



SOCIAL MEDIA MARKETING: A MOTIVATING CONSUMER PURCHASE DECISION IN NESTLE NIGERIA PLC

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ABSTRACT

This study examined if the trending role of Social Media Marketing can motivate Consumer Purchase Decision in Nestle Nigeria PLC., Ilupeju Lagos State. The objectives of the study are to: assess the impact of social media on the pre-purchase decisions of consumers and determine how social media influences consumers' purchase decision process. The study research design adopted descriptive and analytic surveys; while structured questionnaire was used to gather the data. The target population of the study comprises of the entire management and staff of Nestle Nigeria PLC, and the entire customer base of the organisation, especially with its over one million Face book and Twitter accounts followers. Three hundred and twenty-four (324) copies of questionnaire were administered to respondents and three hundred and sixteen (316) copies were retrieved thereby representing the sample size. The drawing of the members of the sample was convenience sampling technique. Collected data were analysed, while the stated hypotheses were tested using Pearson Product Moment Correlation Coefficient. The study establishes that there is significant impact of social media on the pre-purchase decisions of consumers, and there is significant influence of social media on consumers' purchase decision process. The findings of the study recommended that Nestle Nigeria PLC should invest in creating more unrestricted awareness in order to benefit from social media as a marketing tool, especially the matured consumers who are yet to embrace it. Generally, businesses should focus on marketing their products on social media because of the youths and gain recognition on global market.

Keywords: Sales performance, medium scale businesses, online retail outlets.

1. INTRODUCTION

In this technology enthused world, social media has turn out to be a source for retailers to extend their selling campaigns in order to gain a wider range of consumers. Social media relies on mobile phones and internet to operate; it is an interactive means to reach out to as many audiences as possible of which distance is not a hindrance anymore. Evans, Jamal & Foxall (2009) observe that the growth of social media has develop in essential communication channels and virtual communities have emerged which may by no means meet in the physical world but nonetheless can affect behaviour including purchasing decisions. Social media are computer arbitrated tools that allow people or organisations to create, share, or exchange information, career, interest, ideas, and pictures or videos in virtual communities and network; Social media depends entirely on mobile and web-based technologies to generate extremely interactive platform all the way through which individuals and communities share, co- create, discuss, and modify user generated content (Buettner, 2016; Boyd & Ellison 2007). Social media is commonly associated with social networks such as Face book, My Space, LinkedIn (Boyd & Ellison, 2007). Internet and virtual communities have transformed consumers, societies, and corporations with wide spread access to information, better social networking and enhanced communication abilities, (Kucuk & Krishnamurthy 2007). Additionally, social media has recently outpaced email as the most popular online activity and has enabled consumers to connect with others by sharing information, opinions and thoughts about products and brands.



The inception of Social Media Marketing (SMM) is one of the mighty developments in the history of commerce. This particular technical revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. SMM puts consumers back to the centre of the business world and provides marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways.

In essence, marketers have to understand how the social media have influenced Consumer Buying Decision Making (CBDM). Consumer behaviour is an important aspect of marketing as it assists marketers to devise strong and robust marketing strategies and techniques. For instance, organizations launch new products or services, which are generally bought by few customers in the initial phase and gradually, there is an increase in the users. Today, organizations are employing social media technique in order to change consumer's behaviour and to win their loyalty (Constantinides 2014).

Statement of the Research Problem

Now social media has become part of people's life, Social media such as Face book, Twitter, Instagram or LinkIn has a numeral number of the user and keep growing every day. From 2009 to 2019, the number of internet users increased drastically. A simple illustration: in 2009, Asia had around 764.4 million internet users; a decade later, that number went up to 2.3 billion (IWS, 2020). Globally, as at the end of 2019, 4.5 billion people were using the internet. Of those, 3.484 billion were active on social media sites (Kemp, 2019). The popularity of social media cannot be denied. It can be seen not only in the number of platforms have but also in the earnings of social sites or apps. For example, in the second quarter of 2019, Face book had the greatest number of monthly active users with 2.4 billion (Market.us, 2020). In the same period, the tech giant had more than \$16 billion in revenue. (Bouchrika, 2020). The number of social media users growing has attracted marketers. Marketers have recognized that social media marketing as an important part of their marketing communication strategies. Also, social media helps organizations to communicate with their customers. These interactions help marketing organisations determine customer needs and understand what their market might look like. Key business factors of social media allow consumers to estimate products, make recommendations to contacts or friends, and share any of the purchases through their social media. Communication through social media has found impact on consumer decision-making and marketing strategies. Consumer socialization theory predicts that communication among consumers affects their cognitive, affective, and behavioural attitudes (Ward, 1974).

