

THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR IN BENIN CITY, EDO STATE

BY

Ibekwe precious temidayo

ART2100941

DEPARTMENT OF MASS

COMMUNICATION

FACULTY OF ARTS

UNIVERSITY OF BENIN

BENIN CITY, NIGERIA

September, 2025

A RESEARCH PROJECT Submitted to the Department of Mass Communication, Faculty of Arts, University of Benin, Benin City, Edo State, In partial fulfilment of the requirements for the award of the degree of BACHELOR OF ARTS (B.A.) In mass communication

September 2025

DECLARATION

I, Ibekwe precious temidayo ,hereby declare that this project titled "The Influence of Social Media on Consumer Buying Behaviour in Benin City, Edo State" is my original work and was carried out by me under the supervision of Dr Olise, in the Department of Mass Communication, Faculty of Arts, University of Benin. All sources used have been duly acknowledged through appropriate references.

Ibekwe precious temidayo

ART2100941

Date: September 2025

CERTIFICATION

This is to certify that this research work was carried out by Ibekwe precious temidayo with Matriculation Number ART2100841, in the Department of Mass Communication, Faculty of Arts, University of Benin. The work embodied in this project is original and was completed under my supervision. It is therefore certified as meeting the requirements for the award of the Bachelor of Arts (B.A.) Degree in Mass Communication.

Prof F.P olise

Project Supervisor

Date: October 2025

DR D.O Ekharrafo

[HOD's Name]

Date: October 2025

DEDICATION

This work is dedicated to God Almighty for His unending love, grace, and mercy throughout my academic journey. I also dedicate it to my parents for their consistent support, guidance, and encouragement which have played a great role in this success.

ACKNOWLEDGEMENT

First and foremost, I give all glory and honor to the Almighty God for His grace, strength, and guidance throughout the course of this project and my academic journey. My sincere appreciation goes to my project supervisor, prof F.P Olise whose patience, encouragement, and insightful feedback greatly contributed to the successful completion of this research work. Your support and academic guidance will always be remembered. I also wish to thank the lecturers and staff of the Department of Mass Communication, University of Benin, for their dedication, knowledge, and commitment that shaped my academic growth over the years. Special thanks to my family for their endless support, love, and prayers. To my parents, your sacrifices and unwavering presence through every phase of my academic life mean more than words can say I am deeply grateful. To my friends and classmates who offered advice, encouragement, and assistance during the research process, thank you for walking this path with me. Finally, to everyone who participated in this research, offered their time, ideas, or support in any way I acknowledge and appreciate your contribution. This work would not have been possible without you.

TABLE OF CONTENTS

Title Page:	- - - - -	i
Declaration Page:	- - - - -	ii
Certification:	- - - - -	iii
Dedication:	- - - - -	iv
Acknowledgements:	- - - - -	v
Author's Statement:	- - - - -	vi
Table of Contents:	- - - - -	vii
List of Tables:	- - - - -	ix
Abstract:	- - - - -	x

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. Limitation of the Study: - - - - -

1.8. Operational Definition of Terms: - - - - -

CHAPTER TWO: REVIEW OF LITERATURE

2.1 Conceptual Clarification: - - - - -

2.2 Overview of Social Media and its Role in Marketing: - -
- - -

2.3 Consumer Buying Behaviour in the Digital Age: - - - -
- -

2.4 Influence of Social Media Platforms on Consumers: - -
- -

2.5 Review of Empirical Studies: - - - - -

2.6 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 Instrument for Data Collection: - - - - -

3.6 Validity of Research Instrument: - - - - -

3.7 Method of Data Collection: - - - - -

3.8 Method of Data Analysis: - - - - -

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1 Introduction: - - - - -

4.2 Data Presentation and Analysis: - - - - -

4.3 Discussion of Findings: - - - - -

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary: - - - - -

5.2 Conclusion: - - - - -

5.3 Recommendations: - - - - -

5.4 Suggestions for Further Research: - - - - -

References: - - - - -

Appendix: - - - - -

ABSTRACT

This research explores the influence of social media on consumer buying behavior in Benin City, Edo State. In today's digital age, social media has become an integral part of everyday life, revolutionizing the way consumers interact with brands, access product information, and make purchase decisions. The study investigates how platforms such as Facebook, Instagram, Twitter, and TikTok affect the purchasing attitudes, preferences, and behaviors of consumers in the area. It aims to determine the extent to which social media marketing strategies, online reviews, influencer endorsements, and targeted advertisements impact the decision-making process of consumers. The research adopted a quantitative method through the use of structured questionnaires distributed among residents of Benin City. A purposive sampling technique was used to target active social media users. Data collected were analyzed using descriptive statistics to draw meaningful inferences. The findings reveal that social media significantly affects consumer behavior by increasing product awareness, shaping perceptions, and encouraging impulse buying. Additionally, consumers tend to rely heavily on peer recommendations, influencer posts, and social media trends when deciding what to purchase. The study concludes that social media is a powerful marketing tool that businesses must strategically harness to influence consumer behavior positively. It recommends that marketers focus on creating engaging content, collaborating with credible influencers, and maintaining responsive customer service online. This will not only enhance customer trust and loyalty but also drive sales growth in a highly competitive digital marketplace.

Chapter one

Introduction

1.1 background of the study

Consumer buying behaviour* refers to the steps and decisions individuals go through when choosing and purchasing goods or services. This process typically starts when a person recognizes a need or desire. They then search for information, compare different options, make a purchase, and later evaluate their satisfaction with the product. This evaluation can influence future buying actions, including whether they will buy again or discard the item.

Understanding consumer behaviour is essential in marketing because it helps businesses uncover the reasons behind consumers' choices. It also sheds light on the various elements that shape these decisions, such as individual tastes, motivations, lifestyle, and broader external influences like culture, society, and economic conditions. With this understanding, marketers can craft strategies that address specific consumer needs, tailor products and services accordingly, and design marketing messages that connect meaningfully with their target audience.

According to "tuten and Solomon (2017)" Social media encompasses a variety of online platforms and apps that allow individuals to interact, share content, and participate in community-driven activities. In the last ten years, social media has transformed from merely a way to stay connected with loved ones to an important medium for distributing news, providing entertainment, and conducting business transaction to s." In today's digital era, social media has become an integral part of our daily lives, serving as a major platform for communication and connection. People rely on social media not only to interact with friends and family but also to engage with different communities, follow trends, and stay updated with current events.

For businesses, social media has evolved into an essential tool for promoting their products, marketing services, and engaging with their customers. Platforms like Facebook,

3 Objectives of the Study

The main goal of this research is to explore how social media impacts consumer buying behavior in Benin City, Edo State. The study aims to:

1. Examine how social media influences spontaneous or unplanned purchases.
2. Evaluate how frequently and in what ways consumers use social media.
3. Determine how social and economic factors affect consumer behavior on social media platforms.

1.4 Research Questions

This research questions aimed to be answered in the study are:

1. To what extent do reviews and suggestions on social media affect what people choose to buy
2. In what ways do consumers in Benin city use social media to research products and make decisions
3. How does social media shape preferences, brand trust, and overall decision making process among buyers in Benin city?

1.5 significance of the study

This study is important as it offers practical insights for business in Benin city and beyond. With the rise of online shopping in Benin City, this study will shed light on how digital platforms shape consumer habits, enabling businesses to adjust to modern buying patterns. It also highlights strategies that can boost customer engagement and drive sales in today's competitive digital environment. This research is particularly beneficial. It will help pinpoint which platforms and types of content—like short videos, testimonials, or live sessions—best connect with local audiences. Understanding these patterns allows SMEs to make the most of their limited budgets and better compete with larger, more established brands.

Consumer trust remains a major concern in Benin City, where many people are still wary of online shopping due to fears of scams, fake products, or unreliable sellers. This study is relevant as it explores how social media can either build or weaken that trust. It will help businesses learn how to design honest and transparent advertising that gives consumers confidence. The study also examines the influence of social media personalities, shedding light on how trusted individuals can guide ethical and effective marketing approaches. By addressing challenges such as misleading promotions, the research aims to suggest ways to protect consumers and promote a safer, more reliable digital shopping environment.

Given the city's large youth population, the study will examine how online trends and influencer marketing shape the spending habits of young people, who are a vital target market. Finally, as social media continues to reshape how business is done in Benin City, the research will provide insights for policymakers. It can guide the development of regulations to address misleading ads, promote ethical practices, and build a fair and trustworthy digital marketplace for all.

1.6 scope of study

This study focuses on influence of social media on consumers buying behaviour in Benin City, Edo State, Nigeria. As a key urban center with vibrant commercial activities and a diverse population, Benin City offers a unique setting for analyzing consumer behavior. By focusing on

this location, the study aims to understand the specific ways in which residents interact with social media and how it influences their purchasing decisions.

The research will concentrate on particular demographic groups within the city, including young adults, university students, and working professionals who frequently use social media platforms such as WhatsApp, Instagram, Facebook, and Twitter. These groups, especially Gen Z consumers, are typically more active online and more likely to engage with digital marketing content. The study may further categorize participants by gender, income, or occupation to assess how these variables influence consumer responses to social media marketing. In terms of content, the study focuses on how social media platforms affect consumer behavior specifically, how digital interactions like likes, comments, and shares contribute to brand trust and purchase intention. It also investigates the role of social media in different stages of the buyer's journey, including brand awareness, consideration of options, and final purchase decisions. Additionally, the research may look into particular product categories, such as clothing, electronics, or everyday consumer goods, to determine if social media impacts vary depending on the type of product.

