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## Social Media Advertising and Patronage of Electronic Products: A Study of Consumers in Southern Nigeria

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### Abstract

*This study examined relationship between social media advertising and patronage of electronic products of consumers in Southern Nigeria. The main objective of this study is to unravel the variables that could influence patronage of electronic products. This study also sought to find out the direct effects of social media advertising variables which include, cost, accessibility and time on patronage. Structured questionnaire was designed to collect data from the respondents. Sample size of 383 users of social media was used, which was derived using Kothari formula. Factor analysis was used to test the reliability of the research instrument. Hypotheses were tested at 0.05 level of significance using mediation analysis on Jeffrey's Amazing Statistical Packages. However, initial hypotheses were tested in SPSS version 25. It was recommended among others that business organizations should concentrate on consumers who have sufficient time to explore the internet. It was also recommended that sellers of electronic products should channel their messages to members of the public who have access to social media advertising.*

**Keywords:** Social media, Social media advertising, Advertising, Patronage, electronic products.

### INTRODUCTION

In today's technology driven world, social media has become an avenue where business operatives can extend their marketing campaigns to a wider range of consumers. Evans, Jamal and Foxall (2009), observed that the growth of social media has become important

communication channels and virtual communities have emerged that may never meet in the physical world but nevertheless can affect behavior including purchasing decisions. Social media is commonly associated with social networks such as Facebook, My Space,



LinkedIn (Boyd & Ellison, 2007; Ezeokana, & Nnedum, 2007).

Chu and Kim (2011) argue that social network sites represent an ideal tool for consumers to exchange their product-related opinions and information. Mangold and Faulds (2009) opined that social media has great influence on every stage of consumer decision making processes. Nowadays, consumers trust more user reviews and online consumer recommendations on social media websites rather than traditional media before making a purchase decision (Kwakya, 2016; Nnedum, Ezeokana & Egwu, 2005; Okeke, Nnedum, & Eze, 2015). Social media has become an important source for consumers who are seeking to obtain product information and create a platform for them to share their opinions about products and brands (Chung & Buhalis, 2008).

A number of researches concerning social media advertising have been conducted by different scholars. These researches were not specific about the relationship between social medial advertising and patronage.

Social media advertising, to a reasonable proportion, has attracted a great attention of online communication in recent times. Even if the conventional methods of communication still remain a viable approach to advertising, social media advertising, possesses the capability of changing the contemporary

advertising equation as there is a massive drift in this direction. One of the most outstanding marketing scholars Liwei (2014), proposed a model which is made up of four independent variables, (sociability, usability, dependence, and involvement, three intervening variables (perceived risks, perceived value, and trust) and one outcome variable or dependent variable-patronage.

In recent times, many marketing scholars have proposed divergent models in order to explain the determinants of patronage via social media advertising, and this has necessitated a need to carefully examine actual variables that dominate or influence prospective consumer to respond to social media advertising.

### **Objectives of the Study**

The general objective of this study is to ascertain the influence of social media advertising on patronage of electronic products in South-South Nigeria.

The specific objectives are as follows:

1. To ascertain the relationship between cost associated with social media and patronage of electronic products.
2. To ascertain the relationship between accessibility of social media platforms and patronage of electronic products.



3. To ascertain the relationship between availability of time and patronage of electronic products.

### Research Questions

The following research questions will guide the study:

H1. Is there any relationship between cost associated with social media and patronage of electronic products?

H2. Is there any relationship between accessibility of social media platforms and patronage of electronic products?

H3. Is there any relationship between availability of time and patronage of electronic products?

### Research Hypotheses

The following research hypotheses were formulated to guide the study:

H1. There is no significant relationship between cost associated with social media and patronage of electronic products.

H2. There is no significant relationship between accessibility of social media platforms and patronage of electronic products.

H3. There is no significant relationship between availability of time and patronage of electronic products.

## CONCEPTUAL FRAMEWORK

### *Social Media Advertising*

Advertising is one of the communication toolkits in marketing.

