

Social Media Use and The Promotion of Nollywood Movies' Trailers Among Nigerian Youths

Odunlami, Olusegun Abimbola

Department of Mass Communication, Crawford University, Igbesa, Ogun State, Nigeria

Abstract: This study appraises the use of social media in promoting Nollywood movies. Movies have been adjudged to be most fascinating concept that enlighten, educate and entertain the masses. Movies advertisement had been a herculean task that if it does not lead to purchase, investment on such movies could be lost. The study adopts two theories of communication - Technological Determinism and Uses and Gratification theories. Survey research method was adopted to examine the phenomenon under study. Multi-variety questionnaire was constructed to answer the research questions and satisfy the set objectives. The population for this study was Nigerian youths with particular reference to youths in Ijebu North Local Government area of Ogun State with population of 284,336. Multi-stage sampling technique was adopted while Taro Yamane formula was used to determine the sample size of 339. Data were sourced from both primary and secondary sources. The primary sources are data gathered through structured questionnaire copies administered on the respondents while the secondary sources are from books, journals, websites, blogs, etc. Findings revealed that social media has become a promotional tool that is effective and that has resulted in increased sales of products and that respondents use search engines for movies trailers rather than the conventional method of going to cinema before one can know the oncoming movies. The study however recommends that Nollywood film producers should fully utilize social media advertising as it will definitely aid and facilitate easy promotion of their movies without additional cost and that movies trailers should be detailed and attractive to draw viewers to their official sites.

Keywords: Social Media, Trailers, Movies, Digital Advertising, Social Media Advertising.

I. INTRODUCTION

Nigerian film industry has currently witness significant transformation that emerges from the advent of new technology that within a second could be used to facilitate transfer of large files that contain both visual and textual content. This transformation is inevitable as film production, marketing and distribution have also witnessed a great turn around through technology enabled by internet and other inventions of film production equipment. Nigerian films popularly referred to as Nollywood that uses formats such as video cassette, video compact disc (VCD), and more recently the digital video disc (DVD), in producing their movies. These Nigerian films are also shown on some channels such as "Africa Magic", "Nollywood", "Magic Africa", etc., on DSTV, "Cine Africa", "MYTV", as well as other cable networks which people subscribe to and which are viewed by the audience through the television, which is classified under the types of media, among others.

The advancement in technology has been the reason for the emergence of different platforms of sharing and uploading movies/films. Of recent addition, the internet has made downloading of movies beneficial and inexpensive. This innovative technology has shaped part of the universal phenomenon of film production, marketing and distribution. New media are considered to be the multimedia and digital form of communication enable through desktops, laptops computers as well as phones, tablets and others via internet. Cote (2021) cited in Oluyi (2021) averred that the new media is any media – from newspaper articles and blogs to music and podcasts that are delivered digitally. A large population of internet users uses the word "social media for downloading and sharing of movies on their devices. According to Monika (2012) cited in Walter & Riviera (2004), social media is the relationships that exist between networks of people. In reality, it is a web-based facility that allows an individual to develop a public or semi-public virtual platform to avail the facilities such as sharing and expressing views, develop bonding with people of diverse interests, create mass movement for different issues, and promote business and so on. It is basically a social structure based online virtual world, where members are associated for mutual benefits. There are several social media platforms that advertise movies thriller such as YouTube, TikTok, Viskit, Telegram, Facebook, Instagram, etc.

In a way, social media has created a parallel world connecting with each other and this has a significant influence in the affairs of the world. Clay Shirky, one of the pioneers of the study of social media as tool of mass mobilization for collective action, argues that over the years, with the proliferation of internet across the globe made communication denser, more complex, and more participatory (Goswami, 2018 cited in Shirky, 2011). Adoption of social media for advertising has greatly help businesses and organization to be successful. Also, social media marketing/advertising is a form of digital marketing. Ahmad (2017) defines digital marketing as leveraging unique capabilities of new interactive media to create new forms of interactions and transactions between consumers and marketers, as well as integrating interactive media with other elements of the marketing mix.

