

**SOCIAL MEDIA AND UNIBEN STUDENTS, DEPENDENCE ON THE USE OF
DIGITAL MARKETING**

BY

**UWEM, PATIENCE
ART1801862**

**UNIVERSITY OF BENIN
BENIN CITY**

AUGUST, 2023

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FACULTY OF ARTS
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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION FACULTY OF ARTS UNIVERSITY OF BENIN, BENIN
CITY IN PARTIAL FULFILLMENT OF THE REQUIREMENT 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 carried out by me Uwem Patience, of the Department of Mass Communication, Faculty of Art, University of Benin, under the supervision of Professor Marcel A. Okhakhu. All findings and analyses are products of my research and where the views of others have been used, they were duly acknowledged.

UWEM PATIENCE
ART1801862

CERTIFICATION

This is to certify that this project work was undertaken by Uwem, Patience with MAT NO. ART1801862 of the Department of Mass Communication, Faculty of Arts, University of Benin, in partial fulfillment of the requirements for the award of a Bachelor of Arts(B.A) Degree in mass communication.

Prof. Marcel A. Okhaku
Project Supervisor

Date

Dr. D.O. Ekharefo
Head of Department

Date

DEDICATION

This research is dedicated to God almighty, my creator, for his continuous kindness, faithfulness, and grace in completing this work despite my numerous shortcomings. Also, this research is specially dedicated to my father Mr. Asoquo Uwem, for trusting and believing in me.

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The success of this programme is majorly ascribed to God almighty, for his showers of blessings throughout my academic work.

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TABLES OF CONTENTS

Title
Declaration
Certification
Dedication
Acknowledgments
Table of contents
List of Tables
Abstract

CHAPTER ONE: INTRODUCTION

1.1 Background of the study
1.2 Statement of the problem
1.3 Objectives of the study
1.4 Research Question
1.5 The significance of the study
1.6 Scope of the study
1.7 Limitations of the study
1.8 Operational definition of terms.

CHAPTER TWO: LITERATURE REVIEW

2.1 Textual literature review
2.2 Empirical review
2.3 The Concept of Digital Marketing
2.3.1 Channels of Digital Marketing
2.3.2 Difference between Digital Marketing and Traditional Marketing
2.4 Evolution of Social Media
2.4.1 Types of Social Media
2.5 Theoretical Framework

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research design

3.2 Population of the study

3.3 Sample Size

3.4 Sampling techniques

3.5 Instruments of Data Collection

3.6 Validity of the Instrument

3.7 Reliability of the Instrument

3.8 Method of data collection

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Data presentation

4.2 Data Analysis

4.3 Discussion of Findings

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS.

5.1 Summary

5.2 Conclusion

5.3 Recommendations

5.4 Contribution to Study

Reference

Appendix

LIST OF TABLES FOR STUDENTS

Table 1 Gender Distribution

Table 2 Age Distribution

Table 3 Level of study

Table 4 Status

Table 5 Campus

Table 6. Are you conversant with social media?

Table 7 If yes, which social media platforms are you conversant with?

Table 8 Have you ever shopped using digital marketing platforms?

Table 9 If yes, Which digital marketing platforms did you use?

Table 10 How often do you engage in social

Table 11 Does social media encourage undergraduate involvement in digital marketing?

Table 12 Everybody who uses social media purchases its marketing needs online.

Table 13 Does the online visibility of a business affect undergraduate purchases?

Table Does social media marketing enable social interaction?

Table 15 Does social media networks discourage digital marketing?

Table 16 Does social media marketing help to enhance the connection between buyers and sellers?

Table 17 Does social media marketing has a positive impact on students?

Table 18 Does social media marketing has a negative impact on students?

Table 19 Does social media give room for impulse spending?

Table 20 Apart from the convenience of social media marketing, it also helps in providing information unknown about the product.

Table 21 Do you as an undergraduate student depend on social media marketing for your purchases?

Table 22 If yes, why is that?

Table 23 Would you say that social media marketing is better than the traditional marketing approach?

ABSTRACT

In recent years, social media platforms have become an integral part of our daily lives, significantly influencing various aspects of society, including education. This work focuses on the relationship between social media and the University of Benin (UNIBEN) students, specifically examining their use of and dependence on digital marketing. The objective of this study is to explore how social media platforms have transformed the marketing landscape for UNIBEN students and to assess their dependence on digital marketing strategies. The study employed the use of a survey research method to gather data. Structured administered questionnaire was distributed among a representative of UNIBEN students to collect data. The study showed that UNIBEN students heavily rely on social media platform forms for communication, information sharing, and engagement with brands, leading to a high dependence on digital marketing strategy. The findings contribute to the existing body of knowledge on the impact of social media on university students, shedding light on the effectiveness of digital marketing strategies in reaching and influencing a targeted audience. The implications of this research are substantial, as, they help companies and sellers to plan effective strategies to engage specific target audiences. It also assists university students in leveraging social media platforms to enhance their marketing efforts, improve student engagement, and foster a sense of connectivity with sellers. Overall, this study aims to provide valuable insights into the relationship between social media and UNIBEN students, highlighting the extent to which they depend on digital marketing strategies, this research will also help shape future researchers on social media marketing as an effective tool for digital marketing practice.

CHAPTER ONE

INTRODUCTION

1.1-Background of the Study

The mass media is perceived as a significant tool for growth and development in the world. It has aided in the dissemination of information to a vast audience. Mass media is referred to as a diversified collection of media technology that reaches a mass audience through mass communication. The technology through which this communication takes place includes a variety of outlets, This variety of outlets includes print and electronic media.

The emergence of the 21st century has brought massive transformation to electronic media. Electronic media was divided into two which include the broadcast and the internet. The world has advanced technologically with the invention of the internet. The internet as it is known can be referred to as digital media or new media. It has created a lot of possibilities that were not thought of, and it has transitioned into an obsession, adapting into a new way of life, breaking physical barriers, and changing the way we communicate with our colleagues, loved ones, and friends. According to Ibrahim (2014, p411), he says with the growing penetration of the internet and telephone technology, the electorate embrace of social media platforms is becoming increasingly popular around the world. In contemporary society, youths especially, students have delved into the consumption of digital media because it has proven to be convenient, easy to access, movable, and funny. According to Wikipedia in a recent research carried out in February 2023, it shows that there is 5.07 billion internet user which encompasses 59.9

percent of the global population and 99 percent of the entire population is made up of youths between the age of 18- 29 years.

In a generation where the world is adjusting from its normal routine to a more digitalized aspect, businesses have tended to keep up with the trends to meet up with their source of livelihood and target potential audiences. According to Hoge(1993,pg175), Digital marketing is the transfer of goods and services from sellers to buyers involving one or more electronic methods. It is a process widely used to promote products and services to reach consumers using digital platforms. This platform includes affiliate marketing, social media marketing, E-marketing, Website marketing, YouTube, and more. Khan and Mahapatra (2009,pg30), remarked that technology played a vital role in improving the quality of service provided by the business unit. Businesses have developed new strategies by creating a well-functioning page, creating content through which potential users can experience their offerings, and at the same time luring them close to try and patronize them. It has enabled businesses to gain enough trust with the number of likes, comments, mentions, referrals, tweets, retweets, and interactions that go on the page regularly.

Essentially students, precisely with great zeal, energy, and enthusiasm, tend to spend more time surfing digital marketing platforms because it has proven to be more convenient, accessible, efficient, and effective, and has no time limitations. Unlike the traditional media that requires face-to-face contact with the seller, one can be in the comfort of their home, office, classroom, and hostel and satisfy their demands and needs.

Customers do not just rely on what the company says about the product but they can also follow the company to get more information about the quality and quantity of the product, usage of the product, and amount of the product, and try to compare it to competitive brands. The digital age and the rise of digital marketing have elicited a paradigm shift in students' behavior. We live in turbulent times. We see tremendous changes in marketing, which have already shifted from the mass communication model – when marketers used to tell consumers what was best for them. Today's consumers are more enlightened and empowered. They are constantly being flooded with more digital content than ever before. A huge number of brands are available at consumers' fingertips. Consumers have become more demanding. They know more than ever about what they want, how they want it, and from whom they want it (Singh, 2017).

