

Impact of Social Media Marketing on Customers Purchase Decision of Selected Online Super Stores in Lagos, Nigeria

***Olaleye Olalekan Olumide., Kolade Akinpelu Ayobami**

Department of Business Administration, Osun State College of Technology, Esa – Oke, Osun State, Nigeria

***Corresponding Author**

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ABSTRACT

This study evaluated the way social media marketing shapes purchase decisions of customers in selected online superstores in Lagos Nigeria. The survey research involved random selection of 397 University of Lagos students using stratified sampling methods. Self-administered questionnaires combined with secondary sources served as the data collection methods. The statistical analysis used SPSS version 22 to apply descriptive statistics and frequency analysis and multiple linear regression for determining how social media marketing affects customer, purchase decision. The research findings demonstrated that social media marketing heavily impacts the purchasing decisions of customers. Among respondents 96.2% demonstrated knowledge about online marketing platforms mostly using Jumia and Jiji platforms for their business needs. A regression statistical analysis found three key factors which impacted purchasing decisions by customers: easy system navigation, knowledge of internet marketing platforms and promotional discounts. Data from multiple regression modelling indicated 87.8% of variance in online business patronage stemmed from these particular factors while ANOVA ($F = 0.001$) showed evidence of statistical significance for these predictors as they affected customer purchase decision. The analysis showed ease of use as an independent variable ($B = 0.088$, $p = 0.037$) together with discount pricing ($B = 0.190$, $p = 0.048$) that positively affected online customer purchase decision. The study concluded that social media marketing increases purchase decisions for customers in Lagos's online superstores and therefore recommends that online superstores should maximize their social media outreach while they also optimize interface designs and implement discounted pricing structures to increase customer participation. Focusing on consumer protection alongside secure platforms creates a foundation of trust that drives sustained patronage. The best practices implemented by Jumia and Jiji together with other leading platforms present opportunities to improve digital marketing strategies for a competitive online market.

Keywords: Social Media Marketing, Customer Purchase Decisions, Online Superstores

INTRODUCTION

The swift development of the internet has brought substantial changes to how businesses connect with their consumer base. Internet users have evolved into active consumers through the extraordinary growth of online shopping thus becoming participants in digital transactions. The combination of social media platforms has driven this evolution through their functions in providing direct marketer-client interactions and creating personal and interactive engagement experiences (Ling, 2017; Smith & Taylor, 2021). Research by Hidayat, Anas, & Diwasasri (2023) demonstrates that consumers take part in online activities from communication to opinion sharing and information distribution which affects purchase decisions across the community.

The development of globalization alongside internet expansions has enabled the formation of global communities which primarily use online social platforms for communication. These communities have expanded rapidly since the previous decade according to Dennis, Frank, & Danielle (2020) through their creation of meaningful connections and behavioral changes that affect purchasing choices. Traditional

marketing principles changed due to social media marketing because digital platforms now use interactive features that enable trackable consumer interactions (Kaplan & Haenlein, 2020; Williams et al., 2022). The internet began its evolution during the 1940s through computational connections that set the stage for interconnectivity. Early networks like CompuServe appeared during the 1960s followed by the introduction of UseNet which launched as the first electronic magazine in 1979 to drive digital communication (Liu & Gao, 2019). Digital interactions advanced during the 1980s with the emergence of blogs and photo-sharing services in addition to Internet Relay Chat (IRC) before social networking platforms like MySpace and LinkedIn entered the scene in the early 2000s (Jones & Carter, 2021).

Social media websites including Facebook together with X (formerly Twitter) and YouTube have shown incredible growth throughout the past decade. The research investigates how social media marketing influences customers purchase decision among students enrolled at the University of Lagos Nigeria. The social media revolution has generated various business possibilities and created increased requirements for digital communication across long distances (Ogundare, 2020; Ahmed & Yusuf, 2023). Nigerian consumers can make online purchases through established e-commerce platforms Jumia, Konga, and Jiji which present electronics, home appliances and lifestyle items for sale. The growing concerns about online fraud and consumer trust issues continue to influence purchase decisions in the market (Okoli & Nwankwo, 2022). Through social media platforms users can concentrate on specific actions which include blogging as well as gaming and instant messaging. By allowing users to share information Facebook demonstrates its capability for social influence expansion according to Boyd and Ellison (2018) as well as Kim and Park (2022). According to Schiffman, Kamk, & Hansen (2008) consumer purchasing choices are affected by socialization because individuals who maintain regular communication with their friends and family tend to base their purchasing decisions on what they learn from this interaction.