Film is the transformation of visual and auditory possibilities into a reliable and intelligible totality resulting from the imaginary element of the imagination. In simpler words, films use our knowledge of how the world works as the basis for the structure of its representation and therefore we see film

sequence as mimetic representation which is illusory and symbolic. Viewers tend to identify with the human traits, physical abilities, spoken words and emotion of characters in films.

II. STATEMENT OF THE PROBLEM

The world has become a global village as posited by McLuhan (1964) in his hypothesis and theory has been tested valid over years. Technology has revolutionized every aspect of human endeavors including marketing and distribution of movies. The new media with unique feature of interactivity and connection has made movies thrillers on many platforms easier and the youth most specifically students quick few such movie thriller adverts and quick seek free downloads or subscribe to view such movies with payment. Since students constitute to higher percentage of audience of Nigerian movies through handle devices like phones, tablets, iPod, iPhones, etc. movie viewing depending on the content is capable of influencing an individual's behavior, the negative effects of these videos will also indirectly affect the society at large.

Social media advertising of movie thrillers has facilitate easy download of any movies without censor by the students that consume these cultural products without restriction and this have led to social ills as seen in the society today, promotion of materialism as many students are thirsty to get richer quick so that can have such a life depict on movies. it is a gainsaying that producers of films might face challenges of piracy and copyright of their movies before premier of such movies.

This study focuses on social media adverts of Nollywood movies trailers among Nigerian youths with particular reference to youths in Ijebu North Local Government area of Ogun State to ascertain their involvement in distribution and consumption of movies and also to emphasis the effectiveness of social media platforms of advertising of movies trailers.

III. OBJECTIVES OF THE STUDY

The objectives of this study are:

1. To examine whether the students search for new movies trailers social media adverts.
2. To investigate the extent and the most preferred social media adopted to promote movies trailers
3. To examine the effectiveness of the social media movies trailers adverts.

IV. LITERATURE REVIEW

The Nigerian audiences' first experience in film viewing was in 1903 at the Glover Memorial Hall (Habsat, 2022), the content of such films can be easily discerned. The British colonialists used it for their "civilizing" mission as well as to indicate the blessedness of being colonized.

Nollywood is the name of Nigeria's movie industry. By definition, it is Nigeria's movie industry by Nigerian production teams for the Nigerian people. Nollywood has over

the years become a world phenomenon, as its movies are being sold in Ghana, Togo, Kenya, Uganda and South Africa as well as Jamaica, USA and - the UK to name a few (Farinde, 2008). The popularity of Nigerian films now stretches too far beyond the country's borders. Nollywood actors are welcomed as stars virtually throughout the African continent. Uganda dreams of having its own Uganda wood, and Ghana is threatening to close its market to the cascade of Nigerian movies for fear that its own productions will drown in the rush.

Even international festivals in Montreal, Berlin, Rotterdam and Cannes have made room for Nollywood. The first Nollywood production ever to be introduced on the American DVD market, *Joshua*, by Adim Williams, came in late in December 2005. Now the name itself had caused a bit of a protest in the earlier days, as a lot of Nigerians felt it was imported and derived from Hollywood and Bollywood (not really a bad feat as these are the two heavy weights in the movie industry internationally). There was also that little issue of the name being coined by a foreigner, some did not like it, but the good thing is that Nollywood as a name has moved far beyond these earlier hiccups; no-one actually thinks twice about the origin of the name today. It has become accepted that Nollywood applies to the Nigerian Movie Industry. Nollywood today, ranks third in the movie industry, after Hollywood (USA) and Bollywood (India). It has been able to hold its own despite so many deterrents, which to name a few include, expensive technical tools of the trade, inconsistent supply of electricity and the horrible traffic jam conditions which can lead to extreme lateness in production times (Habsat, 2022).

Movies on a general scale fascinate people, as they seek various gratifications from them, ranging from education to entertainment. Despite this natural attraction people have towards motion pictures, their level of attraction varies from diverse kinds of movies such as the Nigerian movies industry (Nollywood), the American movie industry (Hollywood), the Chinese movie industry and the Indian movie industry; majorly Hindu (Bollywood). These movie industries are embedded with diverse characteristics that make their industries peculiar from one another thereby creating a division in the viewing of movies, depending on the interest of the audience and how the film satisfies the need of the audience per time, reinforcing the already held belief of the viewer and displaying whatever culture is embedded in it" (Habsat, 2022).