Consumers desire and expect a consistent and personalized service experience and personalized messaging from brands. The prime change in consumer behavior is that consumers, increasingly turn away from anything they perceive as marketing. As consumers are becoming technology savvy, they are becoming impatient with intrusive or irrelevant content and messages. Instead, they look towards reviews of friends, influencers, experts, and users, ratings, testimonials, website reviews, Google searches on the brand, etc. to make purchasing decisions. Modern consumers are not loyal; they are more variety seekers, always experimenting and they become switchers. Consumers have reduced tolerance, they expect an immediate reaction to their actions, a response to their

queries clear and fast, and when they are dissatisfied, they can post viral posts or tweets to discredit a brand.

It is important to understand the speed at which digital marketing outlets are penetrating and reforming business terrain and offering new ways and tools to serve and deliver the people better. This long essay will examine the dependence on digital marketing by Uniben undergraduate students.

1.2- Statement of Problem

Digital media has been a viable technology for disseminating, transmitting, creating, and sharing information and ideas among people. It has a distinctive characteristic of facilitating interaction, engaging in synchronous communication and collaboration among numerous participants with the use of videos and audio, and paving the way for participants to interfere in the process, unlike typical traditional media that involve dialogue alone.

According to Tella and Adu (2013), Digital marketing is one of the most common marketing communication channels among youths especially students in tertiary institutions. The use of digital marketing among university students has grown beyond regular or conventional interaction, instead, they use this platform to satisfy their needs and satisfaction. Digital marketing provides resources for businesses of all sizes to thrive through the promotion of their brands online. Digital marketing is less expensive to use, helps reach out to a larger audience, and connects to a potential audience privately and

expressively. It allows for quick access to customers, and gains support, feedback, and compliments.

Despite the benefit of digital marketing to tertiary institution students, there is a dearth of research on how positive or negative digital marketing affects students. This study seeks to fill the gap on how University students, and especially Uniben students depend on the use of digital marketing.

1.3 Objective of the Study.

The objective of the study is to

1. Ascertain the attitude of Uniben students towards digital (social media) marketing.
2. Examine the impact of digital marketing among Uniben students.
3. Examine the dependence of digital marketing among Uniben students.
4. Examine the various platforms that can influence Uniben students.

1.4- Research Question

The research question includes

1. What is the attitude of Uniben students toward digital marketing?
2. What is the extent of dependence on digital marketing among Uniben students?
3. What impact of digital marketing on Uniben students?
4. What are the various platforms that can influence Uniben students?

1.5- Significance of Study

The popularity of digital marketing has made it possible to influence students' views and preferences, especially with regard to purchasing. This study will impact both

students and marketers in the sense that it will serve as an avenue for knowing, understanding, and using digital platforms for their benefits. This will lead to a swifter and better way of doing business of buying and selling. It will also help to eliminate drawbacks and hiccups in purchasing decision-making.

1.6- Scope of the Study

The scope of this is limited to both campuses of the University of Benin where students are dominated. Furthermore, it deals essentially with students' decisions to purchase virtually instead of going to the physical market.

1.7- Limitation of the Study

Firstly, The use of Google Docs (online questionnaire) slowed down the process of gathering information from the respondents. The researcher had to employ both use of physical and online questionnaires to gather data.

Another major constraint in the course of this study was the lack of empirical studies related to this research. Although many studies have been carried out on digital marketing and students, very few studies exist about students' dependence on the use of digital marketing.

Notwithstanding these challenges, the researcher was still able to achieve its set goals.

1.8- Operational Definition of Terms

This is the definition of vocabulary used in the writer's language.

SOCIAL MEDIA-

Social media is an internet-based form of technology used by people to create, share, and exchange ideas and information. It gives the user access to meet and interact with heterogeneous and anonymous audiences. They operate on various platforms like Facebook, WhatsApp, Instagram, Snapchat, TikTok, Twitter, etc.

STUDENTS-

A student is a person or group of people who are enrolled in an educational institution or university to obtain a degree at the end of the program.

DEPENDENCE-

Dependence is the act of relying on something or someone to perform certain demands or needs.

DIGITAL MARKETING

Digital Marketing is the promotion of goods and services online through various digital platforms. They include affiliate marketing, Email marketing, social media marketing, website marketing, and YouTube.

CHAPTER TWO- LITERATURE REVIEW.

2.1- Textual Review

In this chapter, we seek to do both textual and empirical reviews of associated works to the problem under study. A textual review is a kind of literature review where the researcher reviews or rates works, books, journals, or materials that are related to the problem under study. The research tries to provide an in-depth understanding of various scholars' and researchers' opinions on the subject matter.

Chaffey (2013) in his paper titled "Planning and optimizing your digital market" stated that the term digital marketing is comparatively new yet its impact is huge. He stated that businesses are looking for a definite way to start and accommodate digital marketing but there is a lack of understanding and implementation of it. Nowadays social media sites such as Facebook, Twitter, Instagram, TikTok, and WhatsApp have effectively transformed the attitude and perception of targeted customers. Digital marketing was done by assessing a wide network of reliable data and with real-time feedback on customers' experiences. Generally, digital marketing is the use of modern technologies to help marketing activities improve customers' knowledge by matching their needs and wants. Conversely, it has helped in creating avenues and opportunities for sellers to offload their wares.

Yakup D and Ibrahim H.E (2016) in their study " Travel from Traditional Marketing to Digital Marketing " tried to explain digital marketing, its advantages, experienced transition, and

differences between traditional and digital marketing. While communication rule changes, the field, and definition of marketing change too with the development of technology. Traditional marketing methods are gradually becoming obsolete, giving ways for Companies that adopt digital marketing to easily communicate with customers interactively while providing products or services. It builds good communication with customers and looks for better and more convincing ways to meet their requests and needs. Companies using digital marketing make a difference with dual communication that is they get to receive instant feedback from the customers while others who do not get involved in the race become distanced from the competition gradually. The biggest advantage of digital marketing is reaching the target audience in the right way with the use of social media and other platforms.

In a research carried out on "An Analysis of the Effect of Digital Marketing on Consumers Buying Behavior" by Ekeruke unenabasi Goodwin, The researcher explained that a lot of studies have been carried out on digital marketing and consumers' buying choices but limited research has been undertaken to analyze the effect of digital marketing on consumer buying behavior. One major factor that influences consumer buying behavior is the cultural laced with social, personal, and psychological characteristics. He further stated that the social, cultural, personal, and psychological factors that influence consumer behavior are also directly or indirectly influenced by technological factors. Consumers are empowered more than ever before and this empowerment is due to unlimited access to information and technology. It was examined that the different marketing channels influence the purchase decisions of consumers, especially in the case of online purchases.

In an article titled "Impact of Digital Marketing on Consumer Buying Behavior" by Dr. Simrank Kaur, Ms. Nidhi Tandon, and Ms. Shivani Malik, the authors enumerated various factors that drive the evolution of digital marketing in today's time,

1- Technology

With the usage of new technology in digital marketing, customer needs can be easily assessed. You can easily access a large number of customers at a time and discover and showcase the product in less time.

2- Storytelling

Every business uses different ways to promote and differentiate the business from others. Contents can take the form of a story that the audience can easily communicate with the message you want to give to your brand.

3-first mover advantage

It is the advantage a seller gains by moving first. It can be an advantage to businesses and make huge profits.

4-mobile focused digital marketing

Several factors affect digital marketing which includes

1- Website should be mobile-friendly.

2- Create a new video.

3- Live stream to build good relationships with the Audience.

4- Create a paid campaign.