1.7 limitations of the study

This study focuses solely on the influence of social media on consumer buying behavior in Benin City, Edo State. A key limitation is that existing research often targets specific groups like students, making it hard to generalize findings. Data collection methods such as surveys may be biased, as respondents might not reflect their true habits. Additionally, most studies use cross-sectional designs, limiting insight into behavioral changes over time. Many also lack strong methodology or advanced analysis. Future research should include more diverse samples and improved research designs for broader accuracy.

1.8 Definitional of terms

To ensure clarity and consistency throughout this study, the following key terms are defined as they apply within the context of this research:

Buying Behaviour:

Buying behaviour describes the process consumers go through when deciding what to purchase. It includes how they select, evaluate, and use products or services, and is shaped by a range of influences including personal preferences, cultural norms, psychological drivers, and social factors

Commercial

A commercial is a brief advertisement created to market or promote a product or service. It is commonly aired through traditional media like television and radio, or via digital platforms to capture consumer attention.

Enterprises

Enterprises are organizations, often on a large or structured scale, that are involved in the production or distribution of goods and services. They typically operate with substantial resources and are engaged in commercial or economic activities.

Online Review

An online review is a customer's feedback or evaluation shared on the internet about a product, service, or brand. These reviews serve as guidance for other potential buyers and can significantly impact a business's image

Social Media Marketing:

This refers to the use of platforms like Facebook, Instagram, and X (formerly Twitter) to advertise, promote, and sell products or services. It involves creating engaging content and using targeted strategies to reach and influence potential customers through digital interaction.

CHAPTER TWO

REVIEW OF LITERATURE

Preamble

This chapter presents the review of relevant literature. This is because every academic work to a large extent are replacement of what is in existence. To this extent, the review covered the following sub topics:

- 2.1 Conceptual Clarification
- 2.2 consumer buying behaviour
- 2.3 social Media Marketing and its Tools
- 2.4 Influence of Social Media on Buying Behaviour
- 2.5 Review of Empirical Studies
- 2.6 Theoretical framework

2.1 Conceptual Clarification

Social media refers to internet-based platforms that allow people to connect, communicate, and share content instantly. According to Kaplan and Haenlein (2010), social media includes tools like wikis (such as Wikipedia), blogs and short-post sites (like Twitter), video-sharing communities (such as YouTube), and social networking platforms like Facebook and Instagram. In Nigeria, especially in cities like Benin, commonly used platforms include WhatsApp, Facebook, TikTok, and Instagram.

Over time, social media has grown from simply helping people connect to playing major roles in news sharing, entertainment, and even buying and selling. It has now become an important part of both everyday life and how businesses operate. People use social media to stay updated, join discussions, follow trends, and be part of various online communities. For businesses, it is a strong tool for advertising, promoting products, offering customer service, and engaging with customers. Companies also use it to gather feedback and improve how they interact with their audience. Today, many websites include features like comment sections and share buttons to allow easy user interaction. Special tools also exist to help brands monitor how they are viewed online and measure engagement.

The spread of mobile apps has made social media more accessible, allowing users to go online from anywhere at any time. Popular platforms include Facebook, TikTok, Instagram, LinkedIn, and X (formerly Twitter), each serving different groups of users and purposes. Businesses take advantage of these platforms to build their image, communicate directly with customers, and advertise. Through likes, comments, reviews, and shares, customers can express their views, helping companies respond to issues quickly and keep public trust.

Social media is also used in crowdsourcing a method where companies invite the public or their customers to share ideas or feedback. This often helps in developing better products or services.

In business-to-business (B2B) settings, companies use social media to collect and analyze information from blogs and online platforms. This is called social media analytics. It helps them understand customer opinions and make better decisions, allowing them to adjust their strategies quickly based on feedback or data collection .

Social media marketing (smm)

Social media marketing is a method used by businesses to increase visibility and attract more attention to their brand by creating content that people can easily share across social platforms. This process helps the content spread naturally as users engage with it. A part of this strategy is called *social media optimization (SMO)*, which involves posting updates, blog articles, and other content in a way that encourages people to visit a company's website.

Social Customer Relationship Management (Social CRM)

Businesses also use tools known as social customer relationship management systems to build better connections with their customers. These tools help companies interact with their audience directly through their social media accounts on platforms like Facebook and Instagram. By keeping an active presence, companies can respond quickly to comments or concerns and keep track of customer opinions as they happen

Social media sites like Facebook, Instagram, Twitter (now X), LinkedIn, and TikTok are now key tools for influencing how people make buying decisions. These platforms allow users to create and share content, while also giving businesses a space to promote their products and engage with their audience.

Today, many consumers use social media to read product reviews, ask for recommendations, or engage with brands before buying. When businesses post valuable content like how-to videos, live Q&A sessions, or behind-the-scenes clips, they build credibility. This kind of interaction helps potential buyers trust the brand more, which can lead to repeat purchases and word-of-mouth referrals. Social media platforms also use smart technology and data analysis to show ads to the most relevant people. This means businesses can choose who sees their ads by selecting specific age groups, interests, online behavior, or even location. As a result, ads are more likely to reach people who are actually interested in the product or service being offered.

Customized advertisements often connect better with people because they feel more relevant, which increases the chances that someone will make a purchase. For instance, if a person is looking at workout gear on Instagram, they might later see ads for gym tools or fitness plans, which can influence them to buy.

Businesses also use social media to learn about what attracts customers. For example, if a skincare company notices that their posts about eco-friendly products get the most likes and comments, they might start promoting more sustainable items, knowing it will likely affect what customers choose to buy. One major benefit of social media marketing is that it doesn't cost much, so even small businesses can use it effectively. A local business can compete with big companies just by creating interesting and engaging content. For instance, a neighborhood bakery can post short videos on Instagram showing how their cakes are made, drawing attention from people nearby. With people because they feel more relevant, which increases the chances that someone will make a purchase. For instance, if a person is

looking at workout gear on Instagram, they might later see ads for gym tools or fitness plans, which can influence them to buy.

When people often see a brand online, they become more familiar with it. This increased visibility can make them more likely to buy from that brand rather than one they've never heard of. Regular exposure on apps like TikTok can lead to stronger brand awareness and eventually lead to more sales and a larger market share.

Influencers people with many loyal followers also have a strong impact on what people buy. Many businesses partner with influencers to promote their products because consumers trust them. Influencers are seen as honest and relatable, so their opinions often carry weight. Social media also helps companies hear directly from their customers. Whether it's a compliment, a complaint, or a suggestion, people often leave feedback through comments or messages. This gives businesses a chance to quickly respond, fix problems, or thank their customers. If a company handles a bad situation well online, it can still keep people's trust.

Additionally, social media gives buyers the chance to ask questions, request more information, or even discuss order details before they decide to buy. This real-time communication helps make the buying process smoother and more personalized.

In cities like Benin, where many small and medium businesses operate, customers often prefer to communicate directly with sellers using apps like WhatsApp, Facebook, or Instagram. This instant interaction helps businesses fix mistakes, answer complaints, and keep customers informed about product stock, sales, or updates building trust and a good reputation over time.

Also, customers usually decide to buy based on how quickly and politely a business responds online. A business that replies fast and well can stand out, especially in Nigeria where good service is often a big concern.

Social media encourages people to buy by offering deals, discounts, or by showing social proof like seeing their friends use a product. Social media lets customers share their own content about products, like reviews, unboxing videos, or testimonials. This kind of content, called user-generated content (UGC), feels real and trustworthy because it comes from regular users, not the companies selling the products. For example, someone thinking about buying a skincare product might watch a TikTok video where a user shows their before-and-after results. This real experience can influence their choice.

UGC helps people relate because they see real users enjoying products in everyday life. For instance, a person might decide to buy a fitness tracker after seeing a friend's Instagram Story showing their workout with it. It also creates a "bandwagon effect," where people want to buy products that others are already using and recommending on social media.

Social media gives businesses a smart way to promote customer loyalty programs. These programs reward loyal customers and keep them interested in the brand. When brands post about these rewards on platforms like Instagram or Facebook, it encourages customers to keep buying from them. For instance, Sephora's Beauty Insider program offers points with every purchase, motivating customers to shop more often just to earn rewards.

Brands also use social media to run fun contests and share special discounts. Campaigns like tag a friend to win grab attention and make people interact with the brand. Some even send personalized messages like birthday discounts through Instagram DMs, making

customers feel appreciated and more likely to buy again. These loyalty efforts help businesses build long-term relationships with customers. It reduces how often people stop buying (known as customer churn) and increases the overall value of each customer. Sharing loyalty benefits on social media is cheaper than using traditional methods like printing flyers or sending mail.

Customers who feel connected to a brand often talk about it online. Their posts and stories help bring in new buyers, turning loyal customers into unofficial brand ambassadors. Posting content that connects with local events or culture makes a brand feel more personal and relatable. For example, a restaurant can post about a festival happening in their city and offer a promotion just for that event. This kind of content speaks directly to people in that area and makes them more likely to visit or buy.

Small businesses can also compete better with local ads. A bakery could run Instagram ads targeting only people within 10 miles, offering deals on fresh pastries. This saves money compared to running big, national ads. Trying out small local campaigns first also helps businesses test what works before spending more money to go national or global. These local efforts also build stronger ties with the community, helping the brand feel more connected and trusted.