The increasing relevance of social media marketing in Nigeria lacks studies investigating its impact on customer purchase decisions toward e-commerce platforms Jumia, Konga, and Jiji according to Adewale et al. (2023). Nigerian consumers demonstrate hesitance toward making online transactions because of worries about fraud so social media marketing fails to achieve its fullest potential in Nigeria. The direct consumer business engagement through social media platforms still lacks clarity regarding their impact on university students' purchasing behaviors.

The study explores how social media marketing influences customers purchase decision of University of Lagos students. This study aims to test the null hypothesis that states social media marketing has no significant influence on customers purchase decision among University of Lagos students.

Social Media

Social media is defined quite operationally as a set of web-based platforms that lets social users create and exchange user generated content based on web 2.0 (Schirr, 2013). This is one of the most effective areas through which one can help manage the promotion of his or her business in that it enables one to build and establish relationship with the targeted clientele 'times while using minimal spare time and this at a very negligible cost. The focus of individuals in social networks has shifted the consumer behavior as now while consuming they also expect a good level of engagement and response from the product or brand (Kaplan & Haenlein, 2020). This is why the habits through which consumer approach brands have also changed, and social media was once a means of interaction with people, but now it's an opportunity for marketing that can become an effective instrument to sales (Evans & McKee, 2023).

Social Media Marketing (SMM)

Over the last few years; however, there have been tremendous advancements as SMM has shifted from a conventional approach to a highly technical form of marketing. The SMM methods include: The companies should focus on influencer marketing, PPC ads, relying on the audience for content, and interaction-inducing activities like contests and surveys. These techniques offer marketers several possibilities of how to reach out to the users, how to deliver these messages and build even firmer bonds with the brand (Kaplan & Haenlein, 2020).

Social Media Channels, Awareness and Communication

Modern communication heavily relies on social media channels which consist of Facebook Twitter Instagram and LinkedIn because these platforms provide users with multiple ways to interact and share information. Respective social media platforms let users achieve real-time communication that speeds up content sharing while delivering messages to worldwide audiences. The rapid expansion of mobile phones together with Internet access has driven the widespread use of social media channels in Nigeria which impacts business and educational sectors. The level of understanding people has about how social media platforms operate along with their potentials makes up social media awareness. External organizations must excel at recognizing social media channels because this ability ensures both high impact marketing initiatives and vigorous audience participation. Olaore and Adejare (2020) describe the rise of social media awareness among Nigerian entrepreneurs who experience better customer relationships which drives business expansion. Nigerian university students possess an extensive understanding of social media interactions according to Uzuegbunam (2015) because their social media awareness reaches high levels. The platforms of social media allow people to exchange messages that link personal exchanges with official organizational messages. Organizations can build brand recognition and maintain loyal customer relationships through well-designed social media communication approaches. Nigerian youths take part in social media communication according to Obikeze (2020) who demonstrates that these youth mold their brand-related attitudes through their social media interactions. Mu'azu and Gapsiso (2024) argue that Nigerian public relations strategies rely on social media platforms to create strategic messages that control public reception and establish trust. User engagement together with organizational success depends heavily on how different social media channels create awareness through communication methods. The continuous evolution of social media platforms demands fundamental understanding of these principles to achieve meaningful results across different platforms.

Customer Purchase Decision and Consumer Purchase Intention

Purchase decisions of customers depend on three main elements: anticipated situational factors and unanticipated situational factors and peer opinion and attitudes. Anticipated situational elements refer to circumstances that customers expect such as financial limitations and product accessibility together with individual product choices. The research by Eze and Ozo (2020) revealed how Nigerian consumers use salary cycles together with seasonal promotions and discounts to make buying choices while focusing on e-commerce sites Jumia and Konga. Research by Adebayo and Yusuf (2022) confirms that retail sector customers in Nigeria respond strongly to both their planned budgetary allocations and loyalty incentive programs when considering purchases. Unplanned situational factors such as price increases and product shortages and urgent expenses affect consumer buying choices. The Nigerian market experiences delayed or canceled non-essential item purchases when economic turmoil and sales price increases emerge according to Okonkwo and Chidiebere (2024). Nwankwo et al. (2023) documented how retail market consumer choices get directly affected by price increases and economic instability.