Recent studies put forward by Moudio & Sacchi (2018), alongside reports from the Cable Network News (CNN) says that Nigeria holds the title of Africa's most popular movie industry in both the number of productions and value, roughly producing between 1,000 and 1,500 movies annually.

According to the article, "Nigeria's Film Industry: A Potential Gold Mine", Moudio (2013) states that the Nigerian film industry, also known as Nollywood, produces 50 movies per week, second only to India's Bollywood - more than

Hollywood in the United States. Although its revenues are not on par with Bollywood's and Hollywood's, Nollywood still generates an impressive \$590 million annually". This in turn assists the government with creating employment growth for the country by providing job opportunities. Nollywood films last between an hour to two hours and they are occasionally broken up into multiple parts. Some films are split into parts on one disc or up to three discs, which may include advertisements and promotional content in-between the films.

Social Media Advertising

Bailey & Eber-Schmud (2017) asserted that new media is a 21st century catchall term used to define all that is related to internet and the interplay between technology, images and sound. Another term for the new media is social media. The social media is defined as the new information network and information technology, using a form of communication utilizing interactive and user-produced content, and interpersonal relationships are created and maintained (Okolo, Ugonna, Nebo & Obikeze, 2017). Social media therefore promotes interaction and public participation over various issues of human concerns. Therefore, the unhindered interactive nature of social media has given vast opportunities to the public to engage in interactions over several issues that relates to Nigeria. This study will reveal that the opportunities abound on social media platforms to advertise goods, services or ideas to the general public unhindered. The new media has distinctive features of enabled web 2.0 and its users can generate content(s) at any time; it equally has the feature of cross platform and it is inexpensive to product content(s). Ebekue (2018) posited that the constant changing of technological landscape has affected all dimensions of human endeavor, and specifically movie marketing as a concept. The paradigm shift that emanates by technology revolutionized distribution, marketing and other areas salient to movies/films. Marketing can be described as the process of getting the right goods and services or ideas to the right people at the right place, time and price, using the right promotion technology and utilizing the appropriate people to provide the customers service associated with those goods, services and ideas. Social media has become one of the viable promotional technology enable by internets and many of the consumers/customers/audience and viewers are online. The astronomical growth of social media networks have transformed the dynamics of the e-marketing place by creating social network of consumers, opinion leaders and field experts, (Kumar, 2020).

Social media marketing when incorporated into marketing promotional messages are effective at shaping consumer's perceptions about product image and result to consumption behavior. Customers/consumers are attracted to social media based on the benefits that would be accrued to them. Agarwal & Karahanna (2000) discovered that cognitive absorption draws users to the use of social media for a variety of reasons. For one, social media offers temporary disassociation, which limits the users awareness of the time passing. The first renowned state of the consumer decision-making process is

the realization of the product need (cultural). Product need is activated when a consumer's actual state and desire state of being incongruent, (Bruner, 1987).

Thota (2018) posited that businesses can use social media to activate consumers' product needs by triggering brand conversations that promote positive perceptions about products, services, or ideas. Thota further stated that social media has become a powerful tool for message exposure. Film/movies trailer serves the purpose of opening up consumers for positive conversation about oncoming movies and to shape the perception about the products (movies).

Movie Trailers Explained

Promotional tools are essentials in marketing and social media adverts have proven to be cost effective. Promotional tools also have been deployed as important variables in promoting movies either individual or in groups. Promotional campaigns are designed to raise public awareness of the film, (Kumar, 2012). A film trailer also provides adequate detailed information as posited by (Preece, 2010). Adopting digital media such as social media to promote films with the view of attracting more viewers has proven to be apt and good. Delvin, (2011) stated that by promoting films on social media the public will be mobilized to subscribe, download and watch such movies. Data available on the films social websites like Facebook, Twitter, etc has help to facilitate interaction between business and the public. Kernan (2009) claimed that YouTube is the most popular movie trailers.