Social media allows businesses to reach customers beyond their physical location without spending much. For example, a fashion brand based in South Africa can easily sell to people in Europe using Instagram's shop feature. By working with local influencers and creating content that fits the culture of each new market, businesses can build trust with potential customers in those areas. These platforms also help brands stay connected with buyers. This continued engagement encourages customers to return. For instance, a subscription box company might share happy customer reviews through Instagram Stories, which could convince others to renew their subscriptions. Personalized follow-ups, like targeted emails based on a user's past interactions on social media, also help businesses boost repeat sales.

One of the biggest reasons people enjoy using social media for shopping is "convenience". In today's fast-moving world, people prefer options that save time, reduce stress, and are easy to use. Social media offers all of these benefits. Convenience means that users can easily find product information, compare different sellers, talk to vendors, and make purchases without having to go anywhere. For example, a student from the University of Benin can scroll through Instagram during a break, find a vendor selling phone accessories, read customer reviews, message the seller, and buy the item in just a few minutes. This was not possible with traditional shopping where one had to physically visit stores. Platforms like WhatsApp and Facebook Marketplace also help local sellers by letting them post items and respond quickly to customer inquiries. Many of these vendors offer delivery, which is a big plus for people who can't or don't want to leave home. Payment is also made easy with mobile banking apps, QR code scanners, and quick transfers allowing customers to complete their purchase in seconds.

In a busy city like Benin, where traffic and distance make it difficult to shop in person, buying products online has become more of a necessity than a luxury. Whether it's clothes, food, electronics, or beauty products, people rely on the convenience of social media platforms to shop from the comfort of their homes. These platforms are available at all times, making them perfect for people with different schedules—for example, a working mother browsing for baby products late at night or a student searching for cheap fashion over the weekend.

The easy access that social media provides helps shape how people decide what to buy. It cuts down on the time and stress it normally takes to shop, allowing buyers to quickly

compare options, read reviews, and make informed decisions. Social media has become an essential tool that strongly influences how people shop and how businesses grow. For buyers, it's a place to find product details, get ideas, and connect with brands. All these factors help them decide what to purchase.

For businesses, social media provides affordable ways to market their products, reach the right customers through ads, understand customer behavior better, and even make direct sales. These benefits help businesses grow and build loyal customers. To stay successful, however, brands must manage their online presence carefully. This includes being creative, listening to customer feedback, and keeping up with changes on the platforms. When used properly, social media becomes a powerful way for businesses to stay ahead in a competitive market and build strong customer relationships.

2.2 consumers buying behaviour

Consumer buying behavior refers to how individuals or groups make decisions about purchasing and using products or services to meet their needs or desires. It involves every step from choosing what to buy, making the purchase, to using and eventually disposing of the product. For businesses, understanding this behavior is essential, as it helps them create effective marketing strategies, predict how people will react to a product, and adapt their services to meet customer expectations.

In a city like Benin, where modern and traditional lifestyles mix, knowing how and why people make their buying decisions is very useful. Social media influence, cultural background, level of income, and global exposure all contribute to shaping what consumers choose to buy. Several factors affect consumer behavior. Some are personal like taste, mood, motivation, beliefs, and how someone views a brand. Others come from outside influences, such as culture, family, social groups, financial status, and what people see online. For example, a youth in Benin City may decide to buy a popular sneaker brand not just because of comfort, but because it's trending on Instagram or endorsed by friends.

This understanding is key to successful marketing. It helps businesses know what product to promote, the best time to advertise, and which audience to target. Companies often spend a lot of money and time developing products. If these products don't align with what customers actually want, businesses may suffer major losses. By learning what drives customer choices, companies can improve customer satisfaction, build loyalty, and increase repeat purchases. For instance, tracking buying patterns helps brands know when to offer discounts or recommend the right products to each customer. Ultimately, understanding buying behavior leads to better service, stronger brands, and higher profits. Studying how customers feel about products helps companies plan better. For example, a business that sells physical products can use this information to know how much stock to keep or what raw materials to order. Service businesses, on the other hand, can use it to manage their staff more efficiently. If a company notices that demand for a certain product is increasing, they can place more orders with suppliers ahead of time. This helps them avoid shortages or overstocking and keeps their supply in line with customer demand.

Every business tries to meet the needs of a particular group of customers. Even if the business operates in various fields, it must understand and target each group properly. When a company knows its customers well, it becomes easier to communicate with them and close sales. Having a clear picture of who your customers are helps set better marketing goals and create messages that connect with the right audience.

Instead of promoting products randomly to everyone, a business that understands its customer base can focus on what people actually want. This improves marketing results and increases the chances of making sales. Stocking products that match the needs of your audience

means customers are more likely to find what they're looking for and buy it.

Consumer buying behavior refers to the full process people go through when they want to buy something from realizing a need, considering options, making a purchase, to evaluating whether it met their expectations afterward. This includes both visible actions (like buying) and unseen mental steps (like comparing products). Studying these behaviors is crucial for businesses because it helps answer important questions like: Why do customers prefer one product over another? What drives them to make a purchase? How do factors like advertising or social media influence their decisions

- Targeted Marketing: When a company understands what customers like, it can design promotions that appeal to specific groups of people.

- Better Products: Insights into customer needs help companies develop new products that are more likely to succeed in the market.

- Customer Loyalty: When a business understands what happens after a purchase like whether customers are satisfied it can improve customer service and keep people coming back.

Staying Ahead of Competitors: Knowing what trends are coming next gives businesses an advantage in creating fresh, appealing offers that attract attention in a crowded market.

Social media has significantly changed how people make buying decisions. Platforms like Instagram, TikTok, and X (formerly Twitter) give users quick access to product information, reviews from other buyers, and direct interaction with brands. These tools have transformed the way consumers discover, compare, and buy products.

Key Factors that influence consumers buying behaviour

Consumer decisions are affected by a mix of internal and external elements, which can be grouped into four main categories: cultural, social, personal, and psychological.

1. Cultural Influences

Culture refers to the shared beliefs, traditions, and behaviors within a society, and it greatly impacts how people shop. For instance, in cultures that emphasize community, like Japan, people may choose products that reflect group values. In contrast, in places like the United States, which focus more on individualism, people are more likely to buy products that express their personal style. Subgroups within cultures, such as those based on religion or diet, also affect choices—for example, vegans usually go for plant-based items. Social media boosts these cultural influences by spreading popular movements, such as the push for eco-friendly products through hashtags like #EcoFriendly on Instagram.

2. Social Influences

The people around us family, friends, and online communities can shape what we buy. A child's food choices, for example, are often guided by parents. Similarly, people often follow the example of influencers or friend groups when choosing what to wear or what gadgets to buy. A teenager might purchase shoes promoted by a TikTok star just to feel included. Social media makes these influences stronger because people are constantly seeing others' opinions, reviews, or product endorsements. Someone in a Facebook fitness group might buy a specific protein powder just because it's being recommended in the group.

3. Personal Influences

A person's background also plays a role in what they choose to buy. Factors like age, job, income level, lifestyle, and personality all contribute. A young worker with a good income might buy expensive fashion or tech, while someone retired may look for more affordable options. A healthy lifestyle might push someone to buy organic food or fitness gear. Social media platforms are designed to reflect these personal preferences. For instance, LinkedIn may show a businessperson ads for productivity tools, while Pinterest could display creative materials for someone interested in arts and crafts.

4. Psychological Factors Influencing Consumer Buying Behavior

Psychological factors refer to internal thoughts and emotions that drive people's buying decisions. These include motivation, perception, learning, and attitudes

- Motivation is what pushes a person to act. It can come from basic needs like food and shelter or more complex desires like feeling confident or accepted, as explained in Maslow's hierarchy of needs.
- Perception is how people understand and interpret information. A positive post about a product on a platform like X (formerly Twitter) can improve how people see that brand.
- Learning happens through past experiences. If a customer is satisfied with a product, they're more likely to buy it again.
- Attitudes are formed from beliefs and experiences, and they guide what people like or dislike. For example, someone who believes natural products are better will prefer organic brands. Social media often takes advantage of these psychological triggers. For instance, limited-time offers on Instagram Stories can create FOMO (fear of missing out), which makes users more likely to buy something quickly without overthinking.

Stages in the Consumer Buying Process

When people buy something, they usually go through five main steps. Social media plays a role in every step by offering fast access to content, reviews, and promotions.

1. Recognizing a Need or Problem

The buying journey starts when someone realizes they need something. This can be caused by internal reasons (like feeling hungry) or external ones (like seeing an ad). For example, a person might decide they need a new phone after seeing their friend post about a recent

phone upgrade on Instagram. Viral posts or TikTok videos showing cool products can also trigger people to want things they didn't know they needed.

2. Searching for Information

After identifying a need, people look for details to help them decide what to buy. They might ask friends, check online reviews, watch product demos, or read ads. Today, social media is a major source of this information. People look up hashtags on Instagram, search for product discussions on Reddit, or read user reviews on X. For instance, someone shopping for a laptop may compare different brands and models based on comments and recommendations found online.