Purchase decisions are significantly influenced by the perspective of others. Consumer behavior toward technology and fashion products depends heavily on peer referrals and family feedback and online evaluations. Adetunji and Aluko (2023) show that Nigerian consumers actively respond to marketing through social media platforms while paying attention to both influencers and real consumer opinions. Businesses need to focus on developing powerful connections through digital platforms because digital platforms continue increasing their market influence thus, they need to build strong customer relationships.

Per Mehrabian and Russell's Stimulus-Organism-Response Model (1974) external factors like advertising and influencer endorsements generate psychological reactions within customers that trigger their purchase decisions. Today's digital world relies on online advertisements and promotional strategies which shape Nigerian consumer behavior according to Okonkwo and Chidiebere (2024). Digital marketing expansion demands companies to implement targeted ads while offering loyalty rewards and promotional pricing in order to maintain customer interest.

Customer purchase intention together with the purchasing decision process represent vital consumer behavior elements which depend on psychological aspects as well as economic and social influences. Blackwell,

Miniard, and Engel (2018) developed the Customer Decision-Making Model while Ajzen (1991) outlined the Theory of Planned Behavior which explains the described dynamics. These models demonstrate how consumers start by identifying their needs before they search for information then evaluate different options and make decisions for purchase and evaluate their satisfaction afterward. A Customer Decision-Making Model has five distinct stages starting with problem recognition that leads to information search followed by alternative evaluation then purchase decision followed finally by post-purchase behavior. When a need emerges in consumers, they begin actively seeking information through digital platforms and promotional materials as well as hearing recommendations from their circles. People who search for various purchase options evaluate them according to their prices and brand credibility along with product specifications to decide what to buy. The post-purchase evaluation marks the concluding stage of the model since consumer satisfaction levels determine their future purchasing choices. Ajzen's Theory of Planned Behavior demonstrates that buying intentions result from product attitude assessments and social trend-based norms and the simple accessibility of the purchasing process.

Customer characteristics, behavior, and social self-construction are explored through Symbolic Interactionism and Hyper-Symbolic Interactionism. Symbolic Interactionism examines how individuals develop meanings, identities, and social roles through language and interactions (Smith & Jones, 2021). Hyper-Symbolic Interactionism extends this by analyzing digital media, advertising, and visual content in shaping consumer identity (Lim, Chung & Weaver, 2023). This study applies these theories to social media, highlighting their influence on customer purchase decision, identity formation, and marketing strategies. It emphasizes how digital interactions transform values, perceptions, and purchasing decisions, providing insights into social media's role in shaping consumer engagement and online marketing tactics.

