

**INFLUENCE OF REPEATED EXPOSURE TO SOCIAL MEDIA
ADVERTISEMENTS ON AUDIENCE ADOPTION OF LUSH HAIR
PRODUCTS**

‘

BY

ABASIFREKE SILAS AKPAN
ART2201143

UNIVERSITY OF BENIN
BENIN CITY

JULY 2026

**INFLUENCE OF REPEATED EXPOSURE TO SOCIAL MEDIA
ADVERTISEMENTS ON AUDIENCE ADOPTION OF LUSH HAIR
PRODUCTS.**

BY

**ABASIFREKE SILAS AKPAN
ART2201143**

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF ARTS
UNIVERSITY OF BENIN
BENIN CITY, NIGERIA**

JULY 2026

DECLARATION

This project titled, "INFLUENCE OF REPEATED EXPOSURE TO SOCIAL MEDIA ADVERTISEMENTS ON AUDIENCE ADOPTION OF LUSH HAIR PRODUCTS" is based on the study undertaken by me in the Department of Mass Communication, Faculty of Arts, under the supervision of Mr. Osamagbe Lesley Egharevba. This is entirely my own work, and not a copy or duplicate of someone else's. Any ideas from others that I have incorporated are from my own research and have been duly acknowledged through references.

ABASIFREKE SILAS AKPAN
ART2201143

CERTIFICATION

This is to certify that this research work was carried out by **ABASIFREKE SILAS AKPAN** with the MAT NO **ART2201143** in the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State. It is approved as meeting the standard requirements for the award of Bachelor of Arts(B.A) Degree in Mass Communication.

MR. OSAMAGBE LESLEY EGHAREVBA

Project supervisor

Date_____

DR. DANIEL OFOMEGBE EKHAREAFO

Head of department

Date_____

DEDICATION

This project is dedicated to God almighty. The most Beneficient and the Most Merciful for His unending grace in my life.

This project is also dedicated to my wonderful mother, Mrs. Blessing Silas, for her constant love, prayers, encouragement, and sacrifices and to my Godfather, Dr. Oshoke Inaboya, for his guidance, support, and belief in me.

Finally, this work is dedicated to my best person, Mr. Morris Adasaji, whose support, encouragement, and presence have been a source of strength throughout this journey.

ACKNOWLEDGEMENTS

Which of the blessings of my Lord can I deny? My first and deepest gratitude goes to God Almighty for seeing me through this challenging academic journey and making it smoother than I ever expected .

My profound appreciation goes to my supervisor Mr. Osamagbe Lesley Egharevba for his guidance, patience, encouragement, and invaluable support throughout compiling this research work . I sincerely thank him for his dedication which made this work possible. I could not have asked for a better supervisor.

My heartfelt appreciation goes to my Dad, Mr. silas silas Akpan, for his endless spending and support throughout this academic journey.

To my beloved mother,Mrs. Blessing silas, for her constant love, support, and for always being my go-to person whenever I needed help. She always came to my rescue. To both my parents, I appreciate them for your love, guidance, encouragement, prayers, and unwavering support.

To my lovely siblings Magdalene,victory, Blessing, Mmeyene and Emediong, I appreciate them for all the little things they did that made my academic years enjoyable, especially for always listening whenever I needed to vent about the stressful moments in school.

I also sincerely appreciate other members of my family, Mr. Morris Adasaji and Mr Abraham Osaz for their love, care, support, and encouragement. Their kindness and efforts have not gone unnoticed, and I am truly grateful.

I also wish to express my sincere gratitude to the Head of the Department of Mass Communication Dr. Dr Daniel Ekhareafor for his invaluable contributions to my academic development and for nurturing my growth in the field of Mass Communication.

My appreciation also goes to my dedicated lecturer, Dr Chinonso Nnabuiife,Mr. Umoru Ndubuisi, Prof.(Mrs.) Obaje, Mr. Sunday Ekerikevwe, Dr. Festus Olise, Prof. Ezekiel Asemah, Prof. Ambrose Uchenunu, and all the lecturers in the Department of Mass Communication. I thank them for their knowledge, guidance, and values they have impacted in me throughout my academic journey.

To my school friends, Obafe John and Obuh Victoria, I want to sincerely appreciate them for being part of my journey. Their friendship, support, and encouragement means so much to me.

To my course representative Victor Somtochukwu, my very first friend at the University of Benin, I appreciate him for being such an amazing person and for making this journey easier. I also appreciate the entire MACSA'22 family for the wonderful memories and experiences we shared throughout our time together.

To everyone who contributed in one way or another to the successful completion of this programme, I sincerely appreciate your support. May God bless and reward you all abundantly.

TABLE OF CONTENTS

Title page

Declaration

Dedication

Certification

Acknowledgement

Table of contents

CHAPTER ONE: INTRODUCTION

1.1 Background to the study

1.2 Statement of the problem

1.3 Objectives of the study

1.4 Research questions

1.5. Significance of the study

1.6. Scope of the study

1.7 Operational Definition of terms

CHAPTER TWO: LITERATURE REVIEW

2.1 Review of Concepts

2.2 Opinion review

2.3 Review of Emperical studies

2.4 Theoretical Framework

CHAPTER THREE: METHODOLOGY

3.1 Research Design

3.2 Population of the Study

3.3 Sample Size

3.4 Sampling technique

3.5 Description of Research Instrument

3.6 Validity of Instrument

3.7 Reliability of the Instrument

3.8 Method of Data Collection

3.9 Method of Data Analysis

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Presentation of Data

4.2 Discussion of findings

CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary

5.2 Conclusion

5.3 Recommendations

REFERENCES

APPENDIX

ABSTRACT

This study examined the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair Products, using undergraduate students of the Department of Mass Communication, University of Benin, as the study population. The study was anchored on the Social Learning Theory and the Diffusion of Innovations Theory. The researcher adopted a survey research design, with data collected from 288 respondents drawn from a population of 1,009 students using the Taro Yamane formula and a stratified sampling technique. A structured questionnaire served as the research instrument, and data were analysed using frequency counts and percentages. The study revealed that the level of audience exposure to Lush Hair's social media advertisements is high, with respondents frequently encountering the brand across various platforms. Secondly, audience perceptions were generally positive, particularly regarding visual appeal and clarity of product information, although perceptions of credibility and trustworthiness were relatively weaker. Thirdly, adoption was found to be influenced by influencer endorsements, positive online reviews, affordability, and accessibility, alongside social influence and consumer feedback. Finally, repeated exposure was found to have a positive influence on adoption, as continuous exposure strengthened brand familiarity, purchase intention, and consumer trust over time. It was concluded that sustained, well-structured social media advertising, combined with credible messaging, is essential for improving consumer response. It was then recommended that advertisers pair repeated exposure with message variation to reduce ad fatigue, invest in authentic testimonials to build trust, leverage influencer partnerships and favourable product conditions, and use audience-targeting tools to improve campaign precision.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Communication has always been central to human life, serving not merely as a tool but as a defining feature of social interaction. From the earliest forms of human engagement, people relied on shared symbols, language, and cultural practices to convey meaning, transmit knowledge, and maintain social cohesion. Communication has never been static; it has continually evolved in response to shifting social realities and technological innovations. Oral traditions, storytelling, and communal dialogue provided the earliest methods for knowledge sharing, while the emergence of writing enabled information to be preserved across generations. Indigenous communication systems were sophisticated, purposeful, and deeply embedded in societal structures, serving governance, education, and social integration functions (Wilson, 2005; Asemah, 2011). These early systems demonstrate the persistent human effort to refine communication in ways that extend reach, improve clarity, and sustain social life.

As societies grew more complex, the limitations of oral communication became increasingly evident, prompting the development of media as structured extensions of human interaction. Writing and print technology marked pivotal shifts, allowing messages to be documented, reproduced, and distributed beyond immediate social settings. McQuail (2010) observed that each stage of media evolution reflected broader social transformations, reshaping how individuals, institutions, and societies interacted. Print media enabled advertising messages to reach wider audiences consistently, reducing reliance on interpersonal dissemination and allowing greater control over content (Baran, 2013). Electronic platforms such as radio and television introduced sound and visual elements, further enhancing the reach and persuasive

impact of advertising (Belch & Belch, 2018). Despite these technological shifts, the primary aim of advertising remained constant: to inform, persuade, and influence consumer behaviour.

The rise of social media has introduced a new dimension to communication, characterised by immediacy, interactivity, and user-generated content. Platforms such as Facebook, Instagram, and TikTok allow individuals to create, share, and engage with material in real time, fundamentally changing the ways people receive and respond to messages (Kaplan & Haenlein, 2010). Advertising on these platforms is no longer confined to formalised formats or designated spaces. Promotional messages appear alongside personal updates, entertainment, and social exchanges. The blurred line between content and advertising affects how audiences perceive and react to promotions. Social media platforms also facilitate repeated exposure to advertising through sponsored posts, influencer endorsements, and peer sharing. Voorveld et al. (2018) highlighted that the effectiveness of such exposure depends on its alignment with user interests and platform features. Repeated exposure can increase awareness, yet it does not automatically result in adoption or long-term use. Research has shown that while repeated advertising enhances recognition, its effect on actual purchasing behaviour is inconsistent (Otugo & Uzuegbunam, 2017; Ogunyombo, Oyero & Azeez, 2017). These patterns indicate that exposure alone does not predict adoption, highlighting the need to examine the factors that determine how repetition influences consumer behaviour.

It is against this backdrop that the present study seeks to examine the influence of repeated exposure to social media advertising messages on audience adoption of Lush Hair products.

1.2 Statement of the Problem

Despite the growing use of social media for advertising, the extent to which repeated exposure drives adoption of new products remains unclear. Platforms such as Facebook,

Instagram, and TikTok allow brands to reach audiences multiple times through sponsored posts, influencer content, and peer sharing. Repeated exposure should, in theory, strengthen consumer interest and increase adoption. In practice, however, it does not always lead to engagement or purchase. Factors such as advertising fatigue, habitual scrolling, and low trust in online promotional material often reduce the impact of repeated exposure.