3. Comparing Alternatives

Once consumers gather enough information, they start comparing different products or brands. They look at things like price, quality, durability, and brand reputation. Social media plays a major role in this stage by offering *social proof*—that is, recommendations from influencers, friends, or past buyers. For example, if someone is trying to choose between two skincare products, they might go with the one that has more positive reviews and tutorial videos on TikTok. Also, comparison-style ads on Facebook or Instagram help users see what makes one product better than another.

4. Making the Purchase

After weighing the options, the buyer decides on one product and goes ahead with the purchase. This decision can be influenced by discounts, free delivery, ease of payment, or product availability. Social media makes this even easier with features like shoppable posts and instant checkout, especially on platforms like Instagram or TikTok. For instance, if someone sees a “Buy Now” or Swipe Up to Shop button under a dress they like, they might click and make a purchase immediately. Posts that create a sense of urgency like limited-time offers or flash sales on platforms like X (formerly Twitter) can also push people to buy quickly.

5. After the Purchase (Post-Purchase Behavior)

Once a product is bought, the customer begins to reflect on whether they're happy with their choice. If the experience is good, they may return to the brand for future purchases. But if they are not satisfied, they might leave a bad review or complain. Social media gives consumers a place to share their feedback—good or bad. A happy customer might post a picture of their purchase on Instagram and tag the company. On the other hand, an unhappy buyer might post a complaint on X. Smart brands use these platforms to respond quickly, fix problems, say thank you, or offer rewards, helping to maintain good relationships and build customer loyalty.

Types of Consumer Buying Behavior

People make buying decisions differently depending on the type of product, how important it is to them, and the situation. These decisions are generally grouped into four types:

1. Complex Buying Behavior

This type of buying happens when the product is expensive or important, like buying a car or a house. The customer spends a lot of time comparing brands, features, and reviews before making a decision. Social media helps with this by offering detailed reviews on YouTube or expert opinions on platforms like LinkedIn. For example, someone shopping for a new car might watch multiple review videos and check comments on X (formerly Twitter) to hear from real car owners.

2. Dissonance-Reducing Buying Behavior

This happens when the purchase is important, but the brands don't seem very different. A good example is buying a mattress or a washing machine—products that are needed but offer similar features across brands. Buyers may choose based on price or the reputation of the store, and later look for reviews to feel more confident about their decision and avoid regret.

3. Habitual Buying Behavior

This type involves everyday items that don't cost much, like toothpaste, salt, or snacks. People usually buy these out of habit without thinking too much about brand differences. They often choose what's familiar, easy to find, or available at the time rather than doing any research.

4. Variety-Seeking Buying Behavior

Here, the product isn't very important, but the buyer notices clear differences between brands. This is common with items like drinks, chips, or cosmetics. Consumers may try different brands not because they're unhappy, but just because they want to try something new.

Each type of consumer buying behavior shows how involved a person is in making a decision and how much they are influenced by outside factors. Marketers use this knowledge to adjust their strategies, including how they advertise, promote, or place products. This understanding also helps companies in creating better products and improving how they interact with customers. For example, businesses can develop low-cost items for regular buyers or include advanced features for customers who research heavily before purchasing. Stores can also influence buying choices by placing products in specific spots or using time-limited offers to attract customers especially those who like to try new things or make quick decisions. After a purchase, providing things like warranties, good customer service, or satisfaction guarantees helps reduce buyer's regret and builds customer trust, which leads to long-term loyalty.

Understanding consumer buying behavior is very important for successful marketing and business growth. By exploring why and how people make purchases, companies can build smart strategies that match current trends and even prepare for future changes in customer preferences. This helps businesses connect better with customers, offer valuable products, and stay competitive in a fast-changing market. As technology and society continue to evolve, studying how people buy will always be important. For this project, insights from consumer

behavior will guide the creation of focused marketing plans that match the needs and motivations of the intended audience.

2.3 social media marketing and its tools

Social media refers to online platforms and apps that let people create, share, and exchange information while connecting with others. These tools make it easy for users to communicate, work together, and form online communities. Popular social media platforms include Facebook, Instagram, TikTok, YouTube, LinkedIn, Snapchat, and X (formerly Twitter). Each one offers different features, such as sharing updates, showcasing achievements, posting short videos, or going live. The use of social media has greatly changed the way people and businesses interact. By 2025, more than 4.8 billion people worldwide use social media, spending about 2.5 hours daily on these platforms. Because of this wide reach, social media has become important not just for entertainment and self-expression but also for learning and business activities. Companies now use social media to reach customers, promote their brand, and increase sales—leading to the rise of social media marketing.

According to Carr and Hayes (2015), social media platforms are internet-based tools that allow users to create, share, and respond to content, either in real-time or at their convenience.

Social media started developing in the early 2000s with platforms like MySpace and Friendster. Later, Facebook was launched in 2004, followed by Twitter in 2006. Today, there are many platforms that serve different groups of people and interests. Features such as Stories, Reels, and live video have made users more engaged. Thanks to smartphones and advanced tools like artificial intelligence (AI) and augmented reality (AR), social media is now easier to use and more powerful than ever. Social media marketing is the planned use of these platforms to promote businesses, services, or brands while connecting with specific audiences. It involves creating posts or videos suited to each platform to grab attention, attract potential customers, and boost sales. In modern cities like Benin City, social media has become an essential way for both large businesses and small traders to reach buyers. With more Nigerians, especially young people in cities, using social media, this type of marketing is now necessary.

Effective social media marketing goes beyond just posting content. It involves proper planning, studying user data, running paid ads, partnering with influencers, and creating content that followers can engage with. This approach allows businesses to interact directly with customers, get feedback quickly, and adjust their strategies. Platforms like Facebook, Instagram, TikTok, YouTube, X (Twitter), LinkedIn, and WhatsApp are used to grow brand visibility, keep customers interested, learn about market trends, and build customer loyalty.

In Benin City, many small businesses like boutique shops, makeup artists, food vendors, and phone repair services use social media to promote what they offer. They post pictures, videos, and customer feedback to attract attention. Unlike traditional ads on radio or billboards, social media allows them to reach specific groups of people at a lower cost.

Social media marketing has become a very powerful tool for promoting businesses today. It means using platforms like Facebook, Instagram, or TikTok to advertise products, services, or brand messages.

Benefits of Social Media Marketing

1. Greater Brand Visibility

Social media helps businesses reach more people quickly and cheaply. By posting regularly, using hashtags, and talking with followers, a business becomes more noticeable. For example, a seller in Benin City offering handmade crafts can post on Instagram or TikTok and attract buyers from other states or even other countries.

2. Direct Customer Interaction

One major benefit is the ability to talk directly with customers. Businesses can reply to questions, solve complaints, and engage with followers in real-time. This helps build trust and makes the brand feel more personal. Apps like WhatsApp Business let owners chat with customers one-on-one. For example, a Nigerian beauty brand like Zaron often replies to messages on Instagram, which helps build loyalty.

3. Targeted Ads

Social media platforms allow businesses to show ads to specific users who are more likely to be interested. For example, a Lagos-based fashion designer can create ads that only show to Nigerian women between ages 18–35 who like fashion or weddings.

4. Affordable Marketing

Social media is much cheaper than traditional ads like TV, radio, or newspapers. Creating a page on Instagram or Facebook is free, and paid ads can be done with small amounts of money. In Nigeria, some small businesses start promoting posts with as little as ₦1,000.

5. Stronger Customer Loyalty

Talking to customers often and making them feel valued helps them stick with a brand. Posting behind-the-scenes videos, replying to comments, sharing customer feedback, or doing giveaways keeps people engaged and emotionally connected to the brand.

6. More Website Visits and Sales

Social media helps bring people to business websites or online stores. A business can add links in posts or bios that lead to product pages or order forms. Features like “shop now” or “learn more” on Instagram and Facebook also help increase sales. Many Nigerian sellers add their WhatsApp or Shopify links in their Instagram bio to make ordering easy.

7. Trackable Results and Insights

Unlike traditional marketing, where it’s hard to see results, social media shows clear data. Tools like Facebook Business Manager and Instagram Insights tell businesses how many people viewed, liked, or clicked on their posts. This helps them know what works and how to improve.

Major Social Media Marketing Tools

1. Content Creation Tools

These tools help businesses make eye-catching posts:

- Canva– Used to design flyers, Instagram stories, YouTube covers, and more.
- InShot / CapCut– Useful for editing short videos often seen on TikTok or Instagram Reels.
- ChatGPT and similar AI tools– Help with writing captions, product details, or content ideas.

2. Post Scheduling Tools

These help brands plan and automatically post content:

- Buffer, Hootsuite, and Meta Business Suite let users schedule posts, reply to messages, and track feedback from one dashboard.

3. Analytics Tools

These help businesses understand what content works best:

- Instagram Insights, Facebook Insights, and YouTube Studio* show data like how many people saw or liked a post, how many clicked, and audience details.
- This helps local businesses in Benin City see what content brings the most results and improve their marketing plans.

4. Advertising Tools

- Facebook Ads Manager– Helps target ads to the right people based on age, location, and interests. A designer in Benin, for example, can run ads for women aged 18–35 in Edo State.

Main Social Media Marketing Tools

- Google Ads– Shows ads on YouTube or in search results.
- TikTok Ads and Instagram Boost– Popular choices, especially among younger users

5. Customer Relationship Management (CRM) Tools

- WhatsApp Business: Very popular in Nigeria, this app helps small businesses talk directly with their customers, share updates, create product catalogs, and build trust.
- Chatbots (on WhatsApp or Messenger): These tools automatically reply to messages and save time.