According to Kotler (1996), advertising is defined as a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. To Zikmund (2013), advertising is an informative or persuasive message carried by non-personal medium, and paid for, by an identified sponsor whose organization or product is identified in some ways. It is a paid form of nonpersonal presentation of goods, ideas, or services using the mass medium. It uses such media as newspaper, magazines, outdoor, radio, and television to let consumers know of the availability of a firm's product or service offerings and the benefits they convey to consumers who buy, own, or use them (Okpala, Nnedum, Aghara, & Nnachi, 2012). Advertising expenditures are a significant cost to the marketing firm as well as to the ultimate consumer; because the final price the consumer pays must cover all costs, including the product's advertising expenses.

All advertising, in the broadest sense, informs, persuades, and sells to some degree.

Generally, the objectives of advertising, according to Zikmund (2013) include:

To inform target market about any pertinent information, to build interest in new products, new technology, and new companies, to be a constant reminder to customers, thus reinforcing their brand and product loyalties, to alert and





sensitize all members of a marketing channel to products improvements, special promotions, contest, and other features in a company's operation, pre-selling products and ideas ever before they are produced and delivered, reaching selected target audiences thus reducing cost per person and reducing customer dissonance and post-purchase dissatisfaction.

Social media usage has grown exponentially in recent years and it has become an integral part of the consumers lifestyle. (Muhammed, 2017).

Patronage of electronic products is not a nascent concept in Nigeria. Over the years consumers have bought this class of items with or without any form of advertising both on print and mass media. Anyanwu (2008) observed that there are a number of factors that prompt consumers to want certain products, prefer specific brands and stores. Some of these factors are internal which include needs, motives, perceptions, attitude, learning among others. According to Kotler and Keller (2007) external factors include family influences, social influences, business factors, cultural factors, economic factors and others. It introduces substantial and pervasive changes to communication between organizations, communities and individuals (Kietzmann & Kristopher, 2011).

### **Importance of Social Media Advertising for Businesses**

The importance of social media marketing cannot be overemphasized. Social media marketing is one of the most important types of online marketing where businesses are marketing their products/services and brands on social media websites like Facebook, Twitter, YouTube, LinkedIn, Google+ (Kamtarin, 2012).

A new scientific study confirmed the importance of social media networks in marketing products and services of the small companies; it stated that 46% of today's internet users depend on social networks to take their purchasing decisions. (Jashiri & Brutemi, 2017) The study emphasized that 71% of social media network users around the world buy products they detected through these platforms that attracted hundreds of millions of internet users around the world (Kamtarin, 2012).

### ***Time and Social Media Advertising***

Availability of time is one of the most important attribute requirement needed to make social media effective (Jashiri, 2017). The contemporary target audience are not always available to be influenced by social media advertising as a great percentage of customers may be busy or engaged with one form of activity or the other (Broderick, Brown, & Lee, 2007). According to Spannerworks (2008),



availability of time represents the average requirement for effective dissemination of information function of social media advertising. The emergence of social media quickly allows people to form virtual communities, which consist of people sharing same interests or background. The subsequent effect of these communities is electronic word of mouth which is far more influential than offline word-of-mouth. Previous study shows that people who are authorities or experts in the community arouse more attention and discussions as well as trust among community members. However, this feat may never be accomplished if adequate time is not spare for social media activities. (Yang, et al 2011)

### ***Social Media Advertising and Accessibility***

Accessibility is a crucial component of social media advertising equation. One of the conclusions in TAM model after empirically tested is that even if potential users perceive given system or technology is useful, it will be moderated by their belief if they think the system or technology is too difficult to use and performance benefits of usage and accessibility are outweighed by the effort of using the system or technology (Davis, 1989). In the case of social media, it is reasonable to be inspired by the TAM model and therefore employ some concepts from it. Social media, as a new

form of communication technology, does require users to have basic knowledge about internet and computer technology, and above all have access to basic ingredients such as electricity and network if social media advertising will have any meaningful impact on patronage.

### **Social Media Advertising and Cost**

Cost, in this context implies the financial obligation that must be burn in order to have access to social media advertising. Dependence theory has also been applied in the study of consumer's mobile shopping intentions and cost cannot be removed from the equation (Hahn & Kim, 2013). Investigation results indicate that the cost of accessing the social media is a significant factor that must be put into consideration when addressing the topic of social medial advertising in our contemporary business circles. (Kamtarin, 2012). Existing literature is silent over the possibility of having cost as a significant predictor variable of patronage of electronic products. One of the objectives of this research is to ascertain if cost is a determinant of patronage.