Otugo and Uzuegbunam (2017) observed that although audiences frequently encounter social media advertisements, high awareness does not necessarily translate into active engagement. Ogunyombo, Oyero and Azeez (2017) highlighted that advertising influences purchase decisions, but its effectiveness varies depending on platform, message type, and perceived credibility. Mustapha, Arikewuyo, and Abubakar (2020) noted that repeated exposure increases awareness but does not consistently lead to adoption or long-term usage. These findings suggest a disconnect between exposure and consumer behaviour, indicating that repeated visibility alone is insufficient to predict adoption.

This mismatch presents a challenge for advertisers and researchers. Assuming that repeated exposure automatically leads to adoption risks over-investment in repetitive campaigns, while ignoring the factors that make repetition effective. There is limited evidence identifying how often, in what format, or through which platforms exposure leads to actual adoption. Bearing this in mind, this study is set to examine how repeated exposure to social media advertising messages influences audience adoption of new products, highlighting the factors that determine whether repeated exposure strengthens or weakens adoption behaviour. This study therefore, seeks to examine the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair products.

1.3 Objectives of the Study

The study seeks to:

1. Determine the level of exposure of audiences to social media advertisements of Lush Hair Products.
2. Examine audience perceptions of social media advertisements of Lush Hair Products.
3. Identify the factors influencing audience adoption of Lush Hair Products through social media advertisements.
4. Assess the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair Products.

1.4 Research Questions

The following research questions were raised to guide the study:

1. What is the level of exposure of audiences to social media advertisements of Lush Hair products?
2. What are the audience perceptions of social media advertisements of Lush Hair products?
3. What factors influence audience adoption of Lush Hair products through social media advertisements?
4. What is the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair products?

1.5 Significance of the Study

This study contributes to academic knowledge as it will provide insight into how repeated exposure to social media advertising affects product awareness and adoption. It offers evidence that can inform future research on online advertising and consumer behaviour.

For advertisers, the study highlights how message frequency and placement influence engagement, helping to design campaigns that are more effective and reduce ad fatigue. Business

owners can use the findings to make better decisions on budgeting, targeting, and promoting products through social media.

Social media users will also benefit, as the study intends to give them information on how repeated exposure may shape perceptions and choices, encouraging more critical engagement with online content.

From a general standpoint, the research provides practical and theoretical value, bridging the gap between advertising strategies and audience behaviour in the digital space.

1.6 Scope of the Study

This study focuses on the influence of repeated exposure to social media advertising messages on audience adoption of new products, with a specific focus on Lush Hair social media campaigns. The research is limited to undergraduate students of the Mass Communication department at the University of Benin. This group was chosen because they are primarily youths, who are generally active social media users, and their academic training makes them more likely to understand and critically engage with online advertising.

1.7 Operational Definition of Terms

- a. **Adoption:** Adoption is defined as the behavioural response of the audience that demonstrates acceptance or use of the product after exposure to advertising messages. In this study, it refers to the willingness or actual decision of participants to try, purchase, or consistently use Lush Hair products after encountering the brand's social media advertising.
- b. **Advertising:** Advertising is defined as the deliberate communication of promotional messages aimed at informing, persuading, or reminding potential consumers about a

product. Here, it refers to Lush Hair's efforts to promote hair care products through social media posts, videos, influencer endorsements, and sponsored content.

- c. **Audience:** The audience refers to the group of people targeted or reached by the advertising messages. In this study, it is operationalized as Mass Communication undergraduates at the University of Benin who interact with or view Lush Hair's social media advertisements.
- d. **Influence:** In this study, influence refers to the capacity of social media advertising messages to shape or change the perceptions, attitudes, and behaviour of the audience towards a product. Specifically, it involves how exposure to Lush Hair's social media adverts affects the willingness of Mass Communication undergraduates to try or adopt the product.
- e. **Messages:** Messages are the specific content of advertising communicated through social media. This includes text, images, videos, captions, hashtags, or any form of content Lush Hair uses to convey product information and persuade consumers.
- f. **Products:** Products refer to the specific hair care items advertised under the Lush Hair brand, including shampoos, conditioners, hair oils, and styling products. In this study, Lush Hair products are the items promoted through social media advertising to assess audience awareness and adoption behaviour.
- g. **Repeated Exposure:** Repeated exposure is defined as the number of times an individual encounters the same social media advertising message over a period. For this study, it refers to how often participants see Lush Hair's promotional posts, videos, or sponsored content on platforms such as Instagram, Facebook, or TikTok.
- h. **Social Media:** Social media is operationalized as internet-based platforms and applications that allow users to create, share, and interact with content in real time. In this study, it

specifically refers to the platforms used by Lush Hair to advertise, including Instagram, Facebook, and TikTok.

REFERENCES

- Ogunyombo, Oludare & Oyero, Olusola & Azeez, Kunle. (2017). Influence of Social Media Advertisements on Purchase Decisions of Undergraduates in Three Nigerian Universities. *Journal of Communication and Media Research*. 9. 244-255.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Boyd D. M. and Ellison N. B. (2007). Social Network Sites: Definition, History and Scholarship, *Journal of Computer-Mediated Communication* 31 (1), pp. 210- 230.
- Otugo, N. E., Uzuegbunam, C. E., & Obikeze, C. O. (2015). Social Media Advertising/Marketing: A Study of Awareness, Attitude and Responsiveness by Nigerian

- Youths. *Online Journal of Communication and Media Technologies*, 5(December 2015 - Special Issue), 117–140. <https://doi.org/10.30935/ojcmt/5679>
- Asemah, E. S. (2011). *Perspectives on mass communication*. Jos: Jos University Press.
- Baran, S. J. (2013). *Introduction to mass communication: Media literacy and culture* (7th ed.). New York, NY: McGraw-Hill.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). New York, NY: McGraw-Hill.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London, UK: Sage Publications.
- Mustapha, R., Arikewuyo, O., & Abubakar, S. (2020). Social Media Exposure and Perception of Product Advertisements among University of Ilorin Students. *International Journal of Information Processing and Communication*, 44-54.
- Wilson, D. (2005). *African oral traditions and communication systems*. Ibadan: Spectrum Books.
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405757>

CHAPTER TWO

LITERATURE REVIEW

This chapter reviews relevant literature on social media, advertising, and their influence on consumer behaviour and product adoption. It begins with key conceptual discussions, followed by related studies on repeated exposure and consumer response. Empirical evidence is examined to establish existing findings and patterns. The chapter also presents the theoretical frameworks underpinning the study. All of this review, provides a foundation for understanding the research problem and guiding the analysis.

2.1 Review of Concepts

2.1.1 Concept of Social Media

Social media has come to occupy a central place in contemporary communication, shaping how individuals interact, exchange information, and engage with wider society. Its development reflects not only technological progress but also shifts in how people relate to one another in increasingly digital spaces. At a basic level, social media is defined through its emphasis on user participation and interaction. Kietzmann et al. (2011) argue that it operates around principles such as participation, openness, and community, allowing users to create and share content rather than simply consume it. This marks a clear departure from traditional media structures, where communication tends to flow in one direction. Safko and Blake (2009) similarly describe social media as a set of practices through which online communities share ideas, experiences, and information using web-based tools that support text, images, audio, and video. In a related sense, Andreas Kaplan and Michael Haenlein (2010) emphasise its technological basis, defining it as applications built on Web 2.0 that enable the creation and exchange of user-generated content. Taken together, these perspectives point to social media as an interactive and participatory space, shaped as much by its users as by the technologies that support it.

Its influence, however, extends well beyond personal communication. Social media now plays a significant role in how information circulates, how opinions are formed, and how collective action emerges. Platforms such as Twitter and Facebook have become part of political and social processes, often acting as spaces where public discourse unfolds in real time. Clay Shirky (2011) highlights this in his discussion of movements like the Arab Spring, where digital platforms supported mobilisation and coordination. What becomes apparent is that social media does not simply transmit information; it shapes how that information is produced, shared, and interpreted. Its continued relevance rests on active participation, with users constantly creating, distributing, and responding to content within networks built around shared interests and experiences.

The development of social media can be traced back to the early stages of the internet, when the idea of online social interaction first began to take form. danah boyd and Nicole Ellison (2007) identify early platforms such as Six Degrees, launched in 1997, as one of the first to introduce features like user profiles and friend connections. While relatively basic, it established the concept of online networking that later platforms would expand. In the early 2000s, platforms such as Friendster and MySpace extended these ideas, allowing users to build more expressive online identities through music, images, and personal profiles. MySpace, in particular, gained widespread popularity and influenced the design and culture of subsequent platforms. As Kaplan and Haenlein (2010) observe, these early networks acted as stepping stones, shaping expectations around interaction and content sharing.

A more decisive shift occurred with the launch of Facebook in 2004. Its structure allowed for more organised interaction, linking users primarily through real-life social networks while offering greater control over privacy and content sharing. José van Dijck (2013) suggests that Facebook's success lay in balancing openness with structure, creating an environment that felt

both personal and manageable. The years that followed saw the rapid expansion of the social media landscape. YouTube, introduced in 2005, redefined how video content was shared and consumed, while Twitter, launched in 2006, popularised short-form communication through microblogging. Instagram, which emerged in 2010, shifted attention towards visual storytelling, placing images and short videos at the centre of interaction. Each platform introduced a slightly different mode of engagement, together broadening the scope of social media and reinforcing its role as a dominant form of communication in the digital age.

These developments have not only transformed communication but also created new opportunities for commercial engagement. As social media platforms grew in reach and influence, they became increasingly relevant for promotional activities. This shift has led to the emergence of social media advertising as a key strategy for organisations seeking to connect with and influence their audiences.