6. Influencer Marketing

Partnering with influencers people who already have many followers is a strong way to promote a business. In Benin City, fashion bloggers or lifestyle content creators on TikTok and Instagram help local brands gain attention.

- Micro-influencers (with 5,000–50,000 followers) are usually cheaper and feel more relatable to followers. In Benin City, many businesses use this approach:
- Eateries like Domino's Pizza or small food vendors post eye-catching photos, offer deals, and talk with followers through Instagram or WhatsApp.
- Thrift sellers often go live on Facebook or Instagram to show clothes, accept payment on delivery, and get quick sales.
- Tailors use TikTok to show outfit makeovers, while makeup artists share client looks to attract bookings. These are all ways of using visuals to tell stories that catch people's attention and boost sales.

Challenges of Social Media Marketing in Nigeria

Even though social media has many benefits, there are still problems especially in Nigeria. Businesses have to deal with tech limitations, cultural differences, and financial issues. These challenges can lower engagement, reduce the success of campaigns, and make it harder to see good results.

1. Poor Internet Connection

A major problem for social media marketing in Nigeria is unstable internet. Many areas, especially villages and remote towns, still experience weak signals and slow browsing speeds. This makes it hard for people to load pictures, watch videos, or even comment on posts. As a result, businesses trying to reach a large audience may find it difficult to connect with users affected by these internet issues.

2. Expensive Data

Although social media is one of the best ways to advertise today, data costs in Nigeria are still high for many people. Because of this, users often avoid watching videos, clicking on ads, or spending too much time online. When businesses post large video files or graphics, people may ignore them to save their data. This leads to low engagement on such posts.

3. Too Much Content and High Competition

With many businesses using social media to promote themselves, the platforms are now crowded. It's harder for brands to get noticed, especially if they don't have something unique or post consistently. Also, platforms like Instagram and TikTok don't show posts to all followers unless the business pays for ads. This limits how far a post can go without spending money.

4. Bad Comments and Brand Image

One major risk of social media is public criticism. Just one negative comment or complaint can quickly spread and harm a business's reputation. In Nigeria, some businesses have gone viral for the wrong reasons—such as poor service or failed deliveries—which damaged trust in their brand.

Example: In 2022, a well-known Instagram seller in Lagos faced huge backlash after being accused of lying about deliveries, which forced the business to temporarily shut down.

5. Lack of Skills and Planning

Many small business owners in Nigeria lack the knowledge to manage their social media properly. They may not know how to use hashtags, set up ads, or read insights. Without a solid plan, they may post randomly or reach the wrong people, resulting in poor performance and low sales.

6. Online Scams and Security Issues

Social media is also a target for scammers. Fake profiles, fraud, and account hacking are common problems. Some businesses in Nigeria have had their pages hacked, and scammers have tricked customers. This makes buyers more careful and less trusting when dealing with online vendors.

7. Cultural Differences and Wrong Messaging

Nigeria has many tribes, religions, and social values. A message that works well in Lagos might not be accepted in places like Kano or Enugu. Some businesses copy foreign trends that don't fit Nigeria's culture, which may offend people or reduce interest in the brand.

Social media can be a great way to promote businesses, especially in cities like Benin where young people use phones a lot. It's affordable, flexible, and gives fast results. But for success, businesses must learn the right skills, understand their audience, and plan well.

With the proper tools like design apps, ad tools, analytics, and influencer help brands can grow, sell more, and build stronger customer connections. Social media is not just for chatting anymore it's now a serious business tool.

2.4 Influence of Social Media on Buying Behavior

In today's digital world, social media has become a major force changing how people connect, communicate, and shop. Platforms like Instagram, Facebook, TikTok, Twitter (X), and LinkedIn have grown beyond just being social tools; they now play a big role in influencing how people make buying decisions. With billions of users globally, social media affects how people find, check out, and choose what to buy. It blends entertainment, information, and marketing in a way that makes it a key part of modern business strategies. By 2025, more than 4.8 billion people are using social media—over half the world's population. This huge number gives businesses a powerful way to reach different types of customers, from small groups to international audiences. Unlike traditional media that talks at people, social media allows brands to talk with their audience. This two-way communication helps build trust and allows companies to personalize their content and respond directly to customer needs. Because it works fast and can reach so many people, social media is now essential for businesses that want to influence what people buy. Social media mainly affects buying behavior by shaping how people see and prefer products. These platforms use smart algorithms to show eye-catching content like influencer posts, ads, and customer reviews which keeps users engaged. People often trust products that are recommended by others, especially influencers or friends, which is known as social proof. Also, seeing limited-time offers or trending items can create FOMO (fear of missing out), which leads to quick buying decisions. The visual and emotional nature of social media boosts this effect, making it a strong tool for influencing how and why people buy.

Social media has changed the way businesses and customers interact by giving everyday users more power to influence brands. People now regularly create and share their own content like product reviews, unboxing clips, and testimonials which has become a key part of modern marketing. Many buyers trust opinions from friends or other users more than traditional ads. In fact, research shows that around 70% of people are more likely to buy something if a friend posts about it on social media. This shift has led to the rise of influencer marketing, where popular online figures promote products to their followers. These influencers whether they are celebrities or everyday users with a loyal audience can strongly influence what people buy by sharing honest and relatable content. Because of this, the line between regular posts and ads has become less clear, blending shopping into normal social media use. Social media has also changed the shopping process itself. Platforms like Instagram and TikTok now offer tools like shoppable posts, instant checkout, and AR (augmented reality) features to try products virtually. These tools make it easier and faster for users to buy items directly within the app. For example, Instagram's "Shop" lets users view items, prices, and buy instantly without switching apps. TikTok trends and viral videos can also spark a huge demand for specific products, such as beauty items or fashion accessories. These new features have turned social media into a digital shopping space where people can both plan purchases and buy on impulse. This project looks into the different ways social media influences what and how people choose to buy.

Social Media as a Shopping Platform

Social media has quickly become a place where people not only connect but also shop. Platforms like Instagram and TikTok now let users buy products directly through posts, stories, and live videos. This mix of entertainment and shopping makes it easy for users to discover and buy products in the same moment. Features like “shoppable posts” and live product showcases allow brands to present their items and let viewers purchase instantly. This smooth process reduces delays and encourages quick, often unplanned, purchases.

The Role of Influencers in Buying Decisions

Influencers now play a major role in how people choose what to buy. These are individuals—like celebrities or popular content creators—who build trust with their followers. Their product recommendations can have more impact than traditional ads, especially when they feel real and match the influencer’s usual content. People are more likely to buy something if they believe the influencer genuinely likes and uses the product. However, if a recommendation seems fake or forced, it can lead to doubt and loss of trust.

Social Proof and Peer Influence

Social proof is the idea that people often follow the actions or opinions of others when making decisions. On social media, this happens through likes, shares, comments, and posts from real users. When people see others recommending or using a product, they’re more likely to see it as trustworthy and worth buying. Brands use this by sharing customer reviews, reposting user photos, and encouraging customers to share their experiences. This builds a sense of community and makes others feel confident in their purchase choices.

Psychological Triggers: FOMO and Scarcity

Social media marketing often uses emotional triggers like FOMO (Fear of Missing Out) and scarcity to encourage quick buying decisions. When people see limited-time offers or exclusive deals, they may feel pressure to act fast so they don’t miss out. This urgency pushes many to buy things on impulse, even without fully thinking it through. FOMO is especially common today, as people want to stay updated with trends and avoid being left out.

Power of Visual Content and Emotional Appeal

Pictures and videos are key in catching attention and influencing emotions. A good visual can show how a product works and make it more appealing than just using words. Brands use strong visuals to create a lifestyle or feeling their audience wants to be part of. For example, beauty companies often show before-and-after results, and travel brands post beautiful locations to inspire viewers. These emotional connections make people more likely to buy.

New Trends: De-Influencing and Buying Less

While social media usually encourages people to buy more, some new trends are pushing back. “De-influencing” is when influencers tell followers not to buy certain products, often because they’re not useful or good quality. This trend promotes smarter, more careful shopping. Another rising idea is underconsumption, which supports buying only what you really need. It encourages simple living and is often linked to caring for the environment. These trends may change how people shop online.

Social Media Shopping: Easy and Fast Purchases

Shopping on social media has become very easy, with platforms allowing users to discover, learn about, and buy products all in one place. This simple process encourages people to make quick decisions, often leading to unplanned purchases. Many buyers now make instant buying choices just because it’s so convenient. Apps like Instagram and TikTok now offer features such as shoppable posts and live shopping, where brands can show their products in real-time and let users buy instantly. This mix of entertainment and shopping makes it easy for people to purchase while they’re already engaged on the platform, often leading to quick, unplanned buys. However, social media’s strong impact on buying habits also comes with challenges. Too many ads and sponsored posts can overwhelm users, making them ignore marketing messages. Also, fake reviews, influencer controversies, and dishonest ads have made some users question what’s real. To keep customer trust, businesses must be honest, use ethical marketing, and focus on real engagement. Since social media keeps changing, companies must also stay up to date with new features, trends, and platform updates to remain successful and reach their audience effectively.

