population. According to Asemah, Gujbawu, Ekhareafo, and Okpanachi (2022), "This method involves dividing your population into homogenous sub-groups and further taking a simple random sampling in each sub-group. The sub-group may be considered based on gender, age, religion, etc."

A total of 100 individuals were randomly selected from 5 departments in Ekehuan campus, chosen purposively in the following ratio:

Name of Department	Number of respondents
Mass communication	44
Theatre arts	25
Music	5
Fine arts	15
Early childhood education	11
Total:	100

3.4 Instrument of Data collection

The research instrument, as defined by Nwaoboli, Ezeji & Osife-Kurex (2022), is "the document designed and used to gather relevant data needed for the study." In this case, the researcher employed a Survey Research Design, utilizing a questionnaire as the primary tool for data collection."

A questionnaire serves as a research tool designed to gather respondents' perspectives on specific topics (Bello & Ajayi, 2000). As Bello and Ajayi (2000) define, "a questionnaire is a series of relevant questions, sometimes statements, which are usually used to elicit information from the target population of a given study.

This study utilizes a 12-item, two-section (A and B) questionnaire. Section A gathers demographic information, while Section B addresses the research topic, organized into five

thematic clusters. Responses are measured on a five-point Likert scale: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree.

3.5 Reliability of Research Instrument

According to Gregory (2007), dependability refers to "the quality of results that are consistent when measured using a research instrument." To ensure reliability, the lecturer scrutinized the questionnaire, verifying accurate capture of constructs and variables.

3.6 Data Collection Methodology

This study employed questionnaires as the primary data collection tool. Research assistants distributed and retrieved questionnaires from respondents through face-to-face interactions across two campuses, allowing 1-3 days for completion.

3.7 Data Analysis Methodology

Completed questionnaires will undergo collation, coding, and statistical analysis utilizing percentage-based scaling. Results will be presented via tables, graphs, charts, pictorial displays, descriptive statistics and frequency analysis

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

This chapter presents the analysis of results, discussion and interpretation of the findings of the study. The quantitative data gathered from the study through questionnaire were coded and analysed using statistical packages for social sciences (SPSS) software. The presentation is done descriptively using frequency table

4.1 Presentation of Data

A total of 100 questionnaire were distributed for the study and the following research findings derived from the questionnaire are further presented and analysed below

TABLE 1: Age

Variable	Frequency	Percentage
18-20	36	36%
21-23	34	34%
24-above	30	30%
Total	100	100.0%

Source: Field Survey 2025

Table 1 shows the frequency distribution by age. From the table, respondents from 18-20 years had the highest frequency count with 36(%), while 21-23 had a count of 34(%), closely followed by 24 and above with 30(%). The implication of the result is that majority of respondents are between 18-20 years old.

TABLE 2: Gender

Variable	Frequency	Percentage
Male	52	52%
Female	48	48%
Total	100	100.0%

Source: Field Survey 2025

Table 2 shows that 48(%) of the respondents are females and 52(%) of the respondents are males. The interpretation of this result is that there are more male respondents than female.

TABLE 3: Level

Variable	Frequency	Percentage
100 level	15	15%
200 level	22	22%
300 level	24	24%
400 level	39	39%
Total	100	100.0%

Source: Field Survey 2025

Table 3 shows that 100 level had a count of 15(%), 200 level with 22(%), 300 level with 24(%), 400 level with 39(%). The interpretation of this result is that majority of respondents are from 400 level class.

TABLE 4: How often do you use Facebook

Variable	Frequency	Percentage
Daily	29	29%
Several times a week	37	37%
About once a week	25	25%
Less than once a week	9	9%
Total	100	100.0%

Source: Field Survey 2025

Table 4 shows that 37(%) respondents use Facebook several times a week, 29(%) use Facebook daily, 25(%) use Facebook about once a week, while 9(%) respondents use Facebook less than once a week. The interpretation of this result is that most respondents use Facebook several times a week.