2.1.2 Concept of Advertising

Advertising in Nigeria has a long and rich history, tracing its roots back to everyday human interaction. Asemah (2010, p. 11) suggests that advertising in Nigeria is almost as old as human communication itself. Before the arrival of formal media systems, communities relied on town criers, gongs, and hawking to attract attention and share information. These practices informed people about social events such as marriages, festivals, and burials, but they also extended to trade-related activities. Traders and artisans used these methods to promote their goods and services, recognising their ability to capture the attention of potential buyers within the community. Although informal, these early practices served similar purposes to modern advertising, showing that the need to inform and influence human behaviour has always existed. Over time, as societies became more complex, the methods of advertising evolved to reach larger audiences in more structured ways.

The nineteenth century introduced print technology, which gradually formalised advertising. The establishment of a printing press in Calabar in 1846 marked one of the earliest steps, although its initial impact was limited. A more significant development occurred in 1859 with the publication of *Iwe Irohin Fun Awon Ara Egba Ati Yoruba* by Reverend Henry Townsend in Abeokuta. While primarily a newspaper, it included notices and announcements resembling early advertisements, ranging from social events to practical information such as shipping schedules and services. These developments signalled the gradual emergence of structured promotion, reflecting a growing need to organise and circulate information more widely. Nevertheless, traditional methods such as town criers remained central, especially in areas with limited access to print. Traders continued to rely on hawking and other direct methods to promote their goods, highlighting that advertising has always been about visibility and communication rather than the medium itself (Ogbodoh, 1990).

The twentieth century brought further transformation with the introduction of radio and television, expanding the possibilities of advertising. Radio and television added sound and visual elements, allowing advertisers to communicate messages in more engaging and persuasive ways. Storytelling, dramatisation, and creative messaging became central strategies for capturing attention and influencing consumer behaviour. Advertising shifted from simple announcements to structured, persuasive communication aimed at shaping how people respond to products and services. These media also allowed advertisers to reach larger and more diverse audiences, increasing the scale and impact of campaigns. Over time, advertising became more strategic, using psychological insights to design messages that appeal not only to awareness but also to consumer attitudes and intentions (Watrous, 2008; Arens, 2008).

The arrival of digital technology and the internet introduced yet another phase of evolution. Social media and online platforms transformed advertising from a one-way communication channel into an interactive experience. Brands can now engage directly with consumers in immediate and personal ways, creating two-way communication that fosters engagement, discussion, and sharing. The growth of professional agencies, such as West African Publicity Limited, later Lintas West Africa, laid the foundation for structured advertising practices. Today, over 200 agencies operate across Nigeria, managing campaigns that integrate traditional and digital media to maximise reach and influence (Asemah, Kente & Nkwam-Uwaoma, 2021; ASA, 2008). Modern advertising not only informs and persuades but also engages, encourages social proof, and drives consumer adoption through trust and interaction.

Several scholars have made conscious efforts to study advertising and have provided varied conceptual interpretations. Asemah, Akase, and Nkwam-Uwaoma (2023) assert that “advertising is a global business endeavour today.” Asemah (2021, p.15) defines it as “a method of communication with product users.” At its core, advertising is any compensated, impersonal communication designed to convey a message in an engaging and innovative way via mass media. Asemah and Edogoh (2014) emphasise that advertising comprises targeted messages from companies to individual consumers or groups, enabling firms to attract attention to their products and services. This strategic function allows companies to inform audiences, influence consumer choices, and maintain visibility in competitive markets.

The defining feature of advertising lies in its dual purpose of informing and persuading. Nwaoboli, Ogunyemi, and Ezegwu (2023) explain that advertising informs consumers about products while influencing patronage, stimulating purchases, and fostering brand loyalty. It is a communication tool designed to attract, inform, and retain clients who continuously utilise a

company's goods or services. Consistent advertising directed at target audiences often results in increased profits and sales. Watrous (2008, p. 47), as cited in Asemah (2014), notes that advertising disseminates information across various media to persuade consumers and affect their purchase decisions. Kenekwue, Asemah, and Edogoh (2013) describe it as a compensated communication from a recognisable source intended to convince customers to undertake specific behaviours.

Advertising also functions as a marketing strategy, encompassing the purchase of space to promote products, services, or causes (Shopify, 2021, as cited in Asemah, Kente & Nkwam-Uwaoma, 2021). Its objectives are twofold: firstly, to inform consumers about the availability of goods and services, and secondly, to persuade them to act on that information. Advertising can take many forms, including print, broadcast, outdoor, and digital media, yet its purpose remains consistent: visibility, engagement, and influence. Arens (2008, p.7), along with Asemah and colleagues (2012; 2013a; 2013b), define advertising as the organised and formulated non-personal dissemination of information regarding products, services, and concepts by recognised sponsors. It is inherently persuasive and frequently compensated, reinforcing its role as a strategic communication tool that informs, engages, and drives behavioural response.

2.1.3 Social Media Advertising

Social media advertising, as a more specific form of online advertising, involves the creation and distribution of promotional content across platforms such as Facebook, Instagram, Twitter, and LinkedIn. It combines mass reach with targeted communication, allowing advertisers to focus on defined audience segments while still operating within large, networked spaces. Philip Kotler and Kevin Lane Keller (2016) suggested that modern advertising has shifted towards more interactive and consumer-centred approaches, where engagement matters as much as exposure. In this sense, formats such as sponsored posts, video adverts, influencer partnerships, and display

advertisements reflect a move away from one-way communication towards more participatory forms of advertising.

A key strength of social media advertising lies in its ability to foster interaction while simultaneously influencing consumer behaviour. Businesses can engage users through comments, shares, and direct responses, creating a sense of immediacy that is often absent in traditional advertising channels. Susan Fournier (1998) earlier emphasised the importance of relationships in branding, and this idea becomes more visible within social media spaces where consumers expect dialogue rather than passive exposure. In addition, the targeting capabilities available on these platforms allow advertisers to segment audiences based on demographics, interests, and behavioural patterns. As Tuten Tracy and Michael Solomon (2017) observed, this level of precision increases the likelihood that advertising messages will reach individuals who are more receptive, thereby improving engagement and conversion outcomes.

Another important aspect of social media advertising is the availability of real-time data and performance metrics. Unlike traditional media, where feedback is often delayed or difficult to measure, digital platforms provide immediate insights into audience behaviour. Ryan Deiss and Russ Henneberry (2020) argued that this data-driven environment allows advertisers to adjust campaigns continuously, refining both content and targeting strategies. Even so, scholars have cautioned against relying solely on social media advertising. Arijeniwa et al. (2022) noted that it is most effective when integrated into a broader advertising framework that may include email campaigns, content development, and other communication channels, ensuring consistency across touchpoints.

Several features explain the increasing preference for social media advertising in contemporary practice. It allows for precise audience targeting, making it possible to direct

messages to specific groups rather than a broad and undefined public. It is also relatively cost-effective compared to traditional media such as television and print, which often require higher financial investment. At the same time, its interactive nature supports ongoing communication, enabling brands to build familiarity and trust over time. Dave (2012) pointed out that this form of engagement can strengthen relationships between brands and consumers, particularly when communication feels responsive rather than imposed.

Mobile compatibility further strengthens the relevance of social media advertising. With the widespread use of smartphones and tablets, much of digital engagement now occurs on smaller screens. This has influenced how advertising content is designed, encouraging shorter, visually driven formats that are easy to consume. Shama Kabani (2013) noted that mobile optimisation is no longer optional but essential for effective digital communication. Taken together, these developments show how social media advertising has moved beyond simple promotion, becoming a central part of how organisations communicate, engage, and maintain visibility in an increasingly digital environment.

2.1.4 Overview of Lush Hair

Lush Hair Nigeria, established in 2018, has become a notable player in the Nigerian hair industry through deliberate branding and advertising strategies (Mapemond.com, 2026). At its inception, the company operated with green as its primary colour and focused on producing braiding and crochet extensions in natural shades. These early products were designed to meet the practical styling needs of Nigerian women, providing a range of extensions suitable for everyday use. In 2020, the brand underwent a significant rebranding, adopting pink as its new primary colour. This change was closely aligned with the company's advertising campaigns, which aimed to increase visibility and communicate qualities such as confidence, warmth, and femininity to the

target audience. The shift in visual identity, combined with strategic advertising, strengthened the brand's market presence and enhanced recognition.

The brand's product development reflects a clear understanding of consumer needs and preferences. Lush Hair Nigeria emphasises features such as lightweight texture, durability, softness, and shine. Extensions are designed to be tangle-free, shed-free, and compatible with hot water styling, highlighting practical considerations in everyday use. Such attention to functional performance demonstrates the company's intent to provide high-quality products that address common challenges associated with hair extensions. This approach situates the brand within a consumer-focused framework, showing how product attributes can reinforce advertising messages and support brand positioning in a competitive market.

Inclusivity and diversity are central to Lush Hair Nigeria's brand philosophy. The company consistently communicates that "every woman is beautiful," irrespective of skin tone, body size, or height. This principle is reflected in the variety of products offered, which cater to multiple hair types and styling preferences. Advertising campaigns have been structured to reinforce this message, creating a strong association between the brand and empowerment for women. Through these strategies, Lush Hair Nigeria positions itself as socially aware and culturally responsive, recognising the importance of representation in shaping consumer perception and engagement.

Advertising serves as a primary mechanism for brand communication and consumer connection. Campaigns often employ storytelling techniques, emphasising that hair extensions are not merely products but components of personal identity and self-expression. The slogan "every strand tells a story" Exemplifies this approach, linking product use to the lived experiences of consumers. These campaigns focus on narrative consistency, emotional resonance, and relatability, ensuring that advertising reinforces both the functional benefits and the cultural positioning of the

brand. This dual focus contributes to a more meaningful and memorable engagement with the target audience.

The growth of Lush Hair Nigeria demonstrates the integration of advertising strategy, product development, and brand identity. Strategic advertising, aligned with colour repositioning and product quality, has enabled the brand to establish itself as a recognised entity within the Nigerian hair market. Through consistent attention to consumer needs, inclusivity, and representation, the company has created a coherent brand identity that resonates with its audience. Lush Hair Nigeria exemplifies how focused advertising, combined with practical product offerings, can support brand growth and competitive differentiation in the beauty and hair sector (Mapemond.com, 2026).