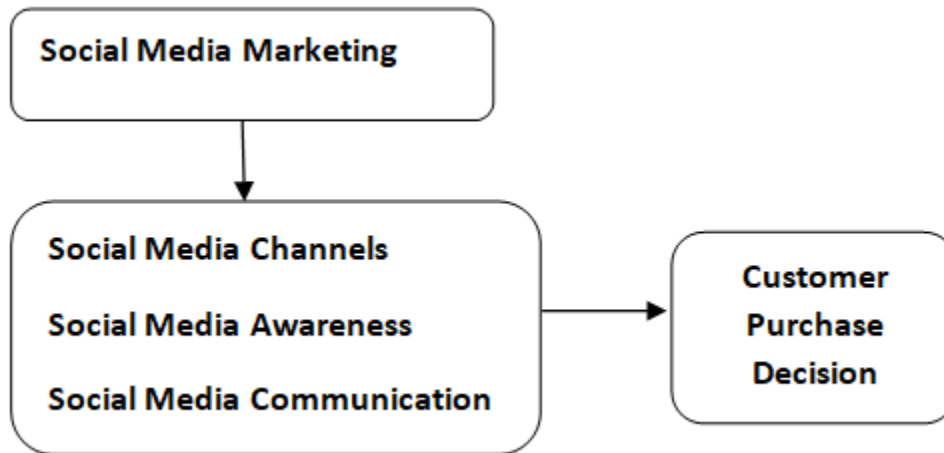
Studies have also supported the present research on the role of social media marketing for the brand image and trust and purchase intention of consumers. For instance, Chen and Lin (2022) found out that effective use of social media to host viral or user-generated content engaging with social media marketing led to the enhancement of brand loyalty. For their research, they surveyed 400 participants with the help of PLS-SEM and found that UGC aids in the built of 62% of brand trust and 48% of brand loyalty, which indicates a strong point towards the consumers in decision making of brand image. Similarly, Awan et al. (2023) analyzed the effects of the influencer marketing approach with regard to consumer purchasing behavior related to cosmetic products in Pakistan. They revealed that relatability and credibility a two-construct model had implications for brand trust; these two variables could predict 53% of the variation in purchase intention with the best predictor being influencer trust.

Singh and Verma (2023) examined purchase intention due to social media advertisement of Indian Young Adults' in the age group of 18 to 35 years. The research data was collected from 500 respondents, where Structural equation modeling technique was used to analyze the result. The researcher confirmed that advertisement promotion enhanced brand image among targeted audiences by 58 percent and use of social mediums was highly rated at 67 percent as the reason for the respective imaginary construct in purchase intention. Their assumption was correct that good looking ad post on social site s does generally raise consumer engagement in ads hence may lead to buying the products being advertised.

In addition, in the Hospitality Sector a study conducted by Zafar & Malik (2024) found that both brand trust as well as consumer loyalty experienced a rise during the course of study due to appropriate SM marketer activities such as ads and customer reviews. According to their quantitative study in which they surveyed 450 people, the consumer's loyalty towards certain brands remained reliant on social media adverts for approximately 69%. This study therefore set out to explain how through targeted communication and the reviews of the consumers the brand can gain exposure and trust.

In Al-Khalifa and Hameed (2023), the research explored the way and extent that increased concern for social media improves the intention to buy and customer loyalty among the e-commerce industry in Saudi Arabia. Of the 520 participants, the research established that through commenting and sharing of posts, the loyalty of the customers was boosted by 54%, while the trust placed in the brand by 49%. The findings revealed that arguing still appropriates the brand, while social media strengthens the inclination of purchase intention and customer commitments. According to the study done by Osei and Boateng (2023), the social media age influencers have

impacted the fashion business in Ghana by changing the appearance of the business entity. In the current study, the authors collected the data from 400 participants using convenience sampling technique and analyzed the data using PLS-SEM. Based on their study they noted that impersonation of the traits of influencer and the degree of interest of brand interactions explained sixty-five percent of the distinctiveness of the brand image and fifty-two percent of that of brand trust. A conclusion was made that the more the user is authentic and/or has brand engagement the more brand consumer perception and propensity to purchase are positively affected.



Authors Conceptualization (2024)

METHODOLOGY

A survey research design was employed to investigate how social media marketing influences customer purchasing decisions across online superstores operating in Lagos Nigeria. The research employed stratified random sampling to select 397 students who study at University of Lagos. Self-administered structured questionnaires together with secondary data sources served as primary research methods for data collection. SPSS version 22 was used for statistical analysis through descriptive methods encompassing means and percentages and frequencies for data interpretation.

RESULT AND DISCUSSION

The study investigated and analyzed data from their field study using survey questionnaires. Data analysis employed frequency analysis and percentage rates alongside structured mean calculation, standard deviation calculation and correlation tests and multiple linear regression to generate both descriptive statistics and statistical inference results. The applied methods provided essential insights about variable relationships that supported the study in extracting meaningful conclusions from gathered data.

SECTION A: Demographic Analysis of Respondent Profile

Descriptive Statistics

Table 1:

Age			
		Frequency	Percent
Valid	Less than 18	58	14.6
	18-22	104	26.2
	23-27	52	13.1

	28-32	83	20.9
	33 and above	100	25.2
	Total	397	100.0

Source: Field Survey, 2024.