### **THEORETICAL FRAMEWORK**

The following theories were examined in this study:



### ***Liwei Chen Model***

This study is anchored on this model. Liwei Chen Model is built on the attributes the social media is expected to possess in order to remain attractive to social media user, which ultimately creates marketing value. Liwei (2014), the proponent of this model is of the view that sociability, usability, dependence and involvement are the key determinants of patronage.

### ***Social Media Dependency Theory***

The media dependency theory was developed by Rokeach and Defleur, which aims at exploring the tripartite relationships between audience, media and society. The theory suggests that the more a person depends on media to satisfy individual and social needs, the more important the media will be in a person's life and subsequently there will be cognitive, affective and behavioral changes in people. The theory provides theoretical foundation for study on various types of media as well as relevant Internet products and applications. A study based on Internet Dependency Relations (IDR) as a predictor of online consumer activities suggest that individuals who depended on the Internet to meet their action orientation to meet their action orientation goals are more likely to engage in shopping related activities, and thus influence their online shopping experience (Patwardhan & Yang, 2003).

### **Frontline Empirical research**

Chukwu and Uzoma (2014), examined "The Impact of Social Media Networks on Consumer Patronage in Nigeria" A Study of Jumia and Konga Nigeria Limited, employed one-way analysis of variance to analysis their data.

In specific terms, the population of study consists of the members of Nigeria consumers and the marketing staff of Jumia and Konga Nigeria limited. The total of the consumer is 15,555,155. At the same time, the population of marketing staff of Jumia and Konga were 229 and 167 respectively. The finding revealed that there is a significant difference in the perception of the entire consumers and that consumers patronize online retailers very significantly.

Again, Madni (2014), investigated "The Relationship Between Consumers' Behavior and Effectiveness of Social Media." The purpose of the study is to determine the effect of social networks on purchase behavior of consumers in Pakistan. The study examined 1,000 young consumers between the age group of 18-30 years using social media platforms having an account in the social network. The result of the study showed that social media has a significant impact on consumption behavior in Pakistan.

Stoica (2014) investigated a topic titled "*Social Media and Its Impact on Consumer Behavior*". This study was done in Romania, with a sample size



which is composed of 166 respondents whose ages were above 18. Received responses were recorded and managed by the platform [www.ensurveyspro.com](http://www.ensurveyspro.com) and graphs, charts, tables and histograms were automatically generated. The researcher uploaded questionnaire on the platform because the research developed is an online research, targeting only respondents who buy online. Univariate and bivariate analysis was employed using SPSS model 20. The results indicated that respondents prefer buying online, the most important reason is convenience (42%), followed by delivery mode – directly to consumers home – with courier companies (39%), and lack of queues (38%). Buyers also patronize online stores as a result of their access to price comparison which can trigger buying at lower prices.

Altaf (2014), examined “The Impact of Social Media on Consumers Buying Decision”. This research was conducted in Srinagar, India. The primary objective of this study is to give explanation on how individuals are attending, processing and selecting information on social media before a purchase is made. 100 respondents were reached through use of questionnaire via directed survey. Correlation analysis was the analytical tool employed. The major finding was that individuals pursue an active role in information search on social media when compared with mass media.

In a study conducted by Rambi, Saerang and Rumokoy (2014) on The Influence of social media on consumer buying behavior of online shops. The data for the study were collected through questionnaire. The results show that age, gender, education and income have general impact for the increasing consumer online shopping in Manado city. This is in line with the social influence factor in the objective of this research work.

Malik, Ghafoor, Igbal, Unzila and Ayesha (2014) in their research titled “*the impact of advertisement and consumer perception on consumer behavior*”. They used questionnaire to collect data from respondents. Data analysis was done using correlation and ANOVA on SPSS. The result revealed that advertising and consumer perception have a positive and significant relationship with consumer purchaser decision.

Laroche, Habibi, and Richard (2013) in their research work “*To be or not to be in social media: How brand loyalty is affected by social media?*”. The study, which was conducted in UK, has aimed to show how brand communities based on social media influence the elements of customer centric model (i.e. the relationships between focal customer and brand, product, company and other customers) and brand loyalty. An empirical study was conducted on 441 respondents through survey method and



linear multiple regression, correlation analysis were the analytical tools employed. The results of the study revealed that brand communities present on social media have a positive effect on customer-product, customer-brand, customer-company and customer-other customer relationships, these in turn have positive effect on brand trust and trust has positive effect on brand loyalty. The study found that brand trust plays an intermediary role in converting the effects of relationships in brand community to brand loyalty.