P. Sathya Assistant professor in Commerce S.T.E.T Women's College, Mannargudi in their work" A study of digital marketing and its impact (2015), The Primary purpose of digital marketing is to understand the customer's need and allows the customers to mix the product with the virtue of digital media. Digital marketing allows customers to keep an eye on information provided by the organization related to the product to the customers, it ensures transparency. With the help of digital media, customers can have a look at the information provided at any time, at any place, and can make orders while sitting at home, as 24-hour services are provided by the digital market to make purchases of any kind of product. Now consumers can easily make comparisons based on the information given, customers have the right to choose. Today almost every customer depends on the digital market as it saves them time and most of them are satisfied while shopping online. Digital marketing is safer for customers today than traditional marketing, every group of customers is aware of the digital market today Because of the availability of a wide variety of products from all over the world customers feel that digital marketing is easier and less expensive as it eliminates channels in between. In the promotion of the digital market, technical advancement is improving day by day. Digital marketing collects feedback from customers very easily and revert quickly towards the problems of customers and also work on the suggestion provided. It ensures transparency not only before purchase but after purchase also. In the present market, the Digital market has a greater future as it has at any place and can make an order while sitting at home, as 24-hour services are provided benefit for both customers and sellers.

2.3- Empirical Review.

In the research " A study on the effectiveness of digital marketing among students of Jaipur city" " the author adopts used the survey research method, and 50 structured questionnaire was administered to students. The study showed that students of today's generation prefer the use of the internet to look for information because of the high access to the Internet among students and because the concept of digital marketing is popular. Although there is a high penetration of the internet in Japanese society largely due to technology, the same cannot be said for Nigeria where power is epileptic and internet penetration is low. Despite this university students and urban dwellers, there is a high level of acceptance of the concept of digital marketing. It also found that students found digital marketing as an effective mechanism of marketing due to the various benefits provided by digital marketing despite the problem of fraud and suspicion.

In a similar study, Social Media Impact on Undergraduate Involvement in Digital Marketing in the University of Ilorin, a Descriptive survey research method was adopted, Two hundred questionnaire was administered to determine the extent to which undergraduates use social media as a tool in digital marketing. The discussion of findings indicated that the prevalent social media used by undergraduates for digital marketing includes Facebook which was ranked higher than any other social platform followed by Instagram, WhatsApp, Telegram, and LinkedIn. Tiago and Verissimo (2014) revealed that social media network site includes Facebook, LinkedIn, Twitter e t etc. The most used is Facebook and the least is LinkedIn because it is used professionally.

It also observed that students' attitudes toward buying online products and business transactions showed that advertisements through social media networks have an impact on buying behaviors which leads to competitive costs.

In the study "Influence of Digital Marketing on Buying Behavior of Youth" a survey research method was adopted, 227 structured questionnaires were administered to respondents through the use of random convenience sampling to determine how digital marketing influences the behavior of consumers with special reference to youth. The finding revealed that youth are more attracted to modern marketing like social media, search engine marketing, etc. They feel more secure and have enough time to explore their choices and preferences than traditional marketing. Also, they are exposed to 24-hour availability, connectivity, and feedback which help retain the attention of the youth. Therefore, Digital marketing plays a very crucial role in influencing the buying choices of youths.

2.3- Concept of Digital Marketing.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers clients, partners, and society at large. Simply put, Digital marketing is any promotional activity of an organization that uses the internet or digital technologies to deliver the message to the general audience as opposed to the traditional way of reaching customers like print media.

The term Digital marketing is referred to as online marketing, web marketing, and internet marketing. It is an umbrella name for the marketing of products, goods, and services using digital platforms to reach potential buyers. The use of digital marketing is prevalent in countries like the United Kingdom and other parts of the world unlike Italy and the United States of America which prefer the use of internet marketing and online marketing.

Digital marketing has expanded beyond simply promoting products and services through digital channels, encompassing a broader process that involves utilizing digital channels to

attract customers, understand their preferences, build brand awareness, foster customer loyalty, and drive sales and profitability. According to Kolter and Armstrong(2009), "Digital marketing is direct marketing that links customers with sellers electronically using interactive technologies like email, websites, online forums, and mobile communication. It facilitates many-to-many communication due to its high level of connectivity and is usually executed to promote products and services in a timely, relevant, personal, and, cost-effective manner". The import of Kolter and Armstrong in this position is that there is direct contact with the audience in respect of sales and marketing.

The invention of digital marketing can be traced back to the 1990s with the development of the Web 1.0 platform(the early stage of the Internet). The web 1. O helped users to find out information without allowing them to share the information on the web. Marketers were not so sure about the internet because it was not widespread. In 1993, The first clickable web ad banner went live and this marked the beginning of the digital marketing era. From the year 1998 with the creation of Google, Microsoft, and Yahoo the golden year for digital marketing began and persisted until the 2000s. In the 2000s with more internet users and the birth of the iPhone, customers started searching for products and making decisions about their needs online instead of direct consulting with a salesperson. Social media networks began to emerge such as LinkedIn, Facebook, Space, YouTube, Shopify, and more, people delved into them because of how interactive and content-filled they were. Marketers embraced the use of digital ways to market their products when the United Kingdom found that most retailers had not registered their addresses in 2000.

Digital marketing became more sophisticated in the 2000s and the 2010s with the development of devices that are capable of accessing digital media. Consumers became highly

dependent on digital electronics in their daily lives and were incorporated into marketing plans as people enjoyed using digital devices to satisfy their needs and demand more than visiting physical stores. The development of social media pages like Facebook, Twitter, Instagram, YouTube, and more, led to the diversification of digital marketing over the globe because it expected less user experience across different channels to be able to search for product information.

The technological advancement that has taken place in the world today has been a major shift in information sources and marketing methods. This adjustment has made a major improvement and developed new strategies and tools to improve businesses to be more customer-oriented than business-oriented. The popularity of digital marketing compared to traditional marketing has been more capitalized on the youth, especially university students, This perhaps, can be traced back to the numerous advantages that digital marketing holds.

Advantage of Digital Marketing

The popularity of digital marketing is on the rise, and many businesses are investigating and venturing into how digital marketing can help promote their products and services to potential and existing customers. Some of the advantages of digital marketing include the following

1- Personalization

Digital marketing has made it possible for businesses to target similar audiences with personalized messages that will help increase the chance of visibility and selling. When business messages are directed and sent to customers via their Gmail address or through links, it gives them a sense of belonging and redirects their attention toward the business faster.

2- Increase Engagement

There's an assumption that because of the direct interface with clients and patrons, Digital marketing has become the grand norm and almost irreplaceable. Everybody knows for instance how active students are on digital media, especially social media platforms. It creates an atmosphere where sellers can interact with buyers, respond to their questions, allow them to explore their preferences, and give them multiple choices to select from.

Students like it when they are been listened to and fix their issues resulting in a healthy business-customer relationship. This certainly increases the level of engagement and helps the clients(students) to make proactive decisions

3- Tractable Outcomes

One major advantage of digital marketing is the ability to track the success of your marketing campaign. Businesses can measure their results through various processes like clicks, comments, shares, conversions, feedback, reposts, and more. It makes it easy to know how your campaign might have performed and gives room for improvement. This, indeed, is very valuable feedback that helps the growth of businesses.

4- It Is Cost-Effective

Digital marketing helps you to save money and obtain more leads. Small size businesses can compete with large businesses because it only deals with how creative the business website is to attract and retain customers. It creates opportunities to advertise to your customers in an affordable way that is budget-friendly. This cost-effectiveness factor is very crucial, not only for profit maximization but for ensuring a wide reach for the products, goods, and services.

5- Online Accessibility

Digital marketing makes your business accessible to a global audience and they can easily contact you anytime. It improves the probability of making the current customers leave reviews and feedback and also helps refer to friends and family. It enables customers to develop a sense of connection to the company and know more about the services the company offers.

Organogram of digital marketing.

The organogram of digital marketing reveals the evolution of digital marketing in its early form and how it metamorphosed into a more digitalized and contemporary process. This can be seen in the diagram below

2.3.1 Channels of Digital Marketing.

Chaffay (2009) expressed that before a company can gain customers through its website content, it must first build marketing communication strategies to attract visitors. Digital marketing consists of various channels that can be used by businesses to promote their products, goods, and services to their targeted potential buyers. Students engage in these various platforms to see what businesses have to offer them.