V. THEORETICAL PERSPECTIVES

This study is anchored on two theories of communication, that is, Technological Determinism and Uses and Gratification Theories. Technological determinism is described as a reductionist theory that assumes that as a society's technology progresses by following its own internal logic of efficiency while determining the development of the social structure and cultural values. The theory aims to provide causative link between technology and a society's nature. The theory was propounded by Marshall McLuhan in 1964 and posited that the 'content' of the media cannot be viewed independently of the technology of the media itself. The main assertion of the theory is that media technology shape how we as individuals in society, think, feel, act and how the society operates as were move from one technological age to the other. Adler (2006) explained that technological determinism theory is based on the idea that technology has serious impact or effects on our lives. Another salient assertion from technological determinism theory was that McLuhan believed that relevant technological inventions would invariably influenced a major impact on society. He further posited that a fundamental shift in communication technology will result to major transformation that would commence not only in social organization, but also inhuman sensitivities. McLuhan pointed out that social system is determined by the content carried by these means. Without adequate understanding of the way the media works, we cannot understand the social and cultural changes that are taking place in the societies.

The theory manifests itself at various levels initially it starts with the introduction of newer technology, introduces changes and at times these changes can also lead to a loss of existing knowledge as well. This theory is relevant to this study as social media emerges from communication technologies and has revolutionized every aspect of life including marketing profession and it is a veritable tool for promotion of goods, services and ideas to millions of online users.

The second theory, Uses and Gratification Theory (UGT), was propounded by Elihu Katz, Jay Blumler and Michael Gurevitch in 1974. It is a theory that highlights the importance of the media to the consumer. The theory perceives the recipient as actively influencing the effect process, since he selectively chooses, attends to, perceives and retains the media messages on the basis of his/her needs, belief etc. the focus was shifted from media production and transmission functions to the media consumption function. The theory tells us how media consumers use media content to satisfy their needs. It shows that media content must be accepted by its audience to gain a large part of market. Every media consumer chooses that medium or channel that best meets his/her need. The content of a broadcast media programme determines to a large extent, its acceptability by audience. Therefore, the film industry adopts social media to distribute movies trailers to attract and mobilize consumers to purchase or download such movies.

VI. METHOD

This study employed survey research design with a population of 284,336 (National Population Census, 2006) to select a sample of 384 respondents within Ijebu North Local Government Area of Ogun State which was determined online through the use of Survey Monkey Sample Size calculator at 95% Confidence Level and 5% Margin of Error.

The study adopted a simple random sampling technique to arbitrarily select respondents within the study area. Descriptive analysis with frequency count and simple percentage presented in tabular forms and charts was used to analyse the responses from the respondents which was gathered through the instrument of questionnaire. This is used so as to know if there exists a relationship between the variables in the study.

VII. RESULTS

Out of the 384 copies of questionnaire distributed to respondents within Ijebu North Local Government area of Ogun State, 339 copies were returned and found useful for the analysis. The Statistical Package for Social Science (SPSS) was used for the analysis of the data.

Table 1: Frequency Distribution of Respondents' Demographic Characteristics

Variables	Responses	Frequency
Gender	Male	194(57.2%)
	Female	145(42.8%)
Level of Education	FSLC	32(9.4%)
	SSC	34(10.1%)
	ND/NCE	97(28.6%)
	HND/B.A/B.Sc.	101(29.8%)
	Postgraduate	75(22.1%)
Age Distribution	16-20 years	66(19.5%)
	21-25 years	113(33.3%)
	26-30 years	121(35.7%)
	31 years and above	39(11.5%)
	Total	100%

Source: Field Work, 2022

From the demographic information presented in Table 1, it shows that 194(57.2%) of the respondents which formed the larger percentage were male while 145(42.8%) of the respondents were female respectively. The respondents' level of education shows that 32(9.4%) respondents were first school leaving certificate holder; 34(10.1%) were school certificate holders; 97(28.6%) of the respondents were either National Diploma/NCE holders; 101(29.8%) were holders of either HND or first degree certificates, while 75(22.1%) were holders of one postgraduate certificate/degree or the other. This result implies that the higher percentage of respondents seeking movie trailers were HND/B.A/B.Sc. holders. Also, going by the age of respondents, it shows that 66(19.5%) respondents are between age 16-20 years; 113(33.3%) respondents are within the age of 21-25 years; 121(35.7%) respondents are in the age range of 26-30 years; while 39(11.5%) of the respondents falls within the age of 31 years above respectively. It can thus be deduced that respondents between ages 26-30 are more active on the internet and watches movies.