Table 1 shows the age distribution of respondents. 58 (14.6%) were under 18 years, while 104 (26.2%) were between 18-22 years. Respondents aged 23-27 years accounted for 52 (13.1%), and those 28-32 years totalled 83 (20.9%). The largest group, 100 respondents (25.2%), were 33 years and above, making them the dominant category in this study.

Table 2:

Gender			
		Frequency	Percent
Valid	Male	166	41.8
	Female	231	58.2
	Total	397	100.0

Source: Field Survey, 2024.

Table 2 shows a total of 397 respondent in the study, above Gender of respondent such that female were 231 respondents representing 58.2% and male were 166 respondents representing 41.8%. Thus, female was the majority in this study.

Table 3: Academic Level

		Frequency	Percent
Valid	100	60	15.1
	200-300	127	32.0
	400- 500	210	52.9
	Total	397	100.0

Source: Field Survey, 2024.

Table 3 shows respondents' distribution by academic level. Of 397 students, 60 (15.1%) were in 100-level, 127 (32.0%) in 200-300 level, and 210 (52.9%) in 400-500 level. The majority were senior students, offering insights from more experienced consumers. The varied representation enhances the study's validity by capturing perspectives across different academic levels.

Table 4: Online Marketing Respondents

		Frequency	Percent
Valid	Yes	382	96.2

	No	15	3.8
	Total	397	100.0

Source: Field Survey, 2024.

Table 4 illustrates respondents' exposure to online marketing. The majority, 382 (96.2%), acknowledged awareness or engagement with online marketing, while only 15 (3.8%) reported no exposure. This indicates that online marketing is widely recognized among respondents, reinforcing its influence on purchasing decisions. The high percentage of awareness suggests that social media and digital marketing strategies effectively reach consumers.

Table 5: Frequency of Online Business Patronage

		Frequency	Percent
Valid	Very often	200	50.4
	Often	80	20.2
	Rarely	117	29.5
	Total	397	100.0

Source: Field Survey, 2024.

Table 5 presents the frequency of online business patronage among respondents. 200 (50.4%) reported patronizing online businesses very often, while 80 (20.2%) indicated they do so often. Conversely, 117 (29.5%) stated they rarely engage in online purchases. This distribution highlights a strong inclination toward online shopping, with over 70% of respondents frequently engaging in online shopping. The findings suggest a growing reliance on digital platforms for purchasing decisions, reinforcing the impact of online marketing on consumer behaviour

Table 6: Table 6: Most Preferred Online Marketing Platform

		Frequency	Percent
Valid	Jumia	204	51.4
	Jiji	131	33.0
	Konga	44	11.1
	others	18	4.5
	Total	397	100.0

Source: Field Survey, 2024.

Table 6 shows the most preferred online marketing platforms among respondents. Jumia is the most patronized, with 204 respondents (51.4%), followed by Jiji with 131 respondents (33.0%). Konga is used by 44 respondents (11.1%), while 18 respondents (4.5%) prefer other platforms. The results indicate that Jumia dominates the online shopping space among respondents, with Jiji also having a significant share.

Test of Hypothesis

H₀: There is no significant influence on social media marketing on customer purchase decisions

Table 10: Correlations

Variables	Increasing numbers of students are now using Twitter for online business	Effective communication among users of social media channels results in timely demand for online business products	Social media communication helps ensure customers/end users are not cheated during online trading
Increasing numbers of students are now using Twitter for online business	1	.996 ⁺⁺	.908 ⁺⁺
Sig. (2-tailed)		.000	.000
N	397	397	397
Effective communication among users of social media channels results in timely demand for online business products	.996 ⁺⁺	1	.904 ⁺⁺
Sig. (2-tailed)	.000		.000
N	397	397	397
Social media communication helps ensure customers/end users are not cheated during online trading	.908 ⁺⁺	.904 ⁺⁺	1
Sig. (2-tailed)	.000	.000	
N	397	397	397

Source: Field survey, 2024. ⁺⁺ Correlation is significant at the 0.01 level (2-tailed).