Forbes & Vespoli (2013), in their research titled “*Does Social Media influence Buying Behaviour?* An Investigation of Recommendations and Purchases. made analysis a sample of 249 consumers' purchases to examine the category of purchased product, and the prices of goods in Spain. Personal interviews and questionnaire were employed and regression analysis was the analytical tool employed. The result shows that buying decision of consumers whether they are purchasing expensive or inexpensive goods are affected by the opinions of their online friends or contacts. According to the study that 59% of responded users of Facebook used social media to receive a product recommendation from friend or contacts. These results support the view that social media has impact on buying behavior of consumers.

Tan, Kwek, Li, (2013) in a paper titled “*The Antecedents of Effectiveness of Interactive Advertising in the Social Media*”, tried to find out consumer's attitude towards interactive advertising and its impact on purchase intention. Through their study, the writers have made an attempt to share some understandings and opinions with advertisers and companies on the measurement of effectiveness, which they can consider when placing an interactive advertising. In the literature review the writers states the following factors as the determinants of the effectiveness of interactive advertising: Attitude towards Advertising, Attitude towards Advertised Brand, Purchase Intention, Time of exposure to advertisement (Yang, 1996). The results of the study reveal that, there is a positive relation between attitude towards advertisement and purchase intention to effectiveness of interactive advertising.

Lewei (2014) conducted a research on *The Influence of Social Media on Consumer Behaviour: An Empirical Study of Factors Influencing Consumer Purchase Intention in China Under Social Media Context, China*. Survey method of data gathering was used. The researcher observed that sociability, usability, dependability and involvement are the variables that affect patronage.



## METHOD

This section describes the research methodology applied to investigate the subject matter and it focuses on the research design, source of data, population of the study, sample size determination and sampling procedures, the tools for data analysis and the validity and reliability of the research instruments.

### Research Design

This is the plan for the research. The descriptive survey research design was adopted for this study. This will enable the researchers to generate data for the study and for the test of hypotheses.

### Sample Size and Sampling Techniques

According to Kothari (2004), when a population is known (finite), the following formula can be used. The population for this study is known.

Kothari formula is given by:

$$n = \frac{z^2 p \cdot q \cdot N}{e^2(N - 1) + z^2 \cdot p \cdot q}$$

Where

n = Sample size

N = Population

z = the value of standard variation at a given confidence level

p = Sample proportion

q = 1 - p

e<sup>2</sup> = margin of error

Kothari formula for sample size is given by:

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2(N - 1) + z^2 \cdot p \cdot q}$$

$$N = 218,313, z = 1.96,^2 p = 0.5, q = 1 - p(1 - 0.5) = 0.5, e = 5\%(0.05)$$

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2(N - 1) + z^2 \cdot p \cdot q}$$

$$= \frac{(1.96)^2 * 0.5 * 0.5 * 218,313}{0.0025 * 218,313 + 3.8416 * 0.5 * 0.5}$$

$$= \frac{545.78 + 0.9604}{209,667.8052}$$

$$n = \frac{546.486}{209,667.8052}$$

$$= 383.486$$

Therefore, sample size = 383.

### Data Collection

There are two sources of data used in this study namely, Primary and Secondary sources.

### Methods of Data Analysis

For the purpose of analysis of data and interpretation, the researcher used bar charts, simple percentage, correlation matrix for data analysis.

### Data Presentation, Analysis and Interpretation

We present, analyze, and interpret the data collected in course of the study with the chosen instrument which is the questionnaire. Accordingly, the chapter is split into the following sub-headings: data presentation/descriptive statistics,



validity analysis, factor and reliability analysis, hypotheses testing/mediation analysis, and interpretation and discussion of findings. Out the 383 copies of questionnaire distributed to students in the selected universities within the South-south region of Nigeria, 328 copies were returned as duly filled and usable.

### Data Presentation

Below are the presentation and analysis of responses from various respondents.