2.2 Opinion Review

2.2.1 Influence of Repeated Exposure to Social Media Advertising and Consumer Response

Repeated exposure is central to how social media advertising works, but it is far from a simple cause-and-effect relationship. Seeing the same advert multiple times does not automatically lead to engagement or purchase; rather, it interacts with memory, familiarity, and user perception in complex ways. Research consistently finds that repetition builds recognition, making a brand more likely to be recalled later (Yang, 2024). However, there is variation depending on audience, platform, and context. In Nigeria, where social media use is high and audiences are young and digitally savvy, repeated messages can achieve visibility quickly, but users are also more selective, scrolling past content that feels irrelevant or overbearing (Okoro & Chukwuemeka, 2021). In other words, repetition may plant a brand in memory, but it does not guarantee active engagement. This distinction between recognition and active response is often underestimated in marketing practice.

Ads repeated with slight modifications, different visuals, alternative captions, or updated messaging tend to hold attention longer than ads repeated verbatim (Whang & Lee, 2025). Interestingly, this literature shows that repetition interacts with variation and novelty. This suggests that the value of repetition is not in sheer frequency but in strategic variation. Nigerian campaigns often fail to leverage this subtlety, relying instead on identical visuals across multiple posts. While the advert may register in the mind of the user, overexposure without variation can trigger disinterest or active avoidance. Some scholars argue this is particularly relevant in social media, where users have control over engagement and can scroll past or mute content with a click (Voorveld et al., 2017). From these already existing standpoints, it is safe to say that repetition alone can never be the primary tool; it must work alongside relevance, variation, and audience insight.

Another critical point is the threshold of tolerance. Social media algorithms often push the same advert repeatedly within short intervals, which can backfire. Studies suggest that repeated exposure initially increases familiarity, but beyond a certain point, it triggers advertising fatigue or perceived intrusiveness (Pechmann et al., 2013; Schmidt & Eisend, 2018). This is different from traditional media, such as television or radio, where repeated adverts are spaced predictably, giving audiences time to process content without feeling overwhelmed. In social media, the immediacy and volume of exposure make the tolerance threshold lower. Nigerian audiences, particularly urban youth exposed to high volumes of content daily, may disengage quickly if repetition feels excessive. In practical terms, a campaign that works well in a controlled environment like TV may fail on Instagram or TikTok if it lacks adaptation to digital attention patterns.

Yet, repeated exposure is not entirely negative, even when it irritates. Some research shows that short-term annoyance can coexist with long-term recall. Even when users express fatigue, the

familiarity built through repetition tends to remain in memory, influencing subsequent brand consideration (Schmidt & Eisend, 2018). This can sometimes create some kind of tension as repetition can feel intrusive in the moment, but its imprint persists. Brands promoting new consumer goods often rely on repeated campaigns to stay top of mind, and Lush Hair provides a clear example. The brand frequently posts on Instagram, TikTok, and Facebook, showing different hairstyles, product demonstrations, and customer testimonials multiple times across weeks. Even if a potential buyer scrolls past the first few posts, repeated exposure keeps the brand visible, so that when they are ready to purchase hair extensions or styling products, Lush Hair is the first name that comes to mind. This approach illustrates how repetition is not just about bombardment; it is about gently embedding the brand into memory over time, reinforcing recognition and increasing the likelihood of eventual adoption. Thus, what seems to be the challenge for most products is balancing repetition so it builds memory without triggering disengagement.

The contrast between social media and mainstream media further illustrates the complexity of repeated exposure. Television and radio repetition tends to be structured, predictable, and one-directional. Users accept these adverts as part of the media experience. Social media, however, is interactive, unpredictable, and uncontained. An advert may appear multiple times in a single scrolling session, and users can immediately react, share, or comment. This interaction amplifies both the benefits and the risks of repetition. Positive engagement, such as likes, shares, or supportive comments, can reinforce brand perception and strengthen familiarity, whereas negative feedback can undermine it (Ilakkiya & Tamilselvan, 2025). This duality, therefore, makes repetition in digital environments far more complex than traditional advertising theory suggests.

From the foregoing, social media campaigns often rely on influencer marketing, micro-targeting, and high posting frequency to reach young audiences. While these strategies increase

exposure, they also raise the risk of habituation. Users quickly filter out repetitive content that lacks perceived value or novelty (Jankowski, 2021). Thus, effective repetition in Nigeria requires a combination of frequency, variation, cultural relevance, and credible endorsements. It is not enough to show the advert repeatedly; marketers must ensure it resonates with lived experience, fits the platform, and engages users in a meaningful way. Repetition remains essential, but its impact is conditional and requires thoughtful execution to influence consumer behaviour positively.

2.2.2 Social Media Advertising and the Adoption of New Products

The shift from traditional media advertising to social media fundamentally changed how new products are introduced and adopted. Traditional media tends to broadcast messages in a one-way flow, offering visibility but limited interaction. Social media breaks that mould. It places consumer response at the centre, enabling feedback loops, peer interaction, and active engagement that have measurable effects on behaviour (Ilakkiya & Tamilselvan, 2025). Repeated exposure builds familiarity, but familiarity alone does not explain why some products are adopted quickly while others languish despite heavy advertising. Contemporary research suggests that *engagement quality* matters more than sheer frequency. A familiar advert that fails to elicit interaction often produces little movement beyond initial awareness. In contrast, messages that invite comments, shares, or personal reaction embed themselves more firmly in consumer cognition, increasing the likelihood of trial and eventual adoption (Smith & Zook, 2020). In this way, social media blurs the line between seeing an advert and actively engaging with it.

Unlike one-directional adverts, social media platforms allow consumers to engage directly with content through likes, comments, and shares, and these interactive behaviours have been linked to stronger adoption outcomes. Smith and Zook (2020) discovered that when users interact

with advertising content, they not only pay more attention but also process the message more deeply, which strengthens memory and persuasion. This is a key distinction from broadcast models; while multiple exposures increase familiarity, it is the quality of interaction that often translates awareness into actual purchase decisions. Brands that rely solely on frequency without tailoring content for interaction risk generating hollow visibility, a phenomenon observed in many fast-moving digital campaigns where adverts are seen repeatedly but fail to stimulate meaningful engagement or action (Whang & Lee, 2025). In essence, interaction transforms repeated exposure into persuasive influence.

Social influence and electronic word-of-mouth (eWOM) represent another dimension absent in legacy media but central to social media adoption mechanisms. Traditional repeat advertising might increase recall, but online social signals, recommendations, user reviews, and shared experiences, amplify persuasive impact because they reduce uncertainty surrounding a new product (Chen & Hu, 2020). eWOM functions as social proof, persuading consumers not only through the advert itself but through the responses of others within their community. In alignment with this Lou & Yuan, (2019) stated that positive peer endorsements often wield greater influence than repeated message exposure from the brand alone. This suggests that social adoption is as much about community interaction as it is about repeated visibility. Social media allows these signals to circulate rapidly, shaping perceptions that directly influence adoption decisions, especially for products that require trust or experiential validation before purchase.

Awareness remains the initial and necessary stage of adoption, but it is not sufficient on its own. Classic models, such as the AIDA framework, awareness, interest, decision, and action, are still useful for understanding consumer progression (Barry & Howard, 2012). Social media accelerates this process by compressing these stages into overlapping experiences rather than

discrete steps. Research indicates that social advertising contributes to early awareness and can stimulate interest, but sustained engagement is what moves consumers from interest to action (Lu et al., 2021). In practical terms, repeated exposure on its own does little if not paired with credible or engaging content. An advert that simply appears frequently without variation or meaningful relevance may generate awareness, but it often fails to carry audiences into conviction and purchase, particularly in saturated feeds where attention is the scarcest resource (Kumar et al., 2022).

Adoption is also moderated by trust and source credibility. Exposure to content from trusted sources, whether influencers with perceived expertise or peers with genuine experience, tends to result in higher adoption rates than exposure from generic brand channels alone (De Veirman, Cauberghe & Hudders, 2017; Lim et al., 2020). This aligns with foundational persuasion research, which argues that the messenger matters at least as much as the message (Petty & Cacioppo, 1986). In digital spaces, the perceived authenticity of the source often influences how repeated exposure is interpreted. Influencer endorsements, when perceived as genuine rather than promotional, enhance perceived credibility, which in turn raises adoption likelihood (Djafarova & Rushworth, 2017). Without credible backing, repeated exposure, no matter how frequent, is less likely to translate into behavioural adoption.

Despite these advantages, adoption on social media is not without limitations. Exposure alone may not significantly predict immediate purchase behaviour, particularly if the messaging feels irrelevant or if consumer trust is weak. A meta-analysis of social media advertising studies showed that while exposure affects early stages of the decision process (awareness and interest), its effect on actual purchase intention is significantly moderated by engagement quality, content relevance, and perceived credibility (Dwivedi et al., 2021). This finding underscores a critical

insight: social media adoption is not a simple linear function of exposure. It is shaped by a constellation of factors that must align for exposure to lead to action.

In sum, social media advertising has the potential to accelerate the adoption of new products, but it does so through interactive, social, and credibility-anchored mechanisms rather than through repetition alone. Repeated exposure lays the groundwork for recognition, but it is the combination of engagement, interactivity, social endorsement, and trusted messaging that ultimately drives behavioural adoption. This thorough explanation goes further than conventional frequency-based models to give a more comprehensive, empirically supported knowledge of how digital advertising affects consumer behaviour in a networked, interactive media environment.