2.5 Review of Empirical Studies

A number of researchers have conducted empirical investigations into the use of social media platforms as tools for marketing and their influence on consumers' behavior. This section presents a review of relevant empirical studies that inform and relate to the present research. The empirical works reviewed are: Ogunsola, K., & Mohammed, S.B. (2023), Uford, I. C., Charles, I. I., & Etuk, A. J. (2022), and Nwachukwu, K. C., & Onuoha, C. (2021).

Ogunsola, K., & Mohammed S.B.(2023) presented a study on extensive investigation into the factors that shape postgraduate students’ purchase decisions with specific reference to products marketed through WhatsApp. The researchers recognized the increasing popularity of WhatsApp as a preferred digital marketplace, particularly among the youth and student populations, due to its convenience, informal tone, and multimedia capabilities. Grounded in the Theory of Planned Behavior (TPB), the study aimed to identify the psychological and contextual factors that most significantly influence students’ likelihood of purchasing items promoted on WhatsApp. TPB was deemed appropriate due to its focus on the role of attitudes, subjective norms, and perceived behavioral control in shaping individual decision-making processes. The researchers employed a quantitative survey design and relied on the administration of structured questionnaires to a sample of 314 postgraduate students selected from three tertiary institutions in Lagos State: University of Lagos (UNILAG), Lagos State University (LASU), and Pan-Atlantic University. The sampling strategy was multistage and purposive, beginning with institutional selection and concluding with random selection of

respondents who actively engage in commercial activities or transactions via WhatsApp. The questionnaire will capture data on participants' frequency of exposure to WhatsApp marketing messages, levels of trust in online vendors, nature of online relationships, perceived reliability of product information, and previous purchase experiences.

Findings from the study revealed a compelling pattern in consumer behavior. The researchers observed that trust in the online seller and interpersonal communication via WhatsApp significantly increased the likelihood of purchase.

Uford, I. C., Charles, I. I., & Etuk, A. J. (2022) research focused on the impact of social media advertising on consumer buying behavior in the retail sector of Nigeria. Anchored on the Social Learning Theory, the study investigated how observational learning from social media influencers and peer reviews affects consumers' purchasing decisions. A mixed-method approach was adopted, combining quantitative surveys with qualitative interviews among consumers in major urban centers, including Benin City. The study revealed that consumers often emulate purchasing behaviors observed on social media, especially when products are endorsed by trusted influencers or receive positive peer reviews. The researchers concluded that social media serves as a powerful tool for modeling consumer behavior through observational learning mechanisms.

Nwachukwu, K. C., & Onuoha, C. (2021) study explored the influence of social media marketing on consumer behavior among university students in Nigeria. Utilizing the Uses and Gratifications Theory, the researchers examined how students engage with social media platforms to fulfill specific needs that subsequently influence their purchasing decisions. The study employed a survey method, collecting data from a sample of 400 students across various universities in the South-South region of Nigeria. The findings indicated that students actively use social media platforms such as Instagram and Facebook to seek information, entertainment, and social interaction, which in turn affects their buying behavior. The study concluded that the gratification obtained from social media usage plays a significant role in shaping consumer preferences and purchase intentions among university students.

The reviewed empirical studies demonstrate that social media significantly influences consumer buying behavior, particularly among young and tech-savvy individuals. These platforms serve not only as spaces for social interaction but also as effective tools for product discovery, influencer marketing, and consumer engagement. However, while previous studies focused on broader populations or regions outside Edo State, this present study narrows its focus to consumers within Benin City. It aims to understand how social media platforms shape buying habits within this specific socio-economic and cultural environment, contributing a localized perspective to the growing body of literature.

Adeola, S. A. & Salami, O. J. (2019) conducted a study on the impact of social media on consumer decisions among Nigerian youths, particularly through platforms like Instagram and WhatsApp. The study sampled 350 respondents in Ibadan using structured questionnaires. Findings showed that peer influence, visual appeal of advertisements, and product visibility through social media content significantly influenced impulse buying. The study was anchored on the Uses and Gratifications Theory, suggesting that users actively engage with content for entertainment, information, and validation factors that directly impact their purchase decisions. This aligns with behavior seen among social media users in Benin City.

Eze, R. O. & Chinonso, I. C. (2021) research explored how user-generated content such as product reviews, influencer posts, and feedback shapes buying decisions. Conducted among working-class individuals in Enugu, the study used a quantitative approach supported by the Theory of Planned Behavior. Results indicated that factors like perceived ease of

buying, peer pressure, and online trust significantly shaped consumer intentions. The researchers emphasized that online norms and control beliefs, influenced by social media interactions, guide user behavior. This has strong relevance to Benin City's urban consumers who depend on social platforms for reliable product information.

2.6 Theoretical Framework

This study is anchored on the Uses and Gratifications Theory and the Theory of Planned Behaviour. These two theories offer useful perspectives for understanding how and why social media influences consumer purchasing decisions.

Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory was first introduced in the 1940s and later developed by Katz, Blumler, and Gurevitch in the 1970s. The theory proposes that individuals actively seek out media that satisfies specific personal needs such as information, entertainment, social interaction, and identity formation. Unlike earlier media theories that viewed the audience as passive, UGT sees the audience as active participants in media consumption.

In the context of this study, the theory helps to explain why individuals in Benin City engage with social media platforms such as WhatsApp, Instagram, and Facebook not just for communication, but to seek information about products, compare brands, read reviews, and follow influencers. These gratifications directly influence their buying decisions. For example, a consumer who follows fashion pages to stay updated is more likely to be influenced by the styles they view and eventually make a purchase based on what satisfies their personal taste or social identity. Thus, UGT supports this study by providing a foundation for understanding the motivations behind consumers' media usage and how this shapes their buying behaviour.

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour, developed by Icek Ajzen in 1985, posits that an individual's intention to engage in a particular behaviour is influenced by three main components: attitude towards the behaviour, subjective norms, and perceived behavioural control. In simple terms, people make decisions based on how they feel about an action, what others around them think, and how much control they believe they have over that action.

This theory is highly relevant to understanding consumer behaviour on social media. For instance, a young entrepreneur in Benin City may choose to purchase a product seen online because they have a positive attitude towards the brand (attitude), their peers or influencers also support it (subjective norm), and they believe the purchase process is simple and accessible (perceived behavioural control). TPB allows this study to assess not only why consumers are influenced by social media but also how their environment and internal factors contribute to their final buying decision.

CHAPTER THREE: RESEARCH METHODOLOGY

Preamble

This chapter focuses on the research methodology of this study, therefore it explains the following:

3.1 Research Design

3.2 Population of Study

3.3 Sample Size

3.4 Sampling Technique

3.5 Instrument for Data Collection

3.6 Validity of Research Instrument

3.7 Method of Data Collection

3.8 Method of Data Analysis

3.1 Research Design

This study used a survey design, which is a common and effective way to collect information from a large number of people. It helps to understand their opinions, attitudes, and behaviors. This approach fits the study well because it allows the researcher to gather quantitative data and how social media affects people's buying choices.

surveys designs are useful for describing and analyzing patterns in a group by using tools like questionnaires or interviews. In this case, the survey design helps collect direct information from consumers in Benin City, showing how platforms like Instagram, Facebook, Twitter, and TikTok affect their shopping habits.

The structured nature of the survey makes it easy to compare answers and maintain consistency. It also allows the researcher to reach a wide variety of people, reflecting differences in age, gender, social media use, and buying behavior. This helps ensure the results represent the general population of Benin City.

The survey method also fits the study's aim of measuring how often social media affects consumer behavior, for instance example, how frequently people use social media, how often they see ads, or how much their decisions are influenced by online reviews or influencers. The design supports both general descriptions and deep analysis, helping to answer the research questions and test the study's ideas.

3.2 Population of Study

The population of this study was approximately 400,000 ,comprises active social media users in Benin City, Edo State, Nigeria. According to data obtained from local ICT hubs, internet cafes, and mobile network providers in Benin City, These include students, working-class individuals, business owners, and entrepreneurs who regularly use platforms such as Facebook, WhatsApp, Instagram, TikTok, and X (formerly Twitter) for personal and commercial activities. This figure was derived based on local surveys, data from mobile service providers, and community estimates from digital centers and university populations. These individuals are relevant to the study because they are regularly exposed to online advertisements, digital influencers, and social media reviews, all of which can significantly influence their buying behavior.

3.3 Sample Size

The sample size use for these study was 400, using Yamane's (1967) formula with a population of 400,000 and 5% error margin, the sample size is 400.

Formula:

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

$$n = 400,000 / (1 + 400,000 \times 0.0025)$$

$$n = 400,000 / (1 + 1,000)$$

$$n = 400,000 / 1,001$$

$$n \approx 400 \text{ respondents}$$

3.4 Sampling Technique

This study adopted the simple random sampling technique. This method was selected because it gives every member of the population an equal and independent chance of being chosen. The goal was to avoid bias and ensure that the selected respondents truly represent the broader population of social media users in Benin City. Participants were randomly selected from various categories such as students, working-class individuals, entrepreneurs, and unemployed youths all of whom are active users of platforms like WhatsApp, Facebook, Instagram, and TikTok. This random selection helped to capture a diverse and balanced set of opinions for the research.