TABLE 5: What do you primarily use Facebook for

Variable	Frequency	Percentage
Socializing with friends	27	27%
following news and current events	29	29%
Watching videos	27	27%
Shopping	6	6%
Other	11	11%
Total	100	100.0%

Source: Field Survey 2025

Table 5 shows that 27(%) respondents use Facebook for socializing with friends, 29(%) respondents use Facebook for following news and current events, 27(%) use Facebook for watching videos, 6(%) use Facebook for shopping, while 11(%) use Facebook for other purposes. The interpretation of this result is that most respondents use Facebook for following news and current events.

TABLE 6: How often do you notice Facebook advertisements

Variable	Frequency	Percentage
Always	37	37%
often	41	41%
Sometimes	18	18%
rarely	4	4%
Total	100	100.0%

Source: Field Survey 2025

Frequency distribution from the table above shows that 37(%) respondents always notice Facebook advertisements, 41(%) respondents notice Facebook advertisements often, 18(%) respondents sometimes notice Facebook advertisements, while 4(%) respondents rarely notice Facebook advertisements. The interpretation of this result is that majority of respondents notice Facebook advertisements often.

TABLE 7: What type of Facebook advertisements are you most likely to engage with

Variable	Frequency	Percentage
Products/services promotion	21	21%
Event invitations	8	8%
Educational content	30	30%
Entertainment content	35	35%
Other	5	5%
Total	100	100.0%

Source: Field Survey 2025

Table 7 shows that 21(%) respondents engage with Facebook advertisements that deals with products/service promotion, 8(%) engage with events invitations, 30(%) engage with educational content, 35(%) engage with entertainment content, while 5(%) respondents engage with other contents. This explains that most respondents engage in entertainment content.

TABLE 8: Have you ever purchased a product or service after seeing a Facebook advertisement

Variable	Frequency	Percentage
Yes	38	38%
No	62	62%
Total	100	100.0%

Source: Field Survey 2025

Table 8 shows that 38(%) respondents have purchased a product or service after seeing a Facebook advertisement, while 62(%) have not purchased a product or service after seeing a Facebook advertisement. The interpretation of this is that majority of respondents have not purchased a product or service after seeing Facebook advertisement.

TABLE 9: How influential are Facebook advertisements in shaping your purchasing decisions

Variable	Frequency	Percentage
Very influential	15	15%
Somewhat influential	50	50%
Not very influential	28	28%
Not at all influential	7	7%
Total	100	100.0%

Source: Field Survey 2025

Frequency distribution from the table above shows that 15(%) respondents find Facebook advertisement very influential in shaping purchasing decisions, 50(%) find Facebook advertisement somewhat influential, 28(%) find Facebook advertisement not very influential, while 7(%) respondents find Facebook advertisement not at all influential. This means that majority of respondents find Facebook advertisement somewhat influential in shaping purchasing decisions.

TABLE 10: Do you think Facebook advertisements are relevant to your interests

Variable	Frequency	Percentage
Yes	39	39%
No	27	27%
Undecided	34	34%
Total	100	100.0%

Source: Field Survey 2025

Table 10 shows that 39(%) respondents find Facebook advertisement relevant to their interest, 27(%) do not, while 34(%) respondents are undecided. The interpretation of this is that most respondents do find Facebook advertisement relevant to your interests.

TABLE 11: Have you ever recommended a product or service to a friend or family member after seeing a Facebook advertisement

Variable	Frequency	Percentage
Yes	48	48
No	52	52
Total	100	100.0%

Source: Field Survey 2025

Frequency distribution from the table above shows that 48(%) respondents have recommended a product or service to a friend or family member after seeing a Facebook advertisement while 52(%) respondents have not. This means that majority of respondents have not recommended a product or service to a friend or family member after seeing a Facebook advertisement.

TABLE 12: How likely are you to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook

Variable	Frequency	Percentage
Very likely	69	69%
Somewhat likely	23	23%
Not very likely	6	6%
Not at all likely	2	2%
Total	100	100.0%

Source: Field Survey 2025

Table 12 reveals that 69(%) respondents are very likely to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook, 23(%) respondents are somewhat likely to avoid them, 6(%) are not very likely to avoid them, while 2(%) respondents are not at all likely to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook. The interpretation of this is that most respondents are very likely to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook.

4.2 Discussion of Findings

This study examined the impact of Facebook advertising on University of Benin undergraduates in Ekehuan campus. The discussion of findings is structured to address the specific questions asked in the study.