Table 2: New Movies Trailers on Social Media

Variable	f	%
Do you watch movies?		
Yes	317	93.5
No	22	6.5
I don't know	Nil	Nil
On which channels/platforms or websites do you watch movies?		
Netnaija	129	38.1
Youtube	73	21.5
Netflix	63	18.6
Vimeo	45	13.3
Movies 123	29	8.6
Do you view or receive movies trailer via social media?		
Yes	318	93.8
No	21	6.2
I don't know	Nil	Nil

Source: Field Work, 2022

Table 2 presents analyzed data in relation to ascertaining the fact that respondents use social media as search engine for movies trailers. Majority of the respondents that participated in the study 317(93.5%) attested to the fact that they watch movies while 22(6.5%) of the respondents stated that they don't watch movies. Also, investigating the channels/platforms the respondents use; 129(38.1%) of the respondents asserted that they use Netnaija to search for movies trailers; 73(21.5%) of the respondents uses YouTube; 63(18.6%) of the respondents stated that they use NetFlix; 45(13.3%) of the respondents uses Vimeo to search for movies trailers while 29(8.6%) of the respondents uses Movies123 platform to search for new movies trailers.

Examining whether respondents view or receive movies trailers via social media; 318(93.8%) of the respondents stated that they view and receive movies trailers through social media while 21(6.2%) of the respondents claim they don't view nor receive movies trailers via social media.

Table 3: Social Media Platforms for Movies Trailers

Variable	f	%
Do you search for movies on social media?		
Yes	236	69.6
No	103	30.4
I don't know	Nil	Nil
How often to you view adverts for movies on social media?		
Always	204	60.2
At times	84	24.7
Seldom	51	15.1
Which platform/channel do you prefer to view movies trailers?		
Netnaija	111	32.7
NetFlix	65	19.2
Vimeo	66	19.5
Movies123	29	8.6
YouTube	68	20.0
Movies trailers is a form of commercial message for movies		
Strongly Agree	116	34.2
Agree	117	34.5
Strongly Disagree	52	15.3
Disagree	48	14.2
Neutral	6	1.8

Source: Field Work, 2022

Table 3 depicts data analyzed on the relationship between social media and movies trailers as majority of the respondents 236(69.6%) attested to the fact they use social media to search for movies trailers while 103(30.4%) claim they don't use social media to search for movies trailers. Examining the frequency and extent to which respondents use social media advertisement for movies; 204(60.2%) of the

respondents averred that they always which implies constantly use social media to search for adverts on movies; 84(24.7%) of the respondents claim that they use social media at times and 51(15.1%) of the respondents stated that they seldom use social media.

Furthermore, to ascertain the most preferred channel or platform for search; 111(32.7%) of the respondents claim that they sue NetNaija; 65(19.2%) of the respondents uses Netflix; 66(19.5%) of the respondents stated that they prefer Vimeo; 29(8.6%) of the respondents uses Movies123 platform to view movies trailers while 68(20%) claim that they prefer YouTube. The results revealed that the most preferred channel/platform is NetNaija this might be due to the fact that the channel is an indigenous movie downloadable platform. Also, it is evident in Table 4.1.5 that movie trailer is a form commercial messages for movies as larger percentage of respondents subscribing to this.

Table 4: Effectiveness of Social Media Movies Trailers' Promotion

Variable	f	%
Using social media for movies trailers or advertising movies trailers is very effective and efficient		
Strongly Agree	121	35.7
Agree	125	36.9
Strongly Disagree	45	13.3
Disagree	42	12.4
Neutral	6	1.8
Social media help mobilize viewers to the producers official social handle		
Strongly Agree	128	37.8
Agree	96	28.3
Strongly Disagree	71	20.9
Disagree	21	6.2
Neutral	23	6.8
Use of social media for movies trailers would definitely increase sales		
Strongly Agree	142	41.9
Agree	94	27.7
Strongly Disagree	41	12.1
Disagree	35	10.3
Neutral	27	8.0
Social media has facilitated violation of copyright on movies.		
Strongly agree	92	27.1
Agree	52	15.3
Strongly Disagree	99	29.2
Disagree	88	26.0
Neutral	8	2.4

Source: Field Work, 2022

Table 4 presents analyzed social data to determine the effectiveness of social media in promoting movies trailers. Examining the adoption of social media for movies trailers

advertisement being effective and efficient 246(72.6%) of the respondents unanimously agreed that social media is effective for promoting movies trailers; 87(25.7%) of the respondents strongly disagree with the assertion that social media is effective for promoting movies trailers while 6(1.8%) respondent were undecided.