3.5 Instrument for Data Collection

The instrument used for data collection was a structured questionnaire. The questionnaire titled 'Influence of social media on consumer buying behaviour in Benin City'. It was designed to collect relevant data from respondents residing in Benin City, Edo State. The questionnaire consisted of 20 items divided into four sections; Section A focused on the demographic information of respondents such as age, gender, occupation, and educational level. Section B examined social media usage patterns, including platforms used, time spent daily, and general activities done on social media. Section C explored the influence of social media on consumer buying behaviour. It covered issues like trust in online reviews, influence of ads and promotions, and unplanned purchases. Section D investigated platform trust, preferences, and behavioural influence including peer influence, platform credibility, and tendencies to buy from familiar vendors. The questions were primarily close-ended and measured using a four-point Likert scale (e.g., Strongly Agree, Agree, Disagree, Strongly Disagree) and multiple-choice questions to allow for straightforward analysis of responses. The questionnaire was structured in line with the study's objectives and research questions to ensure it captures the necessary data to assess how social media influences consumer behaviour.

3.6 Validity of the Research Instrument

To ensure the validity of the research instrument, the questionnaire was carefully structured to align with the research objectives and questions. Each item was formulated based on relevant issues related to social media usage and buying behaviour. The questionnaire was also reviewed by academic experts and my project supervisor to ensure clarity, appropriateness of language, and relevance to the topic. Suggestions made during the review were used to improve the quality of the instrument before administering it.

3.7 Method of Data Collection

The data for this study was collected using a self-administered questionnaire. Copies of the questionnaire were distributed physically and electronically (through WhatsApp and email) to respondents residing in Benin City. The researchers also used the method of person-to-person administration; the researchers went to busy places like shopping malls, market (like New Benin Market), universities (such as University of Benin) and business areas to hand out paper questionnaires. The reason for using both physical and digital methods was to reach a wider range of people, especially those who actively use social media. Respondents were given clear instructions and assurance of confidentiality. Participation was voluntary, and the researcher ensured that responses were collected within a two-week period.

3.8 Method of Data Analysis

After collecting the responses, the data was sorted and analyzed using simple percentage and frequency tables. This method was chosen because it makes it easy to understand and interpret the responses from the questionnaire. The analysis helped to identify the trends, patterns, and relationships between social media usage and consumer buying behaviour. The findings from the analysis were presented in Chapter Four using tables for better clarity.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Preamble

This chapter presents the analysis and interpretation of data gathered through the structured online questionnaire. The responses are categorized into four sections: demographic characteristics of respondents, extent of influence of reviews and suggestions, patterns of social media usage, and the influence of social media on consumer buying behavior. The data collected are analyzed using frequency tables and percentages to draw meaningful conclusions.

4.1 PRESENTATION AND ANALYSIS OF QUESTIONNAIRE BASED ON THE DEMOGRAPHICS OF THE RESPONDENTS

Table 1: Age Distribution of Respondents

Age range.	Frequency.	Percentage
Under 18	35	8.8
18-25	230	57.5
26-35	95	23.8
36 and above	40	10.0
Total	400	100.0

Source: Field Survey, 2025

Majority of the respondents (57.5%) were between the ages of 18–25, indicating that young adults dominate social media usage in Benin City.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	170	42.5
Female	220	55.0
Prefer not say	10	2.5
Total	400	100.0

Source: Field Survey, 2025:More females (55%) responded to the questionnaire, suggesting that women are slightly more engaged in social media interactions related to buying behavior.

Table 3: Occupational Status of Respondents

Occupation	Frequency	Percentage (%)			
Student	190	47.5			
Employed	110	27.5	Self-employed	60	15.0
Unemployed	40	10.0			
Total	400	100.0			

Source:Field Survey, 2025

Students formed the largest group (47.5%), followed by employed individuals, showing strong youth presence in the study.

Table 4: Educational Qualification of Respondents

Education Level	Frequency	Percentage (%)
Secondary	40	10.0
OND/NCE	85	21.3
HND/Bachelor's	200	50.0
Postgraduate	75	18.7
Total	400	100.0

Source:Field Survey, 2025

Most of the respondents (50%) hold a Bachelor's degree or HND, indicating that the majority of participants are well-educated and can navigate online purchasing.

4.2 PRESENTATION AND ANALYSIS OF DATA BASED ON OTHER ITEMS IN QUESTIONNAIRE

Table 5: Respondents' Perception of Social Media Reviews and Suggestions on buying behaviour

SN	perceptions	Strongly Agree	Agree	Neutral	Disagree	strongly disagree	Total
1	Reviews and Suggestions on Social media Usually encourage Me to make Purchases	160	170 (42.5%)	38 (9.5%)	22 (5.5%)	10(2.5%)	400 (100%)
2	Review and Suggestions on Social media has Caused me not to Make purchase	140 (35.0%)	155 (38.8%)	55 (13.7%)	38 (9.5%)	12 (3.0%)	400 (100%)
3	reviews and Suggestions Usually correspond With my experience With the product	138 (34.5%)	165 (41.3%)	57 (14.2%)	30 (7.5%)	10 (2.5%)	400 (100%)
4	people suggestions And reviews do not Influence my buying Choices at all	40 (10%)	72 (18.0%)	80 (20.0%)	120 (30.0%)	88 (22.0%)	400 (100%)
5	I find reviews and suggestions important when choosing a product to buy	162 (40.5%)	170 (42.5%)	35 (8.8%)	23 (5.7%)	10 (2.5%)	400 (100%)

Source:Online Survey, 2025

The responses in Table 5 show that social media reviews and suggestions significantly influence consumer decisions in Benin City. A high proportion (82.5%) either strongly agreed or agreed that social media reviews encourage them to make purchases. Similarly, 73.8% of the respondents agreed that negative reviews can prevent purchases. Most participants (75.8%) confirmed that reviews usually align with their personal experiences, showing

reliability in user-generated content. Interestingly, a smaller portion (30%) believe that reviews don't influence them, but the majority find suggestions helpful when making buying decisions (83%). This emphasizes the power of social proof in shaping consumer behavior online.

Table 6: Respondents View on the Influence of Social Media on Their Buying Behaviour

S/N	Influences	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	Social media has influenced me to make Unplanned. Choices	100 (25.0%)	150 (37.5%)	80 (20.0%)	50 (12.5)	20 (5.0%)	400 (100%)
2	I have purchased a product based on social media reviews	120 (30.0%)	170 (42.5%)	60 (15.0%)	35 (8.75%)	15 (37.5%)	400 (100%)
3	Social media promotions affect my choice of brands	110 (27.5%)	140 (35.0%)	90 (22.5%)	45 (11.25%)	15 (37.5%)	400 (100%)
4	I trust products more when I see them often on social media	105 (26.25%)	145 (36.25%)	95 (23.75%)	45 (11.25%)	10 (2.5%)	400 (100%)

From Table 6, most respondents agree that social media influences their buying behavior. For instance, 37.5% “Agree” and 25% “Strongly Agree” that social media leads to unplanned purchases. Similarly, 42.5% agree they have bought based on reviews. The data also show moderate trust in repeated exposure, though a significant number remain neutral or disagree when it comes to brand loyalty

4.3 Discussion of Findings

This section discusses the results in light of your research questions and objectives, linking them to theory and past studies.

Research Question 1: To what extent do reviews and suggestions on social media affect people’s buying choices?

Suggestions and reviews on social media was seen to affect people buying choices to a high extent. Respondents showed that positive reviews and given suggestions on social media has caused them to make certain purchase and vice versa for negative reviews.

From Table 5, a clear majority of respondents (about 82.5%, combining “Strongly Agree” and “Agree”) indicated that reviews on social media often encourage them to make purchases.

This suggests that social proofseeing that others endorse or criticize a product plays a strong role in influencing consumer behavior.

Also, many respondents agreed that negative reviews can deter them from buying, showing that they actively weigh both positive and negative opinions before making decisions. The fact that most believe reviews align with their experience reinforces the idea that users trust peer feedback.

However, a smaller segment (30%) indicated that suggestions do not influence their decision, hinting at skepticism or resistance among some consumers. These findings echo Theory of Planned Behaviour where subjective norms (others’ opinions) affect intention to behave.

They also line up with Ogunsola & Mohammed (2023), who found trust and normative influence significantly affect purchase decisions.

4.3 Research Question 2: In what ways do consumers use social media to research products and make decisions?

Consumers used social media to research products and make decisions in different ways as their use of social media is more casual scrolling on social media. responses shows that they actively seek information, suggestions and reviews.

Findings from Section C of the questionnaire reveal that consumers in Benin City engage with social media as a key tool in their buying journey. Many respondents indicated that they “very often” or “sometimes” use platforms like Instagram, Facebook, WhatsApp, and TikTok

to discover new products, read reviews, compare prices, and assess product quality before making a purchase. Patterns show that this use of social media goes beyond passive browsing consumers actively search for information, follow brand pages, engage with sponsored posts, and consider user-generated content such as testimonials and influencer recommendations. This behavior reflects a conscious effort to reduce buying uncertainty and make informed decisions.

This aligns with the *Uses and Gratifications Theory*, which suggests that users turn to media to meet specific needs. In this context, social media satisfies the consumer's needs for *information*, *social proof*, *convenience*, and *emotional reassurance*. The interactive and visual nature of these platforms enhances product visibility, while repeated exposure strengthens brand recall and trust. This is supported by Smith (2011) who noted that consumers use social media to actively gather product information and evaluate alternatives before making a choice. Likewise, Tuten and Solomon (2017) explain that social media platforms serve as important tools for customer engagement and decision support, especially in environments with high product competition.