**Table 1: Responses on Social media cost items**

S/N	Statement	SA	A	UN	D	SD	Total	mean	St. div.
1	It is always easy for me to buy a smart phone whenever I need it	52	124	48	84	20	328	3.32	1.190
2	I depend on people to get a smart phone whenever it is necessary	40	96	40	100	52	328	2.91	1.311
3	I always have data on my phone, and this enable me surf the internet and use one form of social media or the other	48	132	44	64	40	328	3.26	1.269
4	I do not have too many responsibilities that could affect my ability to buy a phone anytime it is needed	40	92	40	88	68	328	2.84	1.359
5	Current increases in the prices of products does not affect my ability to buy a phone or data whenever it is necessary	20	80	44	88	96	328	2.51	1.302
6	Cost of accessing the internet can actually stop me from using social media	56	72	40	96	64	328	2.88	1.402
7	Sometime I do not depend on social media advertising because of its cost.	68	76	52	76	56	328	3.07	1.406
8	Avoiding social media advertisement related cost makes it easier to buy my electronic products	32	104	40	96	52	328	3.01	1.622
9	I can only access the internet and social media only when there is free data from network providers	44	76	20	124	64	328	2.73	1.364

**Source: field survey, 2021**



Cost as one of the research constructs/variables was measured with 9 items as shown in table above. Cost items 2, item 4, item 5, item 6 and item 9 have their means below the threshold of 3. Meanwhile all the 9 items have standard deviations above one. While 5 of the nine items have mean below 3, respondents do not show divergence of responses on this dimension of our research model.

**Table 2: Responses on accessibility items**

S/N	Statement	SA	A	UN	D	SD	Total	Mean	SD
1	I always have access to the internet all the time	44	120	32	88	44	328	3.10	1.305
2	I always have network on my phone	20	124	44	96	44	328	2.94	1.205
3	I do not think I miss any social advertising as a result of poor network	20	76	64	112	56	328	2.67	1.181
4	The only time I have network problem is when I am at home	32	64	32	116	84	328	2.52	1.320
5	Network on this campus is largely stable	20	56	36	116	100	328	2.33	1.242
6	I depend on our academic institution to provide network services in campus	20	28	44	136	100	328	2.18	1.140
7	I only have access to internet and social media advertising when I am able to use my friends phone.	16	40	36	120	116	328	2.15	1.172

**Source: field survey, 2021**

Table 4.12 contain information on the seven items used to measure the accessibility construct/variable. Of the seven items, only item one has mean of 3.10 which is above the cut point. All the other six items have mean below 3.00 showing that some of the items did not

meet the required threshold. In terms of standard deviation, all the items have their standard deviations above one which is an indication of divergence of opinion among the respondents. The next table contain information on the responses to time construct.





**Table 4.3: Responses on time variable items**

S/N	Statement	SA	A	UN	D	SD	Total	Mean	SD
1	I am too busy to engage in social media activities	40	52	40	108	88	<b>328</b>	2.54	1.356
2	I have lots of time to surf the internet	36	80	40	124	48	<b>328</b>	2.79	1.268
3	I am always aware of all relevant social media advertising because I have the time.	24	68	64	124	48	<b>328</b>	2.68	1.169
4	The only period I have time for internet is when I am less busy.	56	136	44	60	32	<b>328</b>	3.38	1.238
5	I spend lots of time studying either in the library or at home.	52	132	48	48	48	<b>328</b>	3.28	1.302
6	I depend on my friends to get information via social media because I hardly have time.	36	84	36	112	60	<b>328</b>	2.77	1.311

**Source: field survey, 2021**

Table 4.13 show that time construct/variable item 4 has mean of 3.38 while item 5 has mean of 3.28. Six items were used to measure the time construct and the remaining four items have mean below the 3.00 thresh hold.

For the dispersion measured by the standard deviation, all the six items have standard deviation above one which is an indication of divergence of opinion among the respondents

**Table 4: Responses on patronage items**

S/N	Statement	SA	A	UN	D	SD	Total	mean	SD
1	I have made series of purchases because I am influenced by social media advertising	60	156	28	44	40	<b>328</b>	3.46	1.273
2	Without social media, I will always buy what I want to buy.	72	136	32	72	16	<b>328</b>	3.54	1.193
3	I only place order for products through social media platforms.	40	92	24	136	36	<b>328</b>	2.89	1.271
4	I am more comfortable with placing orders through social media	44	88	52	104	40	<b>328</b>	2.98	1.270

**Source: field survey, 2021**



Patronage variable/construct was measured with four items and as shown in table 4.19, item one has mean as 3.46 and standard deviation as 1.273; item 2 has mean as 3.54 and standard deviation as 1.193; item 3 has mean as 2.89 and standard deviation as 1.271; and item 4 has mean as 2.98 and standard deviation of 1.270. Thus while 2 items have mean above 3.00 the remaining two items have mean below 3.00. On the other hand, all four items have standard deviation above one which indicates divergence of opinion.