Kolter and Keller(2016) enumerated six digital marketing methods which include

- 1- Search advertising
- 2- Display advertising
- 3- Website
- 4- E mail

5- Social media

6- Mobile phone

In respect of this research, we going to examine the following channels-

Email marketing

Social media marketing

Affiliate marketing

Search engine marketing

Pay-per-click marketing

Search engine optimization

1- Email marketing

E-mail marketing is one of the successful marketing tools capable of providing value to both customers and businesses. E-mail marketing can be defined as a form of digital marketing that leverages e-mail to promote products and services to potential customers as well as past customers.

Businesses increase their visibility by sending direct messages or creating links or text that will lead to their business page when it is been clicked by visitors. It eases the stress of the company to gain customers' personal information like name, e-mail address, and password to provide more detail about the customer. It is relatively low to operate and helps to build brand and customer loyalty and increase brand awareness.

2- Social Media Marketing

One of the commonest and most influential channels of digital marketing is social media marketing. Social media is a computer-based tool that allows people to create, and exchange

ideas, information, pictures, audio, video, graphic, and text about a company's product or service. Statistics showed that a majority of social media users consist of youth which is majorly categorized by students. Students continue to spend more time on social media than any other because it allows them to explore their preferences, choices, and needs, create a smooth flow of information between the sellers and the buyers, and enable them to visit the company's account to build trust before patronizing and more. Social media marketing can be explored through the use of Facebook, Twitter, WhatsApp, Instagram, LinkedIn, and more.

The company can develop its own social media page to be more professional and contain information in line with the service they are offering to suit the customer's interest. It gives them opportunities to post pictures, write alluring captions, run advertisements, endorse ambassadors, and create content to capture both far and near potential buyers.

3-Affiliate Marketing

Affiliate marketing is a type of digital marketing in which a company or business rewards one or more affiliates for each customer brought by the affiliate's marketing efforts. The affiliate helps the seller to reach out to potential buyers who will be interested in the products after which, he/she collects five (5) percent for the product sold as their pay. Affiliate marketing involves the following players

- 1 The merchant (a seller or brand)
- 2 The affiliate (a group of people or person)
- 3 The customer (consumers).

Most affiliate marketers are occupied by a student who is well equipped with the use of digital media and desires to make money through it. They create an online store and advert certain products that might be of fast sell and post the company's links on their page. When the link is clicked it directs the customer to the company's website where the product is sold and payment can be made, after which the student gets paid for the service.

4-Search Engine Marketing

Search engine marketing is a form of digital marketing that seeks to promote the website by increasing its visibility on search engine result pages (SERPS). It is usually a paid form of advertisement to ensure that their business product and services are visible. For instance, when a student wants to chop for a certain product like an appliance and goes on a search engine to look for a portable store to get them when he/ she types where to get home appliances, different companies show up because of that search that was made. Search engine marketing is very effective because the more frequently a website appears when in a search result the more customers and visitors it will receive. Examples of search engines include Academic search, Local search, image search, news search e t etc.

5-Pay per Click

Pay-per-click marketing is also known as PPC. It is a type of digital marketing where the company pays a fee each time their advertisements are clicked. Essentially, the company is buying for customers that visit the website. It can appear in a text, image, video, or combination.

6- Search Engine Optimization

Search engine optimization is a type of marketing that aims at making your website page rank higher on the internet when searched on Google, Chrome, and Bing e t c. SEO like its

abbreviation helps to enhance online visibility and also improve traffic and activity when questions related to your brand/business are been searched.

2.3.2- Difference Between Digital marketing and Traditional Marketing.

Traditional marketing is one of the oldest forms of marketing because of its impact on local audiences. In layman's definition, traditional marketing refers to any type of marketing that isn't online. It is the use of a non-digital platform to promote products, services, and goods to potential buyers. The audience physically interacts with the brand representative where they can see and talk about the quality and quantity of the product before it is been purchased. Examples of traditional marketing include

Radio

Television

Billboard

Direct campaign

Sale promotion e t c.

Unlike traditional marketing, the Digital market is the exchange of products, services, and information using digital technologies. Over the years digital marketing has proven to be more reliable and efficient in carrying out marketing activities and operations. It has limited the burden of marketing to a more satisfactory manner. It is imperative to know that traditional and digital marketing perform the same functions by seeing the demands of the people but in different manners. Some differences exist between them which include

Traditional Marketing	Digital Marketing
Traditional Marketing print, broadcast, direct mail and telephone	Digital marketing includes affiliate marketing, social media, search engine marketing etc
It has limited number of reach due to limited	It has wider reach to customer because

customer technology	Questionnaire technology is the major source
There is less or no interaction with the audience	There is interaction with the audience
It is an expensive and time consuming process	it is relatively cheap and rapidly promote products and service
Its results are not easily measured	Its results are easily measured
It has limited liability to go viral and cover only local audience	It has the ability to go viral and cover both local and international audiences
The process of feedback might be slow	The process of feedback might be immediate
It involves one way communication processes and are quite rigid	It involves a two way communication process and give the consumer a sense of satisfaction
Consumers cannot skip the advertisement or anything that cause interruption	Consumers can skip interaction and continue to engage with the products and services
It is more personal approach as it is very easy for marketers to have a person to person relationship	The physical presence of marketers are not required and it allows the marketer to reach infinite numbers of consumers easily.

2.4- Evolution of Social Media.

The evolution of social media is fueled by the human impulse to communicate and the advancement in digital technology. According to Merriam-Webster, social media is defined as a form of electronic communication such as (a website for social networking and micro-blogging)through which users create online communities to share information, ideas, personal messages, and other content such as video.

Kaplan and Haenlien(2010; pg 61) defined social media as a group of internet-based applications that build on the ideological and technological foundation of Web 2.0 and allow the creation and exchange of User-Generated Content.

Sonelaine and Vogue (2011 pg 294) cite O'Reilly (2005) defines social media as a broad term that describes software tools that create user-generated content that can be shared. However before a website can be shared, it must meet some requirements which include

- 1 The site must contain a user profile.

2 There must be content.

3 There must be a method that permits the user to connect and connect on each other page.

4 Join a virtual group based on common interests such as fashion, entertainment, or politics.

The phrase social networking sites is often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan and Haenlein 2010, 63). Thus, social media is the environment in which social networking takes place and has altered how consumers gather information and make buying decisions.

The evolution of social media before its incorporation into marketing activities can be traced back and categorized into the following

Early Pioneers of Social Media

User Net (1979)

Bulletin board system (1979) popularly called bbs

Online service (early to mid-1980s)

American Online (1983) AOL

Genie (1985)

Internet relay chat(1988)

Icq(mid 1990)

Early Social Networks Were

Dating site

Online forum

- First true social networking site

Six Degrees (1997)

Asian avenue, miGente(1997 to 2001)

-Live journal (1999)

-Massive players online (early 2000)

The 21st century saw a spurt in the growth of social networking sites through the launching of various sites

- Friendster (2002)

-LinkedIn (2003)

- myspace(2003)

- Facebook (2004)

- kontaro(2008)

- Instagram (2010)

-Snapchat (2011)

- TikTok (2016)

Other types of social media include

- Niche social network

Photo bucket (2003)

Flickers (2004)

YouTube (2005)

Clubhouse (2022)

- Social news and bookmarking

Delicious (2003)

Digg(2004)

- Real-time update

Twitter (2006)

Posterous (2009).

Social media is no longer a mere platform for social interaction rather, it is transforming the way businesses work. Marketers are increasingly leveraging social media to influence customers' decision-making, adopting different marketing tools to market their products and services anytime and anyhow. While traditional marketing is limited by location and time, social media marketing has effectively removed the hindrance to presenting itself as a hassle-free marketing tool.

2.4.1- Types of Social Media.

Several social media platforms are needed for marketing activities which include

- 1- Facebook
- 2- Instagram
- 3- Twitter
- 4- youtube
- 5- Whatsapp.

Facebook

According to statistics in January 2023, Facebook has 2.963 billion monthly active users which ranks it first among the world's most active social media platforms. No social networks can match Facebook's current momentum or broad international customer adoption. It has a range of social applications and has been the leader in social media since April 2008 (Treadaway and Smith, 2010). Facebook was founded in 2004 by Mark Zuckerberg, a Harvard student. In the beginning, it was used for only Harvard students and then expanded to colleges and universities.