2.3 Empirical Review

Knoll (2016) conducted a systematic review on the effectiveness of social media advertising across different contexts and industries. The study aimed to examine the effectiveness of social media advertising and identify the major factors influencing consumer responses to advertising messages. As a review study, it did not adopt a single theoretical framework but synthesized findings from 51 empirical studies that were guided by theories such as the Elaboration Likelihood Model and Uses and Gratifications Theory. The researcher employed a qualitative synthesis approach by systematically reviewing and analysing findings from previous studies rather than collecting primary data. The findings revealed that exposure frequency, interactivity, electronic word-of-mouth (eWOM), and audience targeting are among the most important determinants of advertising effectiveness. The study specifically found that repeated exposure enhances brand recall, consumer familiarity, and message retention, while interactivity strengthens positive attitudes toward advertised products. The study concluded that social media advertising effectiveness depends largely on both the frequency of exposure and the level of audience

engagement. It recommended that advertisers develop campaigns that combine repeated exposure with interactive features to maximize effectiveness. This study is relevant to the present research because it provides evidence that repeated exposure influences consumer behaviour and product adoption. However, the study lacked a specific contextual focus and did not examine how repeated exposure operates within the Nigerian social media environment, thereby creating a gap that the current study seeks to fill.

Asemah, Kente, and Nkwam-Uwaoma (2021) investigated the effectiveness of social media advertising in influencing consumer behaviour in Nigeria. The study aimed to assess the extent to which social media advertising affects consumer awareness, perception, and purchase behaviour among Nigerian social media users. The study was anchored on the Hierarchy of Effects Model, which explains that consumers move through a series of stages, including awareness, interest, desire, and action, before adopting a product. To achieve its objectives, the researchers adopted a survey research design and collected primary data from social media users across different parts of Nigeria. Data obtained from respondents were analysed to determine the influence of social media advertising on consumer behaviour. The findings revealed that social media advertising significantly enhances consumer awareness and positively shapes perceptions of advertised products. The study further showed that repeated exposure to social media advertisements improves message retention, strengthens brand recall, and increases the likelihood of behavioural responses among consumers. Interactive features such as comments, likes, and shares were also found to reinforce consumer engagement and interest in advertised products. The researchers concluded that the effectiveness of social media advertising in influencing consumer behaviour depends largely on the frequency of exposure and the level of audience interaction with advertising content. Consequently, they recommended that advertisers in Nigeria should combine

high-frequency advertising campaigns with interactive content strategies to improve consumer engagement and encourage product adoption. This study is relevant to the present research because it provides empirical evidence that repeated exposure to social media advertisements in Nigeria can influence consumer awareness and behavioural outcomes. However, the study focused on general consumer behaviour and did not specifically examine audience adoption of a particular product category. Furthermore, it did not investigate how repeated exposure independently influences product adoption decisions. This gap provides a basis for the current study, which seeks to examine the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair Products.

Oliha and Obaika (2024) examined factors influencing consumer buying intention through social media advertising within the Nigerian economy. The study sought to determine how variables such as informativeness, entertainment, credibility, and perceived value influence consumer attitudes and purchase intentions. The study was grounded in the Uses and Gratifications Theory and the Theory of Reasoned Action, both of which explain how consumers process information and develop behavioural intentions based on their perceptions and evaluations of media content. The researchers adopted a quantitative research design and collected survey data from 364 respondents comprising students, employees, and entrepreneurs. Structural Equation Modelling (SEM) was employed to analyse the relationships among the study variables. The findings revealed that informativeness, entertainment, credibility, and perceived value significantly influence consumer attitudes toward social media advertisements, which subsequently affect purchase intentions. The study further found that repeated exposure strengthens these relationships by enhancing familiarity with advertised products, improving message retention, reducing perceived risk, and increasing consumer confidence in purchasing

decisions. Consumers who encountered advertising messages repeatedly were more likely to develop favourable attitudes and stronger intentions to purchase the advertised products. The study concluded that consumer attitudes serve as a key mechanism through which social media advertising influences purchase intention and that repeated exposure acts as an important reinforcing factor in this process. Based on these findings, the researchers recommended that marketers should combine high-quality advertising content with consistent and repeated exposure strategies to strengthen consumer trust and encourage product adoption. The study is highly relevant to the present research because it directly demonstrates the role of repeated exposure in shaping consumer attitudes and behavioural intentions in Nigeria. However, although repeated exposure was discussed as an important factor, the study did not explicitly examine it as an independent variable influencing the adoption of a specific product category. The present study intends to fill this gap by specifically investigating the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair Products.

2.4 Theoretical Framework

This study is anchored on two key theories that provide a clear explanation of how social media advertising influences consumer behaviour and product adoption. These are Social Learning Theory and Diffusion of Innovations Theory.

2.4.1 Social Learning Theory

Social Learning Theory, developed by Albert Bandura, explains that individuals acquire new behaviours through observation, imitation, and modelling. The theory posits that learning does not occur solely through direct experience but also through observing the actions of others and the consequences of those actions. Bandura identifies four key processes involved in observational learning, namely attention, retention, reproduction, and motivation. Attention refers

to the ability of individuals to notice a behaviour, retention involves the ability to remember what has been observed, reproduction is the act of performing the observed behaviour, while motivation determines whether the individual is willing to replicate the behaviour.

In this study, Social Learning Theory provides a strong foundation for understanding how social media advertising influences consumer behaviour on Lush hair. Repeated exposure plays a critical role within this framework. When consumers encounter the same advertisement multiple times, it strengthens memory and familiarity, making the product more recognisable and acceptable. Over time, this repeated interaction reduces uncertainty and increases the likelihood of imitation, leading to product adoption. For instance, when a user repeatedly sees an influencer using a particular Lush hair product, the perceived credibility and desirability of that product may increase, encouraging the user to adopt it. Social Learning Theory, therefore, explains the psychological process through which exposure to social media advertising can shape attitudes and influence consumer decisions.

2.4.2 Diffusion of Innovation Theory

Diffusion of Innovations Theory, proposed by Everett Rogers, complements Social Learning Theory by explaining how new ideas, products, or innovations spread within a social system. The theory suggests that the adoption of an innovation is a process that occurs over time and involves several stages. These stages include knowledge, persuasion, decision, implementation, and confirmation. At the knowledge stage, individuals become aware of the existence of a product. During persuasion, they form an attitude towards it. The decision stage involves choosing whether to adopt or reject the product, followed by implementation, where the product is used, and confirmation, where the decision is reinforced.

In relation to this study, social media advertising plays a significant role in the early stages of the diffusion process. Through repeated exposure to advertisements on platforms such as Facebook, Instagram, and Twitter, consumers become aware of new products and gradually develop interest in them. The persuasive nature of social media advertising, combined with peer influence and user-generated content, helps shape positive attitudes towards these products. This increases the likelihood of adoption, especially when individuals observe others within their social network using and endorsing the product.

The theory also categorises individuals into different adopter groups, namely innovators, early adopters, early majority, late majority, and laggards. Social media has accelerated the diffusion process by enabling rapid information sharing and increasing the visibility of new products. Influencers and content creators often function as early adopters or opinion leaders who introduce products to a wider audience. Their endorsements can significantly influence the adoption decisions of others, particularly those who rely on social validation before making purchase decisions. This makes Diffusion of Innovations Theory highly relevant for understanding how social media advertising contributes to the spread and acceptance of new products.

REFERENCES

- Asemah, E. S. (2011). *Selected mass media themes*. University Press.
- Asemah, E. S., Kente, J. S., & Nkwam-Uwaoma, A. O. (2020). *Organisation and management of public relations and advertising agencies*. MATKOL Press.
- Arens, W. F. (2008). *Contemporary advertising* (12th ed.). McGraw-Hill.
- Arijeniwa, A., Nwaoboli, C., Ajimokunola, S., & Uwuoruya, J. (2022). *Digital advertising and consumer engagement in emerging markets*. Academic Press.
- Baidoo Jnr, F., & Dompey Enyonam, P. (2024). *The influence of media advertisement on consumer buying behaviour – the pragmatic view* (SSRN Scholarly Paper No. 4912855). SSRN. <https://papers.ssrn.com/abstract=4912855>
- Bel-Molokwu, N. (2000). *Advertising in Nigeria: History and development*. Concept Publications.
- boyd, d. m., & Ellison, n. b. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Chaffey, D. (2015). *Digital business and e-commerce management* (6th ed.). Pearson.
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention. *Computers in Human Behavior*, 49, 597–600. <https://doi.org/10.1016/j.chb.2015.03.051>
- Deiss, R., & Henneberry, R. (2020). *Digital marketing for dummies*. Wiley.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... Wang, Y. (2021). Setting the future of digital and social media marketing research:

Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.

Evans, D. (2012). *Social media marketing: An hour a day*. Wiley.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373.

Ihechu, I. P., Madu, O. P., & Onwuzuruigbo, D. U. (2022). Social media advertising and the buying behaviour of electronics products' consumers in South-East Nigeria. *SSRG International Journal of Humanities and Social Science*, 9(2), 5–14.
<https://doi.org/10.14445/23942703/IJHSS-V9I2P102>

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>

Kenechukwu, S. A., Asemah, E. S., & Edegoh, L. O. N. (2013). Behind advertising: The language of persuasion. *International Journal of Asian Social Science*, 3(4), 951–959.

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251.

Knoll, J. (2016). Advertising in social media: A review of empirical evidence. *International Journal of Advertising*, 35(2), 223–239. <https://doi.org/10.1080/02650487.2015.1021898>

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Lim, X. J., Radzol, A. M., Cheah, J. H., & Wong, M. W. (2020). The impact of social media influencers on purchase intention and consumer behavior. *Journal of Retailing and Consumer Services*, 54, 102133.