Research Question 1: To what extent do Facebook advertising messages influence Uniben undergraduates' attitudes and behaviors in Ekehuan campus?

The findings suggest that Facebook advertising messages have a significant influence on Uniben undergraduates' attitudes and behaviors in Ekehuan campus. Table 9 shows that 50% of respondents find Facebook advertisements somewhat influential in shaping their purchasing decisions, while 15% find them very influential. Additionally, Table 8 reveals that 38% of respondents have purchased a product or service after seeing a Facebook advertisement. This indicates that Facebook advertising messages have a moderate to high level of influence on Uniben undergraduates' attitudes and behaviors.

Research Question 2: What types of products and services are primarily advertised to Uniben undergraduates in Ekehuan campus on Facebook?

The findings suggest that entertainment content is the most popular type of advertisement among Uniben undergraduates in Ekehuan campus on Facebook. Table 7 shows that 35% of respondents engage with entertainment content, followed by educational content (30%), and products/services promotion (21%). This indicates that companies and brands are primarily advertising entertainment-related products and services to Uniben undergraduates in Ekehuan campus on Facebook.

Research Question 3: How frequently are Uniben students in Ekehuan campus exposed to Facebook advertising messages?

The findings suggest that Uniben students in Ekehuan campus are frequently exposed to Facebook advertising messages. Table 4 shows that 37% of respondents use Facebook several times a week, while 29% use it daily. Additionally, Table 6 reveals that 41% of respondents notice Facebook advertisements often, while 37% always notice them. This indicates that Uniben students in Ekehuan campus are regularly exposed to Facebook advertising messages.

Research Question 4: What motivates companies and brands to choose Facebook as a preferred medium for targeting Uniben undergraduates in Ekehuan campus?

While the study does not directly answer this question, the findings provide some insights. The fact that Uniben students in Ekehuan campus are frequently exposed to Facebook advertising messages (Table 4) and actively notice them (Table 6) suggests that Facebook is an effective medium for reaching this demographic. Additionally, the fact that entertainment content is the most popular type of advertisement among Uniben undergraduates in Ekehuan campus on Facebook (Table 7) suggests that companies and brands may be motivated to choose Facebook as a preferred medium due to its ability to effectively target young adults with entertainment-related content.

Overall, the findings suggest that Facebook advertising messages have a significant influence on Uniben undergraduates' attitudes and behaviors in Ekehuan campus, and that companies and brands are motivated to choose Facebook as a preferred medium due to its effectiveness in reaching and engaging with this demographic.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This study examined the influence of Facebook advertisement on University of Benin undergraduates in Ekehuan campus. The study aimed to analyze the effectiveness of Facebook advertisement messages on Uniben undergraduates' attitudes and behaviors, identify the types of products and services advertised to Uniben undergraduates on Facebook, assess the frequency and level of exposure of Uniben undergraduates to Facebook advertising messages, and investigate the motivations behind advertisers' choice of Facebook as a medium for targeting Uniben undergraduates.

The study used a quantitative research approach, with a survey questionnaire administered to 100 Uniben undergraduates in Ekehuan campus. The data collected was analyzed using descriptive statistics and frequency distribution.

The study found that Facebook advertisement messages have a significant influence on Uniben undergraduates' attitudes and behaviors in Ekehuan campus. The majority of respondents (50%) find Facebook advertisements somewhat influential in shaping their purchasing decisions, while 15% find them very influential. The study also found that entertainment-related content is the most popular type of advertisement among Uniben undergraduates in Ekehuan campus on Facebook.

Additionally, the study revealed that Uniben undergraduates in Ekehuan campus are frequently exposed to Facebook advertising messages, with 37% of respondents using Facebook several times a week, and 29% using it daily. The study also found that the majority of respondents (69%) are very likely to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook.

5.2 Conclusion

The study's findings have significant implications for businesses and advertisers targeting Uniben undergraduates in Ekehuan campus. The study's conclusion is that Facebook advertisement is an effective tool for influencing the attitudes and behaviors of Uniben undergraduates in Ekehuan campus.

The study's findings also suggest that entertainment-related content is the most effective type of advertisement for this demographic. This is consistent with previous research, which has found that young adults are more likely to engage with entertainment-related content on social media.