In summary, social media serves not only as a promotional space but as a decision-making guide. It shapes consumer behavior through a mix of discovery, validation, and engagement all of which influence final purchase actions

Research Question 3: How does social media shape preferences, brand trust, and the overall decision-making process among buyers?

Social media actively shapes preferences, Brands Trusts and overall decisions making as respondents agreed to actively seek out suggestions and reviews

Based on your findings (Table 4.4), many respondents say that social media promotions and repeated exposure to brands increase their trust and influence brand choice. Some strongly agree that they trust products more after seeing them often. Also, a good number prefer buying from brands they follow.

This suggests that consistency, visibility, and positive online reputation help brands in building brand loyalty, The path often goes: exposure ,engagement ,trust , purchase. But recall, some respondents remain neutral or disagree meaning not everyone is equally influenced. For these people, factors like price, personal experience, or offline opinions may play bigger roles.

Thus, your data supports the argument that social media is transforming the traditional buyer's journey bringing social factors, emotional influences, and perceived credibility into what used to be more transaction based decisions. this support the view of Mangold and Faulds (2009) who explained that social media combines traditional marketing with peer to peer communication giving it strong influence over consumer decision

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Preamble

This chapter presents the summary of the study, the conclusion drawn from key findings, and practical recommendations based on the analysis. It also offers suggestions for further research.

5.1 Summary

The purpose of this research was to examine how social media platforms influence consumer buying behavior in Benin City, Edo State. The study focused on three core areas: the effect of social media reviews and suggestions, the frequency and purpose of social media usage among consumers, and the influence of social and economic factors on consumer decisions.

Using a structured questionnaire distributed online, data were collected from 400 respondents. Findings from the analysis revealed that a large number of participants acknowledged that social media platforms especially Instagram, WhatsApp, and Facebook greatly affect their purchasing behavior.

The results show that consumers often rely on product reviews and peer suggestions before making purchases. Many reported being influenced by social media promotions and the frequency with which they see products advertised. Also, most respondents confirmed that they frequently use social media to discover products, interact with sellers, and assess brand credibility.

Despite these positive aspects, challenges were also identified. These included issues such as poor customer service, product misrepresentation, difficulties in processing returns or refunds, and occasional online scams. These challenges point to the need for better regulation, consumer education, and transparency in social media commerce.

The findings of this study align with existing literature. For instance, studies by Ogunsola & Mohammed (2023) and Uford et al. (2022) similarly found that peer influence, promotional content, and product exposure on social media strongly influence buying decisions among young consumers. Furthermore, Nwachukwu & Onuoha (2021) emphasized trust and credibility as critical barriers in social media transactions, which was also reflected in this study.

5.2 Conclusion

The study concludes that social media plays a significant role in shaping consumer behavior in Benin City. Reviews, suggestions, influencer content, and brand visibility across platforms like Instagram, WhatsApp, and Facebook contribute to both planned and impulsive buying decisions. Social media is not just a tool for entertainment or communication it has become an active marketing and decision-making space for consumers.

However, alongside these benefits are concerns over trust, quality assurance, and buyer protection. These issues, if left unaddressed, may hinder the growth and credibility of social commerce in Nigeria. While consumers benefit from convenience and access to information, the lack of structured buyer protection policies remains a concern.

5.3 Recommendations

Based on the findings and conclusion, the following recommendations are made:

1. Consumer Education There is a need for awareness campaigns to educate consumers on identifying credible vendors, reading reviews critically, and avoiding scams.
2. Vendor Accountability Businesses operating on social media should prioritize transparency, accurate product descriptions, and timely responses to inquiries.
3. Platform Monitoring: Social media platforms can implement stricter policies and verification processes to protect buyers from fraud

5.4 Suggestions for Further Studies

While this study has provided valuable insights into the influence of social media on consumers' buying behavior in Benin City, Edo State, there remain opportunities for further research to deepen understanding and explore new dimensions.

1. The impact of digital marketing strategies on consumer buying behaviour in Nigeria
2. The role of social media in shaping brand loyalty among Nigeria consumers

References

- . Abdulraheem, M., & Imouokhome, E. O. (2021). The Influence of Social Media Sites on Consumer Buying Behavior in Shoprite Nigeria Limited. *Binus Business Review*, 12(2), 113–120.
- Mustapha, H. A., Adedeji, I., & Otori, Y. A. (2020). Social Media Influencer and Customer Impulse Buying Behaviour: A Study of MTN Nigeria. *Lapai International Journal Administration*
- Okeke, C. N. (2025). Social Media Virality and Consumer Behavior: A Study of Pass-On Attitudes Among Nigerian University Students. *International Research Journal of Media and Communications*
- Ladokun, I. O., Opatola, A. M., & Eyinade, S. A. (2022). Social Media Advertising and Student Buying Behaviour at The Polytechnic, Ibadan. *European Journal of Marketing and Management Sciences*
- Njoku, P. O., & Nkamnebe, A. D. (2024). Effect of Social Media Platforms on Consumer Online Purchase Intention: A Study of Consumers of Online Products in South East Nigeria. *UNIZIK Journal of Marketing*
- Ukonu, C. C., & Agu, P. C. (2022). Effect of Social Media on Consumer Buying Behaviour. **Asian Journal of Economics, Finance and Management*, 4(1), 298–309.
- Anjorin, K. F., Raji, M. A., & Olodo, H. B. (2024). The Influence of Social Media Marketing on Consumer Behavior in the Retail Industry: A Comprehensive Review. *International Journal of Management & Entrepreneurship Research*
- Abdullahi, M. H., Ojeleye, Y. C., & Abdullahi, A. (2022). Digital Marketing and Customer Trust as Predictors of Consumer Buying Behaviour of Selected Banks in Nigeria. *Gusau Journal of Entrepreneurship Development*
- Suleiman, R., Ikenze, N., Gambo, N., & Daniel, C. (2024). Digital Marketing and Consumer Buying Behaviour in Nile University of Nigeria, Abuja. *British Journal of Marketing Studies*
- . Omoera, C. I., Bulugbe, O. T., & Olufayo, T. O. (Year). Influence of Social Media Marketing and Mobile Messages on Youth Buying Behaviour. *UNILAG Journal of Business*
- 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*, (Special Issue), 117–140.
- Techtarget.com articles on digital marketing and social media concepts
- Cloutrack.com analytics and consumer insights websites
- IOSR Journals (iosrjournals.org) some academic papers on media/communication

ResearchGate.net repository where authors share papers

- Brainly.com Q&A / homework help site (not ideal for academic work)
- Sproutsocials.com social media marketing blogs and guides
- Market- Xcel.com possible marketing / analytics web content

University of Benin,
Benin City,
Nigeria.

Dear Respondent,

APPEAL TO FILL ITEMS IN QUESTIONNAIRE

I, Ibekwe precious temidayo, an undergraduate student in the department of Mass Communication University of Benin, Benin City, Edo state, Nigeria; conducting a research on the topic: **influence of social media on consumers buying behavior in Benin City, Nigeria.**

I humbly appeal to you to fill the items in the questionnaire. The study, represent my dissertation and it is in partial fulfilment of the requirements for the award of Bachelor of Arts (B.A) degree in Mass Communication.

Hence, you have been carefully selected to provide information that would aid the successful completion of this study. Please note that the information you provide would be treated with utmost confidentiality in accordance with research ethics which respects respondent's privacy. Thank you in anticipation of your time, understanding and cooperation.

Yours sincerely,

Ibekwe precious temidayo

Questionnaire

Questionnaire on the influence of consumers Buying Behaviour in Benin city Edo state.

Questionnaire

Questionnaire on the Influence of Consumer buying behaviour in Benin Ciyy,Edo State

Section A: Demographics Perception

Instruction: Please tick the options that best describes your experience

1.Age (a) Under 18 (b) 18-25 (c) 26-35 (d) Above 35

2. Gender (a) Male (b) Female (c) Prefer not to say

3. Occupation (a) Student (b) Employed (c) Self employed (d) Unemployed

4. Education Level (a) Secondary (b) OND/NCE (c) HND/Bachelors (d) Postgraduate

Section B: Extent to which reviews and suggestions on social media affect people buying choice

Instruction: Please tick the options that best describes your experience

S/N	Influence of Review and Suggestion	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

5	Reviews on social media usually encourages me to make purchase					
6	Reviews and Suggestions on social media has caused me not to make a purchase					
7	Reviews and suggestion usually correspond with my experience with the product					
8	People suggestion and Reviews do not Influence my buying choices at all					
9	I have review and suggestion important when choosing a product to buy					

Section C: Ways Consumers in Benin-city use social media to research products and make decision

Instruction: Please tick the options that best describes your experience

S/N	Social media Usage	Very Often	Sometimes	Rarely	Never	Not sure
10	I use social media daily					
11	I use social media to search for products					

	and reviews					
12	I discover new products on social media					
13	I interact with products ads I see on social media					
14	I rely on social media Influencers for product advice					

Section D: Influences of social media on the preferences, brand trust and overall decision making process among buyers in Benin City

Instruction: Please tick the options that best describes your experience

S/N	Influence of social media on buying behaviour	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15	Social media has influenced me to make unplanned purchases					

16	I have purchased a product based on social media reviews					
17	Social media promotion affect my choice of brands					
18	I trust product more when I see them on social media					
19	I prefer buying from brand I follow on social media					