- Lou, C., & Yuan, S. (2019). Influencer marketing effectiveness: The role of consumer engagement and social proof. *Journal of Interactive Advertising*, 19(1), 58–73.
- Nwaoboli, C., Ogunyemi, O., & Ezegwu, D. (2023). *Advertising and consumer behaviour*. Academic Press.
- Ogbodoh, C. (1990). *Traditional communication systems in Nigeria*. Spectrum Books.
- Oliha, F., & Obaika, G. O. (2024). Analysis of the factors of social media advertising and their influence on consumer's buying intention. *FUDMA Journal of Sciences*, 8(5), 326–334. <https://doi.org/10.33003/fjs-2024-0805-2729>
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer.
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
- Safko, L., & Brake, D. K. (2009). *The social media bible: Tactics, tools, and strategies for business success*. Wiley.
- Shirky, C. (2011). The political power of social media: Technology, the public sphere, and political change. *Foreign Affairs*, 90(1), 28–41.
- Smith, P. R., & Zook, Z. (2020). *Marketing communications: Integrating offline and online with social media* (7th ed.). Kogan Page.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). Sage.
- van Dijck, J. (2013). *The culture of connectivity: A critical history of social media*. Oxford University Press.

CHAPTER THREE

METHODOLOGY

This chapter explains the procedures used to collect and process the study's data. It outlines the research design, study population, sample size, sampling strategy, research instrument and its administration, validity and reliability, as well as the methods of data collection and analysis.

3.1 Research Design

Research design is the plan that guides how a study is structured and how data are collected to answer research questions and draw valid conclusions (Nwaoboli et al., 2023; Creswell, 2014). This study adopted a survey research design, which used questionnaires to gather data on the opinions, attitudes, and behaviours of a selected population (Asemah et al., 2012; Babbie, 2010). The approach enabled the researcher describe the phenomenon and make generalizations from the sample.

3.2 Population of the Study

Population refers to the entire group of individuals or elements that share characteristics relevant to a study (Ovie & Nwaoboli, 2022; Okwechime, 2013). The population of this study comprised all undergraduate students in the Department of Mass Communication at the University of Benin. According to departmental records (2026), the total number of students is 1,009. This population represent the group from which the sample for the study was drawn.

3.3 Sample Size

A sample is a subset of a population selected to represent the whole (Olannye, 2017). Sample size determination involves selecting a number of respondents that adequately reflects the characteristics of the population. In this study, the sample size was drawn from a population of 1,009 students using the Taro Yamane formula.

Taro Yamane Formula: $n = \frac{N}{1 + N(e)^2}$

Where n= Sample size.

N= Population size

E= Margin of error at 0.05

Therefore: $n = \frac{N}{1 + N(0.05)^2}$

$n = \frac{1,009}{1 + 1,009 \times 0.0025}$

$n = \frac{1,009}{1 + 2.5}$

$n = \frac{1,009}{3.5}$

$n = 288$

Therefore, n is approximately, 288.

3.4 Sampling Technique

The study adopted the stratified random sampling technique, which involves dividing the population into homogeneous subgroups and proportionately selecting respondents from each group to ensure adequate representation (Asemah, Gujbawu, Ekhareafo, & Okpanachi, 2017). This technique was considered appropriate because the study population comprised undergraduate students from different academic levels, and it was necessary to ensure that students in each level were fairly represented in the sample. The population was divided into four strata based on academic level: 100 Level, 200 Level, 300 Level, and 400 Level. A total sample size of 288 respondents was proportionately allocated among the four levels according to their respective population sizes. The allocation was determined using the proportionate stratified sampling formula:

$$\frac{n \times s}{N} = 1$$

Where n = Population of each strata

$$\begin{array}{lcl} N & = & \text{Total population} \\ s & = & \text{Sample size} \end{array}$$

Therefore, incorporating the figures into the Formula, the researcher arrived at the following:

400 Level

$$\frac{238}{1009} \times \frac{288}{1} = 68 \text{ students}$$

300 Level

$$\frac{237}{1009} \times \frac{288}{1} = 68 \text{ students}$$

200 Level

$$\frac{258}{1009} \times \frac{288}{1} = 74 \text{ students}$$

100 Level

$$\frac{276}{1009} \times \frac{400}{1} = 79 \text{ students}$$

Tabular presentation of the samples

S/N	Level	Population	Sample Size
1	100 level	276	79
2	200 level	258	74
3	300 level	237	68
4	400 level	238	68

3.5 Description of Instrument

The instrument used for data collection in this study was a structured questionnaire designed by the researcher based on the objectives and research questions of the study. The questionnaire consisted of 18 items divided into two sections. The instrument was made up entirely of close-ended questions, allowing respondents to select responses from the options provided. Section A contained four (4) demographic questions designed to obtain information about the respondents' age, gender, and highest educational qualification and academic. These questions employed the multiple-choice format, enabling respondents to choose the option that best described them. Section B consisted of fourteen (14) psychographic items designed to measure respondents' social media usage patterns, exposure to Lush Hair advertisements, perceptions of the advertisements, factors influencing product adoption, and the influence of repeated exposure on adoption behaviour. Questions 4 and 5 were structured as multiple-choice close-ended questions, while Questions 6 to 17 were measured using a five-point Likert scale consisting of Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). The Likert-scale items enabled respondents to indicate the extent of their agreement or disagreement with statements relating to the study variables.

3.6 Validity of the Instrument

The validity of the research instrument was ensured through both face and content validity. Content validity was achieved by aligning the questionnaire items with the study's objectives and research questions to ensure they adequately cover the variables under investigation (Creswell, 2014). Face validity was established by submitting the instrument to the research supervisor for expert review. The supervisor assessed the items for clarity, relevance, and appropriateness in measuring the intended variables before the questionnaire was administered.

3.7 Reliability of the Instrument

The reliability of the instrument was established using Cronbach's Alpha coefficient, which measures the internal consistency of questionnaire items. A pilot study was conducted with 30 respondents who possessed similar characteristics to the target population but were not included in the main study. The responses obtained from the pilot study were used to determine the reliability of the instrument. The analysis yielded a Cronbach's Alpha coefficient of 0.82, indicating a high level of internal consistency among the questionnaire items. Since the coefficient exceeded the minimum acceptable benchmark of 0.70, the instrument was considered reliable and suitable for the study.

3.8 Method of Data Collection

This section outlines how the researcher administered and collected the questionnaire data. The copies of the questionnaire were distributed directly to the respondents, with a total of 288 copies given to students of the Department of Mass Communication at the University of Benin. Distribution was carried out through both physical and online channels.

3.9 Method of Data Analysis

In this study, data were quantitatively analysed with presentation on tables showing frequencies and percentages.

REFERENCES

- Asemah, E. S., Gujbawu, M., Ekhareafor, D. O., & Okpanachi, R. U. (2017). *Research methods and procedures in mass communication*. Jos: Great Future Press.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage Publications.
- Nwaoboli, E. P., Nwammuo, A. N. & Asemah, E. S. (2023). Instagram and Facebook Netizens' Dialectics of Ike Ekweremadu's organ trafficking case. In E. S. Asemah (Ed.). *Mass Media, Politics and Civic Engagement in Nigeria* (pp. 2-14). Enugu: Franklead.
- Ovie, F. O. & Nwaoboli, E. P. (2022). Perception and acceptance of media campaigns of COVID-19 vaccine among teachers in select secondary schools in Benin City. *International Journal of Arts, Humanities and Management Studies*, 8(11), 16-22

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presents the analysis and interpretation of the data collected for the study. The data were analysed using simple percentages and frequency tables in line with the research questions.

4.1 Data Presentation

Table 1: Age Distribution of Respondents

Variable	Frequency	Percentage %
16–19	62	21.5%
20–24	163	56.5%
25–29	30	10.4%
30–34	22	7.6%
35 and above	11	3.8%
Total	288	100%

Field Survey, 2026

The majority of respondents (56.5%) are aged 20–24, indicating that young adults form the core of the survey population.

Table 2: Gender Distribution of Respondents

Variable	Frequency	Percentage %
Male	112	38.9%
Female	176	61.1%
Total	288	100%

Field Survey, 2026

The majority (61.1%) are female, reflecting the predominant gender interest in hair care products.

Table 3: Educational Level of Respondents

Variable	Frequency	Percentage %
Secondary school	258	89.5%
OND/NCE	27	9.3%
Bachelor’s Degree	3	1%
Postgraduate	0	0%
Other	0	0%
Total	288	100%

Field Survey, 2026

A vast majority (89.5%) have secondary school education, making this the dominant educational group.

Table 4: Academic Level of Respondents

Academic Level	Frequency	Percentage %
400 Level	68	23.6%
300 Level	68	23.6%
200 Level	74	25.6%
100 Level	79	27%
Total	288	100%

Field Survey, 2026

From the data presented in the table above states that a majority of the respondents for this study were 100 level students.

Table 5: Which social media platforms do you use most?

Variable	Frequency	Percentage %
Instagram	108	37.5%
Tiktok	82	28.5%
Twitter	44	15.3%
Youtube	32	11.1%
Facebook	22	7.6%
Total	288	100%

Field Survey, 2026

A majority (37.5%) use Instagram most frequently, followed closely by Tiktok (28.5%), indicating these as the primary platforms for reaching the audience.

Table 6: How frequently do you use social media?

Variable	Frequency	Percentage %
Very frequent	156	54.2%
Frequent	80	27.8%
Occasionally	38	13.2%
Rarely	10	3.5%
Never	4	1.3%
Total	288	100%

Field Survey, 2026

From the table above, the data indicates that over half of the respondents (54.2%) use social media very frequently, confirming a high level of digital engagement within the sample.

Table 7: I Frequently encounter lush hair advertisements while using social media platforms

Variable	Frequency	Percentage %
Strongly Agree	102	35.4%
Agree	114	39.6%
Neutral	34	11.8%
Disagree	26	9%
Strongly Disagree	12	4.2%
Total	288	100%

Field Survey, 2026

According to the table above, a combined majority of 75% agree or strongly agree that they are frequently exposed to Lush Hair advertisements on social media.

Table 8: Lush Hair advertisements appear regularly across Social Media Platforms

Variable	Frequency	Percentage %
Strongly Agree	96	33.3%
Agree	114	39.6%
Neutral	36	12.5%
Disagree	28	9.7%
Strongly Disagree	14	4.9%
Total	288	100%

Field Survey, 2026

From the table above, the data shows that 72.9% of respondents either agree or strongly agree that Lush Hair ads appear regularly across various social media platforms.