The first information in a factor analysis is the Kaiser-Olkin-Meyer (KMO) measure of sampling adequacy which has a value of 0.52 which well acceptable range as it is above 0.5. Also, the Bartlett test of Sphericity has a Chi-Square value that is highly statistically significant at 0.000. This implies that the factor analysis is reliable and dependable.

The next set of information are the communalities. Communality indicates how much variance of each variable factor/item extraction can reproduce. There is no commonly agreed threshold for a variable's communality, as this depends strongly on the complexity of the analysis at hand. However, generally, the extracted factors should account for at least 0.50(see Sarstedt & Mooi, 2019) of a variable's variance. Thus, the communalities should be above 0.50. As shown in the table of communalities, all extracted variance/ communalities are above 0.50 hence no item need to be removed as all merit further analysis.

The last set of information in the factor analysis is the variance extracted. As shown, the total variance explained 78.497% which well above the 75% recommended thresh hold. This is a further confirmation that the factor analysis is reliable and dependable.

### Hypotheses Testing

**Table 5: Table of Direct effects of IVs on the DV.**

	Estimate	Std. Error	z-value	p	Lower	Upper
ZCost → ZPatronage	-0.050	0.037	-1.373	0.170	-0.122	0.022
ZAccessibility → ZPatronage	0.081	0.040	2.035	0.042	0.003	0.159
ZTime → ZPatronage	0.111	0.040	2.773	0.006	0.032	0.189

*Note.* Delta method standard errors, normal theory confidence intervals, ML estimator.

**Hypothesis 1:** There is no significant influence of cost associated with social media and patronage of electronic products.

The direct path from ZCost→ ZPatronage has a coefficient (estimate) = -0.050; Z-value = 1.373; and p-value = 0.122, which is well above the 0.05



margin of error. The 95 per cent confidence interval has a zero in-between hence we accept the null hypothesis 5 that there is no significant influence of cost associated with social media and patronage of electronic products.

**Hypothesis 2:** There is no significant relationship between accessibility of social media platforms and patronage of electronic products.

The direct path from ZAccessibility→ ZPatronage has a coefficient (estimate) = 0.081; Zvalue = 2.035; and p-value = 0.003, which is well below the 0.05 margin of error. The 95 per cent confidence interval has no zero in-between hence we reject the null

hypothesis 6 that there is no significant relationship between accessibility of social media platforms and patronage of electronic products.

**Hypothesis 3:** There is no significant relationship between availability of time and patronage of electronic products. The direct path from ZTime→ ZPatronage has a coefficient (estimate) = 0.111; Z-value = 2.773; and p-value = 0.032, which is well below the 0.05 margin of error. The 95 per cent confidence interval has no zero in-between hence we reject the null hypothesis 7 that there is no significant relationship between availability of time and patronage of electronic products.

**Table 4.6: Total effects**

	Estimate	Std.Error	z-value Lower	p	Upper
ZCost → ZPatronage	0.025	0.044	0.556 -0.062	0.578	0.112
Accessibility → ZPatronage	-0.139	0.045	-3.119 -0.227	0.002	-0.052
ZTime→ ZPatronage	0.137 0.232	0.048	2.825	0.005	0.042

*Note.* Delta method standard errors, normal theory confidence intervals, ML estimator.



**Table 7 : Total direct effects**

		Estimate	Std. Error	z-value	p	Lower	Upper
ZCost	→ ZPatronage	0.075	0.027	2.787	0.005	0.022	0.128
ZAccessibility	→ ZPatronage	-0.220	0.031	-7.110	< .001	-0.281	-0.160
ZTime	→ ZPatronage	0.026	0.029	0.899	0.369	-0.031	0.083

*Note.* Delta method standard errors, normal theory confidence intervals, ML estimator.