Facebook plays an important role in social media and has penetrated every aspect of life including marketing activities. Marketers and businesses create fan pages where billions of local and international people can belong and receive updates about their businesses. Students can be part of any fan pages they choose and can also forward the link to another person who is unaware. They can be able to see and interact with other people about their experiences with the brand. A Facebook page must have the following

- A profile photo
- Cover photo
- Views and application
- Administrative panel
- Pin post.

2- Instagram

According to Dan Frommer in Business Insider (2010), Instagram is an online photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services such as Facebook. Instagram was founded on October 6, 2010, and has been developed by Facebook since April 2012.

It creates an avenue to comment on photos and videos and like by double tapping. Marketers can get to meet buyers by looking through suggested photos or lists of people they may know. Businesses can post videos on their story and reel and can go viral. Instagram also provides a function known as the HASHTAG/##/ that is used to indicate relevant photos and

videos of the product of a business. Denis(2004) mentioned that clicking the hashtag allows the user to view pictures and videos that are relevant to the hashtag.

3- Youtube

YouTube is a website that was designed to enable the general public to share video content. Millions of users have created a YouTube account and uploaded videos that anyone can watch anytime and virtually anywhere. Many businesses have come to realize that the use of YouTube videos can help increase their brand exposure and create a personal connection with the audience.

Short videos can be an effective way to deliver information that users may find useful and lead to an increase in brand loyalty and awareness. Sometimes video files can be very large and often too big to send to someone, By posting on YouTube you can share the video by using a URL link and this can boost the number of views and subscribers.

4- WhatsApp

WhatsApp is one of the most popular instant messaging platforms with around 2 billion users worldwide. It enables people to see an update from their contacts and send messages, pictures, videos, numbers, and even documents. The WhatsApp business version was launched in 2018 and is an extremely useful tool for digital marketing due to its features. It allows businesses to create a company profile that includes useful information such as a description of your activities, address, contact information, and website. It also allows businesses to schedule automatic messages so that even when you can not respond personally, the customers will receive a reply. Businesses can save customer numbers in a way they will not forget and can be accessed. Also, a product catalog is created so that customers can consult it whenever they want.

2.5-Theoretical Framework.

Technological Determinism Theory.

The term “technological determinism theory ”was coined by Thorstein Veblen in the year 1857- 1929, An American sociologist and economist. The theory seeks to show technical development, media, or technology as a whole, as the key mover in history and social change. It is a theory subscribed to by the " hyper globalists" who claim that as a consequence of the wide availability of technology, accelerated globalization is inevitable and innovation becomes the principal motor of social, economic, or political change. The theory suggests that technological development determines social change. It changed the way people think and how they interact with others and can be described as a three-word logical proposition. The idea is centralized that social problems can be solved by technological advancement and this is the way that society moves forward.

Merrit Roe Smit(1940) suggested that society is powerless and allows technology to drive social change because societies fail to be aware of the alternative to the value embedded in technology. Karl Marx believed that technological progress led to a newer way of production in society and this ultimately influenced the cultural, political, and economic aspects of society thereby inevitably changing society itself. He explained this statement with the example of how a feudal society that used a hand mill slowly changed into an industrial capitalist society with the introduction of the steam mill Technology determinism is viewed and categorized as hard and soft determinism

Hard determinism-

Hard determinism sees technology as creating a set of powerful forces acting to regulate our social activity and its meaning. According to this view of determinism, we organize

ourselves to meet the needs of technology and the outcome of this organization is beyond our control and we don't have the freedom to choose from the outcome. (Jacques Elul, 1954) in his book, The Technology Society.

Soft determinism

Soft determinism is a more passive view of the way technology interacts with socio-political situations. Soft determinism subscribes to the fact that technology is the guiding force in our evolution but would maintain that we have a chance to make decisions regarding the outcome of the situation.

Today technology affects people in all situations in the same way and place and even in marketing activities. According to McLuhan in his book " Understanding Media," media technologies impact us, change our perception, and ultimately change our world. For example, social media has become inevitable in our lives. People participate in these platforms to spread their mindsets emotions and information and interact with millions of anonymous people. In recent years, social media have become extremely popular among people, especially students to satisfy their demands, and marketing activities have been incorporated into it. Businesses have ventured into the use of social media platforms to market their products and commodities to meet far and near customers. Since people spend so much time surfacing social media platforms to ease their burdens and feel relaxed, marketers have capitalized on this to make their products known globally to everyone.

Technological advancement in society has shifted people's attention from the normal way of having physical contact with sellers to an easier, more convenient, accessible, and timeless method of buying. Students in their comfort zone can chop for products, compel quantities and

quantity with competitive brands, examine the usage, interact with sellers, and also express their feedback, and get an immediate response. It gives buyers a sense of safety and calmness that they are being listened to and heard.

CHAPTER THREE

METHODOLOGY.

This chapter focuses on presenting the method and procedures used in obtaining data for this study. It is mapped out under the following subheadings

- Research Design.
- Population of the study.
- sample size.
- sampling techniques.
- Instrument of data collection.
- Validity of the instrument.
- Reliability of the instrument.
- Method of data collection.

3.1- Research Design

This study adopted a quantitative research method which is a survey. Survey designs are used when a researcher is interested in a population but would rather use a representative sample than the entire population that would be too large to cover.

According to Berger(2000, pg 147), surveys are used to determine what people know, what people think, what people own, what people do, what people plan to do, what people's attitudes are, people's tastes, people beliefs, and values. The design was suitable for the study as it sought to investigate the dependence on digital marketing by Uniben students.

3.2- Population of the Study

According to Asika(2002,pg39), population is made up of all conceivable elements, subjects, or observations relating to a particular phenomenon of interest to the researcher. These subjects or elements are the individual Items that make up the population. The population of the study is seventy-seven thousand (77000) which is the total number of University of Benin undergraduate students.

3.3- Sample Size

Ndagi(1984, pg 75) defines sampling size as the limited number of elements selected from a population that is representative of that population. The sample size of this study will be determined through the use of Taro Yamene's sample size determination formula for a large population.

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

Where N stands for the sample size
E = Margin of Error (0.05)

Using the Taro Yamene formula

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

$$n = \frac{77,000}{1 + 77,000 (0.05^2)}$$

$$n = \frac{77,000}{1 + 77,000 (0.0025)}$$

$$n = \frac{77,000}{1 + 192.5}$$

$$n = \frac{77,000}{193.5} = 397.93$$

$$App = 400$$

3.4- Sampling Techniques

To obtain reliable data, The researcher employed the use of simple random sampling techniques to select a small, random portion of the entire population to represent the entire data set.

The Simple random sampling technique was chosen because it gives every item in the population an opportunity of being part of the study. The technique was also adopted because the researcher was unable to reach all the respondents at the same time.

3.5- Instrument of Data Collection

The major instrument of data collection is the questionnaire. According to Asemah(2009), a questionnaire is a list of questions designed to elicit information from respondents by filling in answers in the space provided for that purpose. The set of questionnaires suitable for students is closed-ended questionnaires because it allows the respondents to answer the questions sufficiently.

The questionnaire contains two sections which include the demographic and psychographic sections. The demographic data is to collect respondents' bio-data while the psychographic section focuses on the research questions with a view of finding the answer to them.

3.6- Validity of the Instrument

To determine the validity of the research instrument, copies of the questionnaire were presented to the research supervisor who certified that the questionnaire was appropriate and capable of responding to the required information.

3.7- Reliability of Instrument

Reliability is an important aspect of quantitative research. Hence, to ascertain the reliability of the instrument, a pilot study was conducted, and 20 copies of the questionnaire were distributed to undergraduate students. The responses from the pilot study confirmed the reliability of the instrument and further showed that it can be employed in the study.

3.8- Method of Data Collection

The method of data collection employed by the researcher was the primary source of data collection. Copies of the questionnaire were administered to undergraduate students using an online Google form. The questionnaire contains relevant questions and is divided into two sections namely

Demographic section

Psychographic section

Also, data were collected from textbooks, previous works done by researchers on the subject matter, and journals.

CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

4.1 -Introduction

This chapter presents data collected and collated through the distribution of 400 copies of both online and physical questionnaires to University of Benin undergraduate students. The data collected were analyzed using a simple percentage method and will be used to answer the research question

	Number	Percentage
Administered Question	400	100
Retrieved questionnaire	327	100

Data in the above table shows that a total of 400 copies of questionnaire were distributed, 73 were incorrectly filled, resulting in a total sample size of 327(82%) and a loss of 18%. The data are analyzed below using the frequency table, percentage, and data presentation.

4.2 - Data Analysis

Demographic analysis

Table 1: Distribution of respondents by gender

Variable	Respondents	Percentage
Male	144	36%
Female	183	45.8%
Total	327	100

Field survey -2023

Table 1 shows that the study is composed of both males and females undergraduate students. However, the table shows that a greater number of the respondents represented by 183(45.8%)were female.

Table 2: Age distribution

Variable	Respondents	Percentage
18 - 22	224	56%
22 - 27	90	23%
28 – 32	13	3.4%
Total	327	100

Field survey- 2023

Table 2 reveals that a greater number of respondents between the age of 18 - 22 with a representation of 224 (56%) were more represented in the study, while respondents between the age of 22-27 were represented by 90 (23%) and 28-32 respondents were represented by13 (3.4%).

Table 3: level of study

Variable	Respondents	Percentage
100 Level	70	17.5%
200 Level	124	31%
300 Level	33	8.3%
400 Level	100	29%
Total	327	100

Field survey- 2023

Table 3 shows that the study was comprised of respondents from all levels of the study, however, those who were in 2001 with a representation of 124(31%) were more involved in the study as shown in the table.

Table 4: relationship status

Variable	Respondents	Percentage
Single	310	88%
Married	15	3.8%

Divorced	2	0.5%
Total	327	100

Field survey- 2023

Table 4 reveals that the study comprised of both married, unmarried, and divorced respondents. According to the data recorded, The unmarried respondents represented by 310 (78%) were majorly involved in the study.

Table 5: Campus

Variable	Respondents	Percentage
Ekehuan	137	43.5%
Ugbowo	190	46%
Total	327	100

Field survey- 2023

Data in Table 5 indicates that the study covered both campuses of the University of Benin. Although a higher number of respondents represented by 190 (46%) were from the Ugbowo campus perhaps because of the high population of students that stay there.

Psychographic Data Analysis

Table 6: Are you conversant with social media?

Variable	Respondents	Percentage
Yes	327	82%
No	0	0%
Total	327	100

Field survey- 2023

. Data in Table 6 shows that all the respondents affirmed that they were highly conversant with the use of social media. This implies that the popularity of social media is increasing and if possible has been inculcated into our everyday lifestyle.

Table 7: if yes, which social media platforms are you conversant with?

Variable	Respondents	Percentage
Instagram	25	6.3%
YouTube	30	8%
Tiktok	7	108%
Whatsapp	50	13%
All	165	41.3%
None	0	0%
Total	327	100

Field survey-2023

Table 7 shows a higher number of respondents with a representation of 165(41.25%) indicating that they were conversant with the different social media platforms listed. While a lesser number of respondents represented by 7 (1.8%) was only conversant with Tiktok. According to the data, majority of the students use different social media platforms to satisfy their marketing needs and wants, and none of them indicated not being conversant with it.

Table 8: Have you ever shopped using digital marketing platforms?

Variable	Respondents	Percentage
Yes	275	69%
No	52	13%
Total	327	100

Field survey- 2023

Table 8 shows that the majority of the respondents have shopped using a digital marketing platform represented by 275(69%)as against respondents 52 (13%)who opined that they had never shopped using digital marketing platform. This indicates that students are more engaged in

using digital marketing perhaps because it is more convenient and has no stress zone. This is without prejudice to all the associated risks of digital marketing.

Table 9: if yes, which digital marketing platforms did you use?

Variable	Respondents	Percentage
Social media	214	53.5%
Affiliate Marketing	50	13%
Search Engine Marketing	23	8%
Others	40	10%
Total	327	100

Field survey- 2023

Data in Table 9 indicates that 214 (53.5%) respondents use more of social media marketing, while 50 (13%) respondents use affiliate marketing, 23(8%) respondents use search engine marketing, and 40 (10%) respondents use other digital marketing platforms. This table explains that students are more involved in social media marketing than any other type of digital marketing platforms. This is perhaps more interactive and engaging. The consequences of this is that digital marketing platform usage is concentrated on social media

Table 10: How often do you engage in social media marketing

Variable	Respondents	Percentage
Everyday	300	75%
Weekly	25	6.3%
Rarely	2	0.5%
Never	0	0%
Total	327	100

Field survey-2023

Table 10 shows that a higher percentage of the respondents represented by 300 (75%) engaged in social media marketing every day, while a lesser number of respondents represented by 2 (0.5%)

rarely engage in social media marketing. This table implies that social media marketing is used frequently (everyday) and this helps its permeation of society.

Table 11: Does social media encourage undergraduate involvement in digital marketing?

Variable	Respondents	Percentage
Strongly agree	200	50%
Agree	95	24%
Undecisive	10	2.5%
Strongly Disagree	17	4.3%
Disagree	5	1.3%
Total	327	100

Field survey-2023

Data in Table 11 presents that 200 (50%) respondents strongly agree that social media encourages undergraduate involvement in digital marketing, and 95 (24%) respondents agree that social media marketing encourages undergraduates' involvement in digital marketing. However, 17 (4.3%) respondents who strongly disagree that social media marketing does not encourage undergraduate involvement in digital marketing, and 5 (1.3%) respondents who disagree that social media marketing does not encourage undergraduate Involvement in digital marketing. This implies that the majority of the respondents (200 +95 = 295) representing 75% of the view that social media plays a big role in Undergraduate students usage and adoption of digital marketing..

Table 12: Everybody who uses social media purchases their marketing needs online.

Variable	Respondents	Percentage
Strongly agree	87	22%
Agree	26	29.5%
Undecisive	48	12%
Strongly Disagree	118	30%
Disagree	47	12%
Total	327	100

Field survey- 2023

According to the data presented, 118 (30%) respondents strongly disagree that not everybody who uses social media marketing purchases their marketing needs online, while a lesser number of respondents represented by 26 (29.5) agree that everybody who uses social media marketing purchases their marketing needs online. This implies that despite student involvement in social media marketing, only a few of them purchase their needs online perhaps because of the fear of being scammed and not getting exactly what they ordered. This is without prejudice to the fact that online sellers identify their clients these days by way of insurance.

Table 13: Does the online visibility of a business affect undergraduate purchases?

Variable	Respondents	Percentage
Strongly agree	200	5%
Agree	91	23%
Undecisive	20	5%
Strongly Disagree	10	2.5%
Disagree	6	1.5%
Total	327	100

Field survey- 2023

Data in Table 13 reveals that a higher percentage of the respondents represented by 200(50%) strongly agree that the online visibility of a business affects undergraduate purchase decisions, while a lesser percentage of the respondents represented 6(1.5%) did not agree to the above question. This indicates that undergraduates agree that when businesses have a well-functioning online account it is capable of affecting their buying habits. This implies that undergraduate students follow the authenticity of a business by its online visibility.

Table 14: Does social media marketing enables social interaction?

Variable	Respondents	Percentage
Strongly agree	183	46%

Agree	79	20%
Undecisive	20	5%
Strongly Disagree	27	5%
Disagree	18	5%
Total	327	100

Field survey-2023

Table 14 shows that a higher percentage of respondents represented by 183(46%) strongly agree that social media marketing enables social interaction, against 18(5%) respondents who disagree that social media marketing does not encourage social interaction. According to the table, students get involved in social media marketing because of its interactive feature that gives them a sense of being heard and listened to.

Table 15: Does social media networks discourage digital marketing?

Variable	Respondents	Percentage
Strongly agree	32	8%
Agree	40	10%
Undecisive	26	7%
Strongly Disagree	179	45%
Disagree	50	13%
Total	327	100

Field survey-2023

Table 15 reveals that the majority of the respondents represented by 179(45%) strongly disagree that social media networks do not discourage digital marketing, while a lesser number of respondents represented by 26(7%) were indecisive. This indicates that a higher percentage of the respondents is of opined that social media marketing networks do not discourage digital marketing.