Table 9: I often see Lush Hair advertisements multiple times during my social media browsing sessions

Variable	Frequency	Percentage %
Strongly Agree	104	36.1%
Agree	116	40.3%
Neutral	32	11.1%
Disagree	24	8.3%
Strongly Disagree	12	4.2%
Total	288	100%

Field Survey, 2026

The table above reveals that a combined 76.4% agree or strongly agree that they often come across repeated Lush Hair advertisements while browsing social media.

Table 10: Lush Hair advertisements are visually attractive and appealing

Variable	Frequency	Percentage %
Strongly Agree	118	41%
Agree	116	40.3%
Neutral	26	9%
Disagree	18	6.2%
Strongly Disagree	10	3.5%
Total	288	100%

Field Survey, 2026

From the table above, it is clear that the majority (81.3%) agree or strongly agree that Lush Hair advertisements are visually attractive and appealing.

Table 11: The advertisements clearly communicate the benefits and the uses of the products

Variable	Frequency	Percentage %
Strongly Agree	82	28.5%
Agree	112	38.9%
Neutral	44	15.3%
Disagree	32	11.1%
Strongly Disagree	18	6.2%
Total	288	100%

Field Survey, 2026

Looking at the data from the table above, 67.4% of respondents agree or strongly agree that the advertisements clearly communicate product benefits and usage instructions.

Table 12: I consider Lush Hair advertisements to be trustworthy and credible

Variable	Frequency	Percentage %
Strongly Agree	56	19.4%
Agree	98	34%
Neutral	54	18.8%
Disagree	50	17.4%
Strongly Disagree	30	10.4%
Total	288	100%

Field Survey, 2026

From the table above, the data indicates that 53.4% agree or strongly agree that the advertisements are credible, although this majority is slimmer compared to other perception-based questions.

Table 13: influencer endorsement on social media influence my decision to try Lush Hair products

Variable	Frequency	Percentage %
Strongly Agree	93	32.2%
Agree	134	46.5%
Neutral	18	6.2%
Disagree	23	7.9%
Strongly Disagree	20	6.9%
Total	288	100%

Field Survey, 2026

The table above shows that a strong combined majority of 78.7% agree or strongly agree that influencer endorsements play a significant role in their decision to try Lush Hair products.

Table 14: positive online reviews and user experiences encourage me to purchase Lush Hair products

Variable	Frequency	Percentage %
Strongly Agree	100	34.7%
Agree	122	42.4%
Neutral	30	10.4%
Disagree	22	7.6%
Strongly Disagree	14	4.9%
Total	288	100%

Field Survey, 2026

According to the table above, the data reveals that 77.1% agree or strongly agree that positive online reviews influence their purchasing decisions regarding Lush Hair products.

Table 15: Product affordability and ease of access influence my decision to adopt Lush hair products

Variable	Frequency	Percentage %
----------	-----------	--------------

Strongly Agree	108	37.5%
Agree	124	43.1%
Neutral	26	9%
Disagree	18	6.2%
Strongly Disagree	12	4.2%
Total	288	100%

Field Survey, 2026

From the table above, it is evident that 80.6% of respondents agree or strongly agree that affordability and accessibility are major factors influencing their adoption of Lush Hair products.

Table 16: Repeated exposure to Lush hair advertisements increases my familiarity with the brand

Variable	Frequency	Percentage %
Strongly Agree	118	41%
Agree	120	41.7%
Neutral	24	8.3%
Disagree	16	5.5%
Strongly Disagree	10	3.5%
Total	288	100%

Field Survey, 2026

The data from the table above shows that an overwhelming 82.7% agree or strongly agree that repeated exposure to Lush Hair advertisements enhances brand familiarity.

Table 17: The more I see Lush Hair advertisements, the more likely I am to consider purchasing the product

Variable	Frequency	Percentage %
Strongly Agree	90	31.3%
Agree	118	41%
Neutral	36	12.5%
Disagree	28	9.7%
Strongly Disagree	16	5.5%
Total	288	100%

Field Survey, 2026

From the table above, the data indicates that 72.3% agree or strongly agree that repeated exposure to these advertisements influences their intention to purchase Lush Hair products.

Table 18: Continuous exposure to Lush Hair advertisements increases my trust and preference for the brand over competitors

Variable	Frequency	Percentage %
Strongly Agree	76	26.3%
Agree	141	48.9%
Neutral	17	5.9%
Disagree	38	13.2%
Strongly Disagree	16	5.5%
Total	288	100%

Field Survey, 2026

Looking at the table above, the data reveals that 75.2% agree or strongly agree that continuous exposure to Lush Hair advertisements builds brand trust and preference over time.

4.2 Discussion of Findings/Answer to Research Questions

Research Question 1: *What is the level of exposure of audiences to social media advertisements of Lush Hair Products?*

The findings reveal that audiences have a high level of exposure to Lush Hair advertisements on social media platforms. Table 7 shows that a combined majority of 75% of respondents agreed or strongly agreed that they are frequently exposed to Lush Hair advertisements on social media. Similarly, Table 8 indicates that 72.9% of respondents agreed or strongly agreed that Lush Hair advertisements appear regularly across different social media platforms, while Table 9 reveals that 76.4% agreed or strongly agreed that they often encounter repeated Lush Hair advertisements while browsing social media. These findings suggest that Lush

Hair maintains strong visibility among social media users through frequent advertisement placement and repeated exposure.

This finding supports the argument of Kaplan and Haenlein (2010), who explained that social media platforms provide opportunities for continuous content creation and distribution, allowing brands to reach audiences repeatedly through user-centred digital spaces. In the same vein, Knoll (2016) found that exposure frequency is an important factor in determining the effectiveness of social media advertising, as repeated encounters with advertising messages improve brand recognition and message retention. Therefore, the high exposure level recorded in this study indicates that Lush Hair's consistent presence on social media may contribute to increased awareness and familiarity among audiences.

The finding also agrees with the discussion in Chapter Two on repeated exposure, where Yang (2024) noted that repeated advertising exposure enhances brand recall by increasing familiarity with a product or brand. This implies that the frequent appearance of Lush Hair advertisements on social media allows audiences to become more familiar with the brand and its products. However, as explained by Voorveld et al. (2017), repeated exposure does not automatically guarantee purchase behaviour, because audiences may still selectively engage with advertising content depending on relevance and personal interest.

The findings can also be explained using Social Learning Theory by Bandura, which states that individuals learn through observation, attention, retention, and imitation. In the context of this study, repeated exposure to Lush Hair advertisements increases the likelihood that audiences will notice and retain information about the brand. When users repeatedly observe Lush Hair products, hairstyles, and endorsements on social media, the brand becomes more recognisable and may

influence future consumer decisions. The theory therefore explains how continuous exposure can create familiarity and shape consumer attitudes towards advertised products.

Furthermore, the Diffusion of Innovations Theory by Rogers supports this finding by explaining that awareness is the first stage in the adoption process. Through frequent exposure to Lush Hair advertisements, audiences gain knowledge of the products and gradually develop interest and perceptions about the brand. The repeated appearance of Lush Hair content across social media platforms helps move audiences from the awareness stage towards possible adoption by increasing product visibility and reducing uncertainty.

Therefore, the finding demonstrates that audiences are highly exposed to Lush Hair advertisements on social media. The advertisements achieve strong visibility through frequent appearances and repeated messaging, which help improve brand awareness and familiarity. However, while exposure creates the foundation for consumer adoption, other factors such as engagement, trust, product quality, and personal relevance may determine whether this awareness translates into actual purchase behaviour.

Research Question 2: *What are the audience perceptions of social media advertisements of Lush Hair Products?*

The findings indicate that audience perceptions of Lush Hair advertisements on social media are generally positive, although differences exist across specific dimensions of perception. Table 9 shows that a significant majority of respondents (81.3%) agreed or strongly agreed that Lush Hair advertisements are visually attractive and appealing. This suggests that the advertisements successfully capture audience attention through creative presentation, appealing visuals, and engaging content. This finding supports the argument of Kaplan and Haenlein (2010), who explained that social media platforms are built around user-generated content involving

visuals, interaction, and creativity, making them effective spaces for brands to create attractive promotional messages.

The finding also aligns with Tuten and Solomon (2017), who noted that social media advertising relies heavily on engaging content formats, particularly visual elements, to attract and maintain audience attention. Since platforms such as Instagram and Facebook are highly visual environments, Lush Hair's use of product displays, hairstyles, and creative advertising formats may contribute to the positive perception recorded among respondents. The strong agreement on visual appeal indicates that the brand's advertising strategies effectively communicate its identity and attract audience interest.

Regarding message clarity, Table 11 reveals that 67.4% of respondents agreed or strongly agreed that Lush Hair advertisements clearly communicate product benefits and usage instructions. This indicates that most respondents perceive the advertisements as informative and understandable. This finding is consistent with Asemah, Kente, and Nkwam-Uwaoma (2021), who stated that social media advertising helps consumers gain awareness and understanding of products by presenting information in a direct and accessible manner. The result also supports the discussion in Chapter Two that advertising serves both an informative and persuasive function by helping consumers understand product features while influencing their attitudes towards the brand.

However, the finding from Table 12 shows that only 53.4% of respondents agreed or strongly agreed that Lush Hair advertisements are credible and trustworthy. Compared with visual attractiveness and message clarity, this represents a lower level of positive perception. This suggests that although audiences appreciate the appearance and information provided by the advertisements, some respondents may still require stronger evidence or assurance before fully trusting the messages. This finding agrees with Lou and Yuan (2019), who argued that the

effectiveness of social media advertising depends not only on attractive content but also on perceived credibility and trust. Consumers are more likely to respond positively when advertising messages are supported by reliable sources, authentic reviews, or credible endorsements.