Also, investigating whether social media help to mobilize viewers to producers official social handles; 224(66.1%) of the respondents strongly agreed that social media had helped to mobilize viewers to producers social handles; 92(27.1%) of the respondents strongly disagree with the assertion while 27(8.0%) of the respondents remain undecided.

Furthermore, majority of the respondents 236(69.6%) strongly agreed that adoption of social media for movies trailers would definitely increase sales; 76(22.4%) of the respondents strongly disagree with this assertion while 21(8%) of the respondents remain undecided.

Lastly, to ascertain that social media has facilitated violation of copyright on movies, 144(42.4%) of the respondents strongly agreed that social media has led to violation of copyright of movies; 187(55.2%) of the respondents strongly disagree with the assertion as 8(2.4%) of the respondents remain undecided.

VIII. DISCUSSION

The main objective of this study is to examine social media use and the promotion of Nollywood movies trailers among university youths. Based on the presentation of the analysis of data in the above tables, the following are the discussion of findings from the data gathered according to the research objectives.

Objective 1: To examine whether the youths Search for new movies trailers on social media adverts.

Internet has enable social media platforms that are multi-purpose and multi-tasking, with new innovation and emergent concept of digital marketing in which social media marketing is a niche. Findings from this study established the fact that students or respondents adopt of use the social media adverts to search for new movies and this is referred to as movies trailers. Ebekwe (2018) corroborates this findings as he posited that new media (social) is an emerging source for Nigerian films to be explored by viewers and producers. Adler (2016) corroborates McLuhan supposition as he stated that technology has serious impact or effect on our lives, this is seen as respondents took to online search engines for new movies by viewing the trailers. Thota (2018) stated that businesses use social media to attract customers and that movie trailers has increased viewers and attract them.

Objective 2: To investigate the extent and the most preferred social media adopted to promote movies trailers.

Findings revealed that the most preferred social media platform adopted by respondents to seek information on movies trailers is Netnaija as 111(32.7%) of the respondents

claim that they seek movies trailers for new movies on Netnaija and this was followed by YouTube with 68(20.1%) of the respondent stated that they prefer searching for new movies trailers on the platform. This finding is tandem with Kernan (2009) who posited that YouTube was the most popular platform to search for new movies trailers.

Objective 3: To examine the effectiveness of the social media movies trailers adverts.

Promotional campaign is designed to enlighten and to create public awareness of films. Kumar (2012) stated that movies trailers are promotion tools to create awareness for the movies. Findings from the study revealed that social media is effective and that it increases sales of movies. This assertion was corroborated by Preece (2010) who stated that a film trailer provides detailed information and that social media promote films with view of attracting viewers to be apt and good.

IX. CONCLUSION

Conclusion drawn from findings revealed that social media marketing is trending in all business endeavor and film production and marketing has been made easy as the internet facilitates quick distribution and consumption of cultural products (movies). Social media advertising of movies trailers has greatly help to increase sales and through the findings it was established that respondents are online to use search engines to seek information on new movies trailers. Movies trailers provide adequate and detailed information on movies as the in order to enlighten the viewers. From the study, it was established that the respondents believed that social media has greatly influence and mobilize viewers to producers official social handles to view their movies. The study equally revealed that communication technology has influence or impact on how viewers search for movies, download, subscribe or watch free online.

X. RECOMMENDATIONS

Drawing inferences from findings from the data analyzed. The study recommends that producers should fully utilize the social media marketing and advertising to promote their movies and films. Also, movies trailers should be detailed and attractive to draw the viewers to their official sites. Also, social media advertising would expunge the waste on printing hard copies flyers or banners to create awareness about movies.

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