Table16: Does social media marketing help to enhance the connection between buyers and sellers

Variable	Respondents	Percentage
Strongly agree	33	8%
Agree	40	10%
Undecisive	73	18.3%

Strongly Disagree	82	21%
Disagree	100	25%
Total	327	100

Field survey- 2023

Data in Table 16 presents that a high percentage of the respondents represented by 100(25%) disagree that social media do not enhance the connection between buyers and sellers and 82(21%) strongly disagree that social media do not enhance the connection between buyers and sellers. However, 32(8%) respondents strongly agree that social media enhances connectivity between buyers and sellers, Although some of the respondents 73(18.3%)were indecisive. This implies that (100+82=182) representing 46% of the respondents are of the view that social media do not enhance connection between undergraduate students and businesses.

Table 17: Does social media marketing has a positive impact on students?

Variable	Respondents	Percentage
Strongly agree	156	39%
Agree	100	25%
Undecisive	7	2%
Strongly Disagree	14	4%
Disagree	50	13%
Total	327	100

Field survey-2023

Table 17 indicates that 156 (39%) respondents strongly agree that social media marketing has a positive impact on students and 100 (25%) agree that social media marketing has a positive impact on students. While a lesser percentage of respondents represented by 14 (4%) strongly disagree that social media marketing does not have a positive impact on students. According to the analyzed data, it can be said that social media has a positive impact on students by easing stress for them to shop from their comfort zone.

Table 18: Does social media marketing has a negative impact on students?

Variable	Respondents	Percentage
Strongly agree	150	38%
Agree	100	25%
Undecisive	30	8%
Strongly Disagree	20	5%
Disagree	27	7%
Total	327	100

Field survey-2023

Table 18 shows that a majority of the respondents represented by 150(38%) and 100(24%) are in agreement that social media marketing has a negative impact on students as against a lesser number of respondents represented by 27(7%) and 20(5%) that disagree that social media does not have a negative impact on students. This implies that a higher number of respondents $100+150=250(62\%)$ are of the view that despite the impact of social media, it also exposes students to excessive spending habits which perhaps is not good for students.

Table 19: Does social media give room for impulse spending?

Variable	Respondents	Percentage
Strongly agree	72	18%
Agree	148	37%
Undecisive	42	11%
Strongly Disagree	38	10%
Disagree	27	7%
Total	327	100

Field survey-2023

Table 19 reveals that a high percentage of the respondents represented 148(37%) agreed that social media gives room for impulse spending as against 27 (7%) disagree that social media marketing does not give room for impulse spending. It can be said that despite the positive impact of social media marketing on students, it exposes the students to impulse spending.

Table 20: Apart from the convenience of social media marketing, it also helps in providing unknown information about products.

Variable	Respondents	Percentage
Strongly agree	90	23%
Agree	110	28%
Undecisive	49	12.3%
Strongly Disagree	38	10%
Disagree	40	10%
Total	327	100

Field survey-2023

Data in Table 20 reveals that the majority of the respondents 110 (28%) and 90 (32%) are in agreement that social media marketing provides information that is unknown about products. A lesser number of respondents represented by 40(10%) and 38(10%) disagree that social media marketing doesn't provide unknown information about products. This table indicates that social media provides information about unknown products and will help serve as a guideline for undergraduate students when purchasing the products.

Table 21: Do you as an undergraduate student depend on social media marketing for your purchase?

Variable	Respondents	Percentage
Yes	70	18%
Sometimes	137	34.3%
No	90	23%
Not sure	39	8%
Total	327	100

Field survey-2023

Table 21 shows that 137 (34.3%) respondents sometimes depend on social media marketing for their purchases, as against 90 (23%) respondents who do not depend on social media marketing for their purchases, 70(18%) respondents depend on social media marketing for their purchases and 39 (8%) not sure if they depend on social media marketing for their purchase.

Table 22: if yes, why is that

Variable	Respondents	Percentage
Convenience	173	43.25%
Reliable	27	7%
Give More Options	96	27%
Habitt	31	8%
Total	327	100

Field survey-2023

Table 22 reveals that the majority of the respondents 173(43.25%)depend on social media marketing because it is convenient, as against other respondents 31(8%)who indicate that it is a habit. This data analyzed that students depend on social media marketing for various reasons as long as they are capable of satisfying their marketing needs. The highest percentage of respondents will be used in the discussion of the findings.

Table 23: would you say that social media marketing is better than the traditional marketing approach

Variable	Respondents	Percentage
Yes	90	22.5%
Sometimes	174	43.5
Not sure	36	9%
No	27	7%
Total	327	100

Field survey- 2023

Data in Table 23 reveals that 174(43.5%) respondents sometimes prefer the use of social media marketing to traditional marketing, while a lesser number of respondents represented by 27 (7%)

indicate that social media is not better than digital marketing. However, it was drawn from the conclusion that social media marketing is sometimes better than traditional marketing.

4.3 - Discussion of Findings.

At the beginning of this research work, four research questions were formulated to guide the research. The findings of this research are set out and discussed using the research question to answer the issues raised. The purpose is to interpret, describe, and answer the research question.

Question 1- What is the attitude of UNIBEN students toward digital (social media) marketing?

The result of this question from Uniben undergraduate students shows that their attitude has been greatly influenced by the use of digital (social media)marketing. In answering the research question, the data presented in Tables 11 and 12 were used as the template for the discussion of the findings

Data in Table 11 presents that 200 (50%) respondents strongly agree and 95 (24%) respondents agree that social media marketing encourages undergraduates' involvement in digital marketing as against 17 (4.3%) respondents who strongly disagree and 5 (1.3%) respondents who disagree that social media marketing does not encourage undergraduate Involvement in digital marketing. From the foregoing, it is almost crystal clear that social media marketing has influenced and encouraged undergraduate students, especially in Uniben, to embrace digital marketing. This may be due to several reasons that the research has thrown up.

Also, going by the data presented in Table 12, 30% of respondents (118) strongly disagree that not everybody who uses social media marketing purchases their marketing needs online, while a lesser number of respondents represented by 26 (29.5) agree that everybody who uses social media marketing purchases their marketing needs online. This position may be informed by the fact that in contemporary society, and especially in urban centers, online transactions seem to have taken over.

These findings indicate that undergraduate attitudes toward the use of digital marketing are mostly fueled by their involvement in social media. Social media marketing helps to attract and arrest the interest of the students, allowing them to keep up with trends, Learn more about products and services, and provide feedback about the company through the use of different platforms. Although majority of the student's attitudes have been greatly influenced by social media, only a few of them purchase their marketing needs online because of the fear of being scammed and not getting exactly what they ordered.

Question 2- What is the extent of dependence on social media marketing by Uniben students?

From the above result, Tables 21,22, and 23 have been used in answering the research question.

Table 21 shows that 137 (34.3%) respondents sometimes depend on social media marketing for their purchases, as against 90 (23%) respondents who do not depend on social media marketing for their purchases, 70(18%) respondents depend on social media marketing for their purchases and 39 (8%) are not sure if they depend on social media marketing for their purchase.

Furthermore, data in Table 22 reveals that the majority of the respondents 173(43.25%)depend on social media marketing because it is convenient, as against other respondents 31(8%)who

indicate that it is a habit. This data shows that students depend on social media marketing for various reasons as long as they are capable of satisfying their marketing needs.

The data in Table 23 reveals that 174(43.5%) respondents sometimes prefer the use of social media marketing to traditional marketing, while a lesser number of respondents represented by 27 (7%) indicate that social media is not better than digital marketing. However, it was drawn from the conclusion that social media marketing is sometimes better than traditional marketing.

It is evident to say that the majority of Uniben students are more attracted to the modern method of marketing because of the numerous advantages it offers. They perceive it as more convenient and time-saving as compared to traditional marketing. It offers customers a sense of safety and participation in what the business tends to offer and provides 24-hour availability of quality information about the product. Students generally enjoy comfort and tend to run away from things that look stressful and demanding to them, so, therefore, sometimes they solely depend on the use of social media marketing for their purchases.