As shown in Table above, all the total effects are statistically significant except cost.

### DISCUSSION OF FINDINGS

Due attention is particularly paid to the empirical evidence from related literature as they relate to fresh findings.

**Hypothesis 1** was put in place to ascertain if costs associated with social medial media could affect patronage of electronic in south-south Nigeria. Factor analysis was used to test the hypothesis. The direct path from cost to patronage has a coefficient of -0.050, Z-value - 1.373 and P-value = 0.122 which is above 0.05 margin of error. The 95 percent confidence interval has a zero in-between; hence the null hypothesis was accepted. This means that there is no significant influence of cost associated with social media and patronage of electronic

**Hypothesis 2** was put in place to ascertain the relationship between accessibility of

social media platform and patronage of electronic products. it was revealed that the direct path between accessibility and patronage had a coefficient of 0.081, Z-value of 2.035 and P-value = 0.003 which is below 0.05 margin of error. The 95 percent confidence interval had no zero in-between; hence the null hypothesis was rejected. This showed that accessibility of social media influences patronage of electronic products in South-South Universities in Nigeria.

**Hypothesis 3** was put in place to find out if there is a relationship between availability of time and patronage of electronic products in South-South Universities in Nigeria. The hypothesis was tested using factor analysis. The direct path between availability of time and patronage had a coefficient of 0.111, Z-value = 2.773 and P-value = 0.032 which is below 0.05 margin of error. The 95 percent confidence interval had no zero in-between; hence the null hypothesis was rejected. This implies that availability of time has chances of



influencing patronage of electronic products.

### **SUMMARY OF FINDINGS,**

This chapter presents summary of findings of this study and conclusions drawn from the findings. Relevant recommendations were also made in order to chart a new course in the area of decision making for policy makers and appropriate individuals. Suggestions for further studies as well as contribution to knowledge were embedded in this chapter. Let us quickly add that summary of major findings is a product of objectives of the study as well as tested hypotheses in the preceding chapter.

1. Our findings also revealed that there is no significant influence of cost associated with social media and patronage of electronic products. This can be attributed to the fact that purchase of electronic products is not done on a regular basis.
2. It was discovered that accessibility of social media influences patronage of electronic products in South-South Universities in Nigeria. This finding is not surprising because is expected that patronage as a result of social media advertising can only happen when the customers have access to social media.
3. Finally, our findings revealed that availability of time influences patronage of electronic products. That is, it is only when the

prospective buyer (staff and students of South-South universities) have time sufficient time to surf the will they be influenced by social media advertising.

### **CONCLUSION**

In recent times, researches on social media advertising have taken a dominant position in the communication component of contemporary marketing space and have significantly influenced marketing communication equation of modern enterprises to a large proportion. An enterprise that is able to manage this arm of communication is likely to permeate the hearts of their numerous customers and make remarkable impact on the organizations objectives especially in the area of market share expansion and customers satisfaction. In a bid to explain these variables that are likely to influence patronage, Liwei (2014) proposed a model which is made up of four independent variables (Sociability, Usability, Dependence and Involvement) and three mediating variables (Perceived risk, perceived value and Trust) and one outcome variable-Patronage. This study has been able to counter some of the positions held by Liwei (2014). It was established that accessibility and availability of time have a serious positive influence on patronage of electronic products in South-South Nigeria. Therefore, to



depend on social media advertising, business organizations should ensure that members of their target market have sufficient time to be online. Secondly, they should be certain that their target market has the ability to access their advert on social media

### RECOMMENDATIONS

Based on our findings, we make the following recommendations;

1. Since it was discovered that accessibility to social media is major factor that could trigger patronage, we recommend that marketing communication should be channeled to the areas where prospective buyers have access to social media.
2. Again, we recommend that advert through social media should be directed to consumers who have adequate time to evaluate and digest social media advertisement.

### CONTRIBUTION TO KNOWLEDGE

This investigation has contributed to the body of knowledge in the following ways;

1. Unlike other studies that have been conducted, none of such researches made any attempt to x-ray and subject it the work done by Liwei (2014) to empirical investigation to confirm the applicability of his model in this region of the world.

2. Again, the researcher made attempt to expand the number of variables already existing in the body of knowledge by adding cost, accessibility and time as predictor variables that could determine patronage of electronic products in South-South universities in Nigeria.

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