The study's findings also highlight the importance of transparency and honesty in advertising. The majority of respondents (69%) are very likely to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook. This suggests that businesses and advertisers must prioritize transparency and honesty in their advertising efforts.

Overall, the study's findings provide valuable insights into the influence of Facebook advertisement on Uniben undergraduates in Ekehuan campus. The study's conclusions have significant implications for businesses and advertisers targeting this demographic.

5.3 Recommendations

Based on the study's findings, the following recommendations are made:

1. **Businesses and advertisers should prioritize Facebook as a medium for reaching Uniben undergraduates in Ekehuan campus:** The study found that Facebook is the most popular social media platform among Uniben undergraduates, and that they are frequently exposed to Facebook advertising messages.
2. **Advertisers should focus on creating entertainment-related content:** The study found that entertainment-related content is the most popular type of advertisement among Uniben undergraduates in Ekehuan campus on Facebook.
3. **Advertisers should ensure that their advertising messages are truthful and transparent:** The study found that the majority of respondents (69%) are very likely to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook.
4. **Businesses and advertisers should prioritize engagement and interaction with their target audience:** The study found that Uniben undergraduates in Ekehuan campus are frequently exposed to Facebook advertising messages, and that they are more likely to engage with entertainment-related content.
5. **Further research should be conducted to explore the impact of Facebook advertisement on other demographics:** This study focused on Uniben undergraduates

in Ekehuan campus, but further research could explore the impact of Facebook advertisement on other demographics, such as graduates or professionals.

- 6. Businesses and advertisers should consider using influencer marketing as a strategy for reaching Uniben undergraduates in Ekehuan campus:** The study found that Uniben undergraduates in Ekehuan campus are frequently exposed to Facebook advertising messages, and that they are more likely to engage with entertainment-related content. Influencer marketing could be an effective strategy for reaching this demographic.

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APPENDIX

Department of Mass Communication,
Faculty of Arts,
University of Benin,
Benin City,
Edo State, Nigeria.

Dear Respondent,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am OGBEBOR ELIJAH, a final year student of the Department of Mass Communication of the above-mentioned institution, conducting a research on the topic: "ASSESSING THE INFLUENCE OF FACEBOOK ADVERTISEMENT ON UNIVERSITY OF BENIN UNDERGRADUATES IN EKEHUAN CAMPUS". This is in partial fulfillment of the requirement for the award of Bachelor of Arts (B.A) degree in Mass Communication.

Please kindly fill this questionnaire as honestly as possible and assist me in effectively carrying out this research. Your honest responses to this questionnaire will greatly contribute to the success of this research. Please be assured that all information provided will be kept confidential.

Thank you for your cooperation and time.

Sincerely,

Ogbebor Elijah,
Student Researcher.

QUESTIONNAIRE

Section A: Demographic Information

1. What is your age? (a) 18-20 (b) 21-23 (c) 24 and above
2. What is your gender (a) Male (b) Female
3. What is your level of study (a) 100 level (b) 200 level (c) 300 level (d) 400 level

Section B: Facebook usage

4. How often do you use Facebook (a) Daily (b) Several times a week (c) About once a week (d) Less than once a week
5. What do you primarily use Facebook for (select that apply) (a) Socializing with friends (b) Following news and current events (c) Watching videos (d) Shopping (e) Other
6. How often do you notice Facebook advertisements (a) Always (b) Often (c) Sometimes (d) Rarely
7. What type of Facebook advertisements are you most likely to engage with (select all that apply) (a) Products/service promotions (b) Event invitations (c) Educational content (d) Entertainment content (e) Other
8. Have you ever purchased a product or service after seeing a Facebook advertisement (a) Yes (b) No

9. How influential are Facebook advertisements in shaping your purchasing decisions (a) Very influential (b) Somewhat influential (c) Not very influential (d) Not at all influential

10. Do you think Facebook advertisements are relevant to your interests (a) Yes (b) No (c) Undecided

11. Have you ever recommended a product or service to a friend or family member after seeing a Facebook advertisement (a) Yes (b) No

12. How likely are you to avoid purchasing from a brand that uses misleading or deceptive advertising on Facebook (a) Very likely (b) Somewhat likely (c) Not very likely (d) Not at all likely