Question 3 - What is the impact of digital marketing on Uniben students?

From the findings of the questionnaire, Tables 17,18, and 19 were used to answer the research question.

Table 17 indicates that 156 (39%) respondents strongly agree and 100 (25%) agree that social media marketing has a positive impact on students. While a lesser percentage of respondents represented by 14 (4%) strongly disagree that social media marketing does not have a positive impact on students. According to the analyzed data, it can be said that social media has a positive impact on students by easing stress for them to shop from their comfort zone.

Also, Table 18 shows that a majority of the respondents represented by 150(38%) and 100(24%) are in agreement that social media marketing has a negative impact on students as against a lesser number of respondents represented by 27(7%) and 20(5%) that disagree that social media does not have a negative impact on students.

While Table 19 reveals that a high percentage of the respondents represented 148(37%) agreed that social media gives room for impulse spending as against 27 (7%) respondents who disagree that social media marketing does not give room for impulse spending. It can be said that in spite of the positive impact of social media marketing on students, it exposes the students to impulse spending

The result of the findings indicates that social media marketing has both positive and negative impacts on undergraduate students, While it provides many benefits like connections with sellers, instant replies from sellers, convenience, and 24-hour availability, and a lot, it also plays a negative impact on the purchase decision of Uniben Students by exposing them into impulse spending which as time progressive might end up affecting their spending culture.

Question 4- What are the various platforms that can influence Uniben students?

In answering this research question, Tables 7 and 9 were used to answer this question.

Data in Table 9 indicates that 214 (53.5%) respondents use more of social media marketing, while 50 (13%) respondents use affiliate marketing, 23(8%) respondents use search engine marketing, and 40 (10%) respondents use other digital marketing platforms. This table explains that students are more involved in social media marketing than any other type of digital marketing platform because it is more interactive.

While Table 7 shows a higher number of respondents with a representation of 165(41.25%) indicating that they were conversant with the different social media platforms listed. While a lesser number of respondents represented by 7 (1.8%) were only conversant with Tiktok. According to the data, majority of the students use different social media platforms to satisfy their marketing needs and wants, and none of them indicated not being conversant with it.

Social media platforms are one of the most consumed digital marketing platforms that have influenced undergraduate purchase habits. Brands get themselves influenced by a wider audience because social media is a place where consumers can share information and make informed buying decisions. Social media marketing allows consumers to keep up with trends, allow them to learn more about the products and services of a company, allow them to provide feedback about products and services, and take advantage of sweepstakes and promotions. This finding revealed regardless of the various platforms that can be used to engage in digital marketing, social media marketing is the most conversant and capable of influencing undergraduates' marketing decisions

CHAPTER FIVE

SUMMARY, CONCLUSION, AND hmm RECOMMENDATIONS.

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

5.1 - Summary

This chapter summarizes what the study is all about, the method used in collecting data, and the findings from the collected data. The research design was aimed at finding out how Uniben students depend on the use of social media marketing to satisfy their marketing needs and wants. The methodology used is a survey method, while the scope of the study was limited to Uniben undergraduate students with a sampling size of 400 respondents drawn from all faculties and levels in the University of Benin, 73 copies of the questionnaire were incorrectly filled which resulted in a total sample size of 327.

Data got from the questionnaire were presented and analyzed using the frequency table of Respondents and simple percentages which formed the basis upon which discussions were made.

The following were the summary of the findings of this study

- 1- The University of Benin students' attitudes toward the use of digital marketing were mostly fueled by their involvement in social media.
- 2- University of Benin undergraduate students depend on social media marketing because it is convenient and offers numerous benefits which interest the students.
- 3- Despite the positive impact of social media marketing on Uniben students, it also played a negative impact by exposing them to a high rate of impulse spending.
- 4- Social media marketing is one of the most convenient digital marketing platforms that is being used by Uniben students.

5.2- Conclusion

Social media platforms have been widely used by different individuals and groups, this includes Uniben undergraduate students. This study found that most undergraduate students consider themselves proficient in digital marketing, even though most students use the internet for other

reasons, A vast majority have at least made an online purchase, and the volume of information gotten from these social media platforms such as Facebook, Twitter, and Instagram among others allow these platforms to be a major source of dependence for marketing. Social media marketing makes it easy for undergraduates to be involved in digital marketing and enables them to satisfy their wants.

Students are more attracted to modern media of marketing because it is convenient and allows them to explore their preferences by providing more information unknown about the product. Nevertheless, social media marketing has both good and bad reports on students' marketing decisions.

5.3- Recommendation

Based on the findings of the study, The following are outlined as the researcher's recommendation

- 1- There should be more awareness and education for students on the best way to use social media to achieve more engagement and transactions for digital marketing.
- 2- Students should beware of scammers popularly called "419". They should check the authenticity of the website, pages, and social media handles as well as reviews before purchasing.
- 3- Students should try and balance the amount of time spent on social media marketing to avoid impulse spending.

5.4- Contribution to the study.

Contribution to the study talks about the researcher's contribution to the study. They include

- 1- This study can be used as guidelines and empirical study for future researchers that might be interested in this study area.
- 2- This study also exposes marketers and companies that social media platforms are effective tools for digital marketing.
- 3- This study also exposes to students that social media marketing builds interaction and connectivity between buyers and sellers.

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QUESTIONNAIRE

Department of Mass Communication,
Ekehuan campus,
University of Benin,
Benin City.

Dear Respondent,

This questionnaire is aimed to elicit information from you to aid my research on "Social Media and Uniben students', Dependence on the Use of Digital Marketing ". Please ensure that the answers provided by you are to the best of your knowledge to aid the researcher's work. All answers will be treated with utmost confidentiality. Thank you.

Yours faithfully

**Patience Uwem
Researcher.**

INSTRUCTIONS- Please tick () the appropriate option below

SECTION A: DEMOGRAPHIC SECTION

- 1: Gender- Male () Female ().
- 2: Age- 18-22() 23-27() 28-32().
- 3: Level of study: 1001 () 2001 () 3001() 400().
- 4: Status: Single () Married () Divorce ().
- 5: Campus: Ekehuan () Ugbowo ().

SECTION B: PSYCHOGRAPHIC DATA

5. Are you conversant with social media? Yes () No ()
6. If yes, which social media platforms are you conversant with? Instagram () Facebook () YouTube () Tiktok () All () None ().
7. Have you ever shopped using digital marketing platforms? Yes () No ().
8. If yes, which digital marketing platforms did you use? Social media () Affiliate marketing () Search engine marketing () others ().

9. How often do you engage in social media? Every day () once a week () rarely () Never ().

In your own opinion, undergraduates' attitude toward social media marketing.

Answer the following questions using

Strongly Agree (SA).

Agree (A).

Undeceive (UD).

Strongly Disagree (SD).

Disagree (D).

11. Does social media encourage undergraduate involvement in digital marketing? SA () A () UD () SD () D ().
12. Everybody who uses social media purchases their marketing needs online. SA () A () UD () SD () D ().
13. Does the online visibility of a business affect undergraduate purchase? SA () A () UD () SD () D ().
14. Does social media marketing enable social interaction? SA () A () UD () SD () D ().
15. Does social media networks discourage digital marketing? SA () A () UD () SD () D ().

Social media marketing impact on undergraduate students

16. Does social media marketing help to enhance the connection between buyers and sellers? SA () A () UD () SD () D ().
17. Does social media marketing has a positive impact on students? SA () A () UD () SD () D ().
18. Does social media marketing has a negative impact on students? SA () A () UD () SD () D ().
19. Does social media give room for impulse spending? SA () A () UD () SD () D ().
20. Apart from the convenience of social media marketing, it also helps in providing information unknown about the product. Do you agree? SA () A () UD () SD () D ().

Students' dependence on social media marketing.

21. Do you as an undergraduate student depend on social media marketing for your purchases? Yes () sometimes () No () Not sure ().
22. If yes, why is that? Convenience () Reliable () Gives more options () Habit ().

23. Would you say that social media marketing is better than the traditional marketing approach? Yes () sometimes () Not sure () No ().