Table 10 shows the correlation between social media marketing factors and customer purchase decisions. The strong positive correlation between "Increasing numbers of students using Twitter for online business" and "Effective communication among social media users" ($r = .996$) as well as "Social media communication ensuring no customers are cheated during online trading" ($r = .908$) indicates a significant relationship. These findings suggest that social media marketing has a notable influence on customer purchase decisions in online business. Based on these results, we reject the hypothesis, which proposed no significant influence of social media marketing on customer purchase decisions.

Table 11: Multiple Linear Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.092	.878	.0864	.873	.785

Predictors: (Constant), The adoption of discount prices by online marketing has improved purchasing power of customers, the ease of use of social media platforms has enhanced online marketing, Awareness of social media channels has increased among students.

Table 11 presents the multiple linear regression model summary, showing the relationship between predictors and the frequency of online business patronage. The R value of 0.092 suggests a weak correlation between the predictors and the dependent variable. The R Square value of 0.878 indicates that approximately 87.8% of the variation in the frequency of online business patronage is explained by the predictors, which include the adoption of discount prices, ease of use of social media platforms, and increased awareness of social media channels. The Durbin-Watson statistic of 0.785 suggests a mild concern for autocorrelation in the residuals.

Table 12: Analysis of Variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.302	3	.101	.001b
	Residual	299.346	393	.762	
	Total	299.647	396		

Table 12 presents the Analysis of Variance (ANOVA) for the regression model. The regression sum of squares is 0.302, with 3 degrees of freedom, and a mean square of 0.101, yielding an F-value of 0.001, which is statistically significant ($p < 0.01$). This suggests that the predictors adoption of discount prices, ease of use of social media, and increased awareness significantly influence the frequency of online business patronage. The residual sum of squares is 299.346, with 393 degrees of freedom, indicating unexplained variation.

Table 13: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.633	.367		4.450	.000
	The ease of use of social media platform has enhanced online marketing	.088	.038	.010	.206	.037
	Awareness of social media channels has increased among students	.091	.039	.002	.035	.072
	The adoption of discount prices by online marketing has improved purchasing power of customers	.190	.167	.030	.601	.048
a. Dependent Variable: If yes in 4 above, how often do you patronize online business						

Source: Field survey, 2024.

Table 13 provides the regression coefficients for the factors influencing online business patronage. The constant has a value of 1.633, with a t-value of 4.450 and a p-value of .000, indicating a significant baseline level for online business patronage. "The ease of use of social media platforms" has a positive influence ($B = .088$, $p = .037$), suggesting that ease of use significantly impacts patronage. "Awareness of social media

channels" shows a weaker relationship ($B = .091$, $p = .072$), though it is still somewhat relevant. "The adoption of discount prices" also positively affects patronage ($B = .190$, $p = .048$), implying that discounts are a crucial factor in encouraging customers to purchase online. The dependent variable is the frequency of online business patronage.

CONCLUSION AND RECOMMENDATIONS

Social media marketing proves crucial for purchasing decisions because customer use platforms easily and recognize these platforms and respond to discounted prices. The investigation discovered that online marketing awareness reached 96.2% of respondents while the shopping platforms Jumia and Jiji represented the customers most popular choices. A regression analysis indicated that positive relationships exist between the usage convenience of social media platforms and customers' channel awareness and their preference for discounted prices because these factors drive more business patronage through online channels. The study demonstrates that social media marketing works in boosting customer purchase decisions provided it is implemented properly. Social media communication demonstrates a strong relationship with buyers' purchasing decision which highlights why organizations should utilize social media marketing tools. Based on the conclusion the following recommendations are hereby made:

Online superstores in Lagos should prioritize social media expansion while developing intuitive interfaces and building transparent customer relationships. To attract and maintain customer purchase decisions businesses should implement specific discounted pricing strategies on all their products which will generate instant revenue growth and produce lasting customer retention throughout the crowded digital market environment. Also, the online superstores in Lagos should empower customer protection measures while providing secure platforms which will remain essential for businesses as it builds trust with customers and creates lasting patronage. Lastly, other online superstores can benefit from Jumia and Jiji's best practices to optimize their social media strategies for driving consumer purchase decision actions.

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