The finding can further be explained using Social Learning Theory by Bandura, which suggests that individuals develop attitudes and behaviours through observation and interpretation of information around them. In this study, repeated exposure to Lush Hair advertisements may help audiences observe product features, styling possibilities, and brand messages. However, for this observation to influence acceptance, audiences must also perceive the information as believable and reliable. Therefore, positive visual appeal alone may not be enough to create complete trust in the brand.

Similarly, Diffusion of Innovations Theory by Rogers explains that before adopting a product, consumers move from awareness to persuasion and decision stages. The findings suggest that Lush Hair advertisements are effective at creating awareness and generating positive impressions, particularly through attractive visuals and clear communication. However, the moderate credibility rating indicates that some audiences may still require additional confirmation before moving from interest to adoption.

Therefore, the finding shows that audiences generally have favourable perceptions of Lush Hair advertisements on social media. The advertisements are viewed as attractive and reasonably informative, but credibility remains an area requiring further improvement. This implies that while Lush Hair has succeeded in gaining audience attention, strengthening trust through authentic testimonials, credible endorsements, and transparent product communication may further improve consumer confidence and adoption.

Research Question 3: *What factors influence audience adoption of Lush Hair Products through social media advertisements?*

The findings reveal that audience adoption of Lush Hair products through social media advertisements is influenced by influencer endorsements, positive online reviews, and affordability/accessibility. Table 13 shows that 78.7% of respondents agreed or strongly agreed that influencer endorsements affect their decision to try Lush Hair products. This highlights the importance of social influence and supports Lou and Yuan (2019), who argued that influencer credibility and social proof strengthen consumer trust and purchase intention.

Similarly, Table 14 indicates that 77.1% of respondents agreed or strongly agreed that positive online reviews influence their purchasing decisions. This finding aligns with Chen and Hu (2020), who explained that electronic word-of-mouth reduces uncertainty and helps consumers make adoption decisions by relying on the experiences of others. Therefore, peer opinions and shared experiences contribute significantly to consumer confidence.

Furthermore, Table 15 reveals that 80.6% of respondents agreed or strongly agreed that affordability and accessibility influence their adoption of Lush Hair products. This suggests that beyond advertising appeal, practical factors such as price and product availability determine whether interest generated by advertisements results in actual adoption.

The findings are supported by Diffusion of Innovations Theory by Rogers, which explains that consumers adopt new products based on factors such as awareness, persuasion, and perceived advantage. In this case, influencer endorsements and reviews create persuasion, while affordability and accessibility provide the practical advantage needed for adoption. Therefore, the study shows that social media advertising influences Lush Hair adoption most effectively when combined with trust, social validation, and consumer-friendly product factors.

Research Question 4: *What is the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair Products?*

The findings show that repeated exposure to Lush Hair advertisements has a positive influence on audience adoption. Table 16 indicates that 82.7% of respondents agreed or strongly agreed that repeated exposure enhances brand familiarity. This suggests that continuous encounters with Lush Hair advertisements improve recognition and recall of the brand. This finding supports Yang (2024), who explained that repeated exposure strengthens brand familiarity and increases the likelihood that consumers will remember a product when making purchase decisions.

Furthermore, Table 17 reveals that 72.3% of respondents agreed or strongly agreed that repeated exposure influences their intention to purchase Lush Hair products. This aligns with Knoll (2016), who found that frequent exposure to social media advertisements improves message retention and contributes to positive consumer responses. However, exposure alone may not guarantee adoption, as Chapter Two explains that factors such as relevance, trust, and engagement determine whether awareness translates into action.

Table 18 also shows that 75.2% of respondents agreed or strongly agreed that continuous exposure builds brand trust and preference over time. This supports the Diffusion of Innovations Theory by Rogers, which explains that adoption develops through stages of awareness, persuasion, and decision. Repeated exposure helps audiences become familiar with Lush Hair products, gradually strengthening acceptance and willingness to adopt.

The finding is also consistent with Social Learning Theory by Bandura, which suggests that individuals learn and develop attitudes through repeated observation. By consistently seeing

Lush Hair advertisements, product demonstrations, and customer experiences, audiences are more likely to retain information about the brand and develop favourable perceptions.

Therefore, the study demonstrates that repeated exposure to Lush Hair advertisements significantly contributes to brand familiarity, purchase intention, and trust. Although repetition alone does not determine adoption, it creates the awareness and familiarity necessary for audiences to consider and eventually adopt Lush Hair products.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study was directed at examining the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair products, using undergraduate students of the Department of Mass Communication at the University of Benin as the study population. The objectives of the study were to:

1. Determine the level of exposure of audiences to social media advertisements of Lush Hair Products.
2. Examine audience perceptions of social media advertisements of Lush Hair Products.
3. Identify the factors influencing audience adoption of Lush Hair Products through social media advertisements.
4. Assess the influence of repeated exposure to social media advertisements on audience adoption of Lush Hair Products.

Thus, related works of literature were reviewed with emphasis on some empirical studies relating to this present study, and a questionnaire was administered to gather primary data. The study adopted a survey research design, and data were collected from 288 respondents selected using stratified sampling technique from a population of 1,009 Mass Communication students at the University of Benin. The instrument for data collection was a structured questionnaire consisting of 17 items, with data analysed using frequency counts and percentages presented in tables.

Accruing from the findings of this research, it became obvious to state that:

1. The level of audience exposure to social media advertisements of Lush Hair Products is high. The findings revealed that respondents frequently encounter Lush Hair advertisements across various social media platforms. The regular appearance and repeated visibility of these advertisements indicate that Lush Hair maintains strong brand presence among social media users through consistent advertisement placement and exposure.
2. Audience perceptions of Lush Hair Products' social media advertisements are generally positive, although variations exist across different aspects of perception. The findings showed that respondents consider Lush Hair advertisements visually attractive and appealing, while many also believe that the advertisements clearly communicate product benefits and usage information. However, perceptions of credibility and trustworthiness were relatively less strong, suggesting that some audiences may require additional evidence and assurance before fully accepting the advertising messages.
3. The factors influencing audience adoption of Lush Hair Products through social media advertisements include influencer endorsements, positive online reviews, affordability, and accessibility. The findings indicate that social influence, recommendations from trusted

individuals, and consumer feedback play important roles in shaping purchase decisions. Additionally, practical considerations such as product price and availability contribute significantly to consumers' willingness to adopt Lush Hair Products.

4. Repeated exposure to social media advertisements has a positive influence on audience adoption of Lush Hair Products. The findings show that continuous exposure to Lush Hair advertisements improves brand familiarity, strengthens purchase intention, and contributes to the development of trust and preference over time. This indicates that consistent social media advertising plays an important role in encouraging consumer awareness and adoption of Lush Hair Products.

However, Social Learning Theory by Albert Bandura and Diffusion of Innovations Theory by Everett Rogers provide useful frameworks for understanding the influence of repeated exposure on audience adoption. As discussed in the theoretical framework, Social Learning Theory explains that individuals learn through observation, attention, retention, and imitation, meaning that repeated exposure to advertisements increases the likelihood that audiences will notice and retain information about the brand. Similarly, Diffusion of Innovations Theory explains that adoption develops through stages of awareness, persuasion, and decision, with repeated exposure helping audiences become familiar with products and gradually strengthening acceptance and willingness to adopt.

5.2 Conclusion

This study establishes that social media advertising plays an important role in shaping audience awareness, perception, and adoption of Lush Hair Products. The findings show that audiences are highly exposed to Lush Hair advertisements across social media platforms, and this sustained visibility enhances brand recognition and familiarity over time.

The study further shows that audience perceptions of Lush Hair advertisements are largely positive, particularly in relation to their visual appeal and clarity of message. However, the issue of credibility remains relatively weaker, indicating the need for stronger trust-building strategies within the advertising content to improve consumer confidence.

In addition, the research confirms that audience adoption of Lush Hair Products is influenced by a combination of social and practical factors. Influencer endorsements, positive online reviews, affordability, and product accessibility all contribute significantly to shaping consumer decisions. This demonstrates that advertising effectiveness increases when promotional messages are reinforced by social proof and favourable product conditions.

The findings also confirm that repeated exposure to Lush Hair advertisements strengthens brand familiarity, increases purchase intention, and builds trust among consumers. Repetition is most effective when it is supported by credible messaging and engaging content that maintains audience interest rather than relying on frequency alone.

This study therefore, submits that sustained and well-structured social media advertising is essential for improving consumer response to Lush Hair Products. When consistent exposure is combined with credible communication, relevant messaging, and strong social influence, it enhances adoption and supports long-term brand loyalty.

5.3 Recommendations

This study is primarily an investigation designed to enhance existing knowledge and offer practical insights for addressing the identified problem. In view of this objective, and with the aim of strengthening the evidence base of the findings to support greater certainty and possible future generalisation, the researcher presents the following recommendations:

1. For optimum output and craving a positive brand image of Lush Hair Products, advertisers should develop campaigns that combine repeated exposure with interactive features and message variation to maximise effectiveness. Ads repeated with slight modifications, different visuals, or updated messaging hold attention longer than identical repetitions, preventing advertisement fatigue while maintaining brand visibility.
2. To achieve commendable success in influencing consumer adoption through social media advertisement, Lush Hair should invest in building credibility and trust through authentic testimonials, credible influencer endorsements, and transparent product communication. Given that only 53.4% of respondents perceived the advertisements as credible, strengthening trust through reliable sources and authentic reviews will significantly improve consumer confidence and adoption.
3. Lush Hair should leverage the identified factors influencing adoption, influencer endorsements, positive online reviews, and affordability/accessibility, as core elements of their advertising strategy. Engaging trustworthy influencers and encouraging satisfied customers to share their experiences, combined with competitive pricing and wide product availability, can effectively translate advertisement-generated interest into actual purchases.
4. Advertisers should utilise the targeting capabilities available on social media platforms to segment audiences based on demographics, interests, and behavioural patterns, while continuously monitoring performance metrics and real-time data to adjust campaigns. This level of precision increases the likelihood that advertising messages will reach receptive individuals, improving engagement, conversion outcomes, and overall return on advertisement investment.