Recommendations by friends or connections on social media also could help consumers on decision-making; these recommendations could help brand attitudes, purchasing attitudes, and advertising attitudes. The more good responses on the products or services, the more attractions the consumer purchasing receives, most of top brands and services are noticed and focus on social media marketing. Companies have considered entire departments devoted to the enterprise and control of social media inside their organizational structures (Belch & Belch, 2003). Also, Mangold & Faulds (2009) further argues that because of global competition, businesses have gone beyond the traditional boundaries of purchasing, selling or other commercial transactions and consequently, the boundaries of national markets have disappeared and become indistinct. Therefore, social media has become very important tool regarding the effective dissemination of information.

However, more recently, concern has been raised over the influences of these media on consumption habits and their possible use in the advancement of communication and marketing strategies (Belch & Belch, 2003). Many researchers have suggested that consumers' engagement via social interactive tools is becoming critically important as more marketers incorporate social media. Furthermore, Vollmer & Precourt (2008) state that social media



platforms are creating a venue for customer-to-customer conversations about brands and products and these platforms represent an ideal tool for electronic word-of-mouth, as consumers freely create and disseminate brand-related information in their established social environment. Therefore, this research attempts to examine the role of social media in stimulating consumer purchase decisions.

Indisputably, social media has revolutionized the ways of communication, sharing information and interests globally but the rapid growth of adoption of social media in developing countries like Nigeria has provided marketers a new avenue to continuously interact with customers. The challenge here however is that while these business organisations are increasing their spending on social media, it is difficult to measure a real return on such investment. Another issue with social media review and opinions which is supposed to influence purchase decisions is that often times the tendency for users to share their experience after purchase of goods or services is usually low. And sometimes people keep such information to themselves and this inhibits informed trial purchase decision.

Many also do not believe information flying around in the Nigerian social media space hook line and sinker anymore these days; due to the issues of fake news. It has become so solemn that almost anything can be photo-shopped. Similarly, the social media is opened to everyone and people are aware that competitors can easily take to social media to sponsor a blackmail of their rival company's brand or product. The implication of these to marketing is that matured consumers are very circumspect in digesting negative product or service-related information from the social media space because it may be fake news or even worse, a malicious move by competitors to blackmail their close rival's brand in the social media in favour of their own product or brand. The only way to avoid such misleading information on the social media is to be very slow in digesting any information and be sure to carry out due diligence to verify the truth on any subject. Lastly a cursory review of literature has shown that there is paucity of significant research explaining the exact role played by social media at the different stages of consumers' purchasing decision-making process especially among consumers of food beverage products, hence, creating a gap in literature. Therefore, this research seeks to investigate the role of social media in stimulating consumer purchase decision, focusing on Nestle Nigeria PLC., Ilupeju, Lagos State. Therefore, the social media marketing will go far and wide to assist customers and potential customers know and buy goods for their satisfactions, this study will also sensitised the organisations that are yet to implement social media marketing presence for their products and services, that is, every organisation need to build their websites and launch their products or services for the public to see as well as interact with the buyers one to one with feedbacks in order to know what the buyers want and desire to buy from their organisations. The organisations that have hosted their web presence and have activated the sales pages will enjoy less logistic costs as the former sales activities comprising the middlemen and sales force will be eradicated, and the products and services will be cheaper for the buyers.

This study aimed to examine the Role of Social Media in Stimulating Consumer Purchase Decision. A Study of Nestle Nigeria PLC, Ilupeju Lagos State. Other specific objectives of the study are to:

- i. assess the impact of social media on the pre-purchase decisions of consumers
- ii. determine the extent to which social media influences consumers' purchase decision process



2. LITERATURE REVIEW

A theory, according to Creswell (2009) is defined as an interrelated set of constructs (variables), formed as propositions or hypotheses that specify the relationship among variables. Several theories can be referred to for understanding the role of social media on consumer behavior hence the following prominent theories are reviewed in this study:

Uses and Gratification Theory The uses and gratification theory provides insight into why social media is so widely used. The theory was propounded in 1974 by the trio of Elihu Katz, Jay Blumler & Michael Gurevitch. This was propounded to explain why audiences do not inertly wait for the mass media messages to arrive, but aggressively and intentionally seek out kinds of content that give them the information that they require, akin to and use so as to analyse uses and gratifications theory. In same vein Defleur & Dennis (1994) agreed that it presuppose that members of the public will vigorously select and use specific forms of media contents to fulfil their needs and provide gratifications of their interests and motives. Sheldon (2008) states that “As an audience-based theory, uses and gratification theory hypothesizes that different consumers use the same media messages for different purposes, depending on their individual needs and goals”. Likewise, Folarin (1998) observes that the theory perceives the recipient of media messages as actively influencing the effect process, since they selectively choose, attend to, perceive and retain the media messages on the basis of their needs and belief. The essence of the uses and gratifications theory consequently, is to think media behaviour in terms of how humans generate and satisfy needs. This theory postulates that gratifications can be derived not just from media content, but also from the very proceed of experience to a given medium, and from the context in which it is inspired. Hence, regardless of the censure against the uses and gratifications theory, it remains the main model for answering the all-important question: What do people do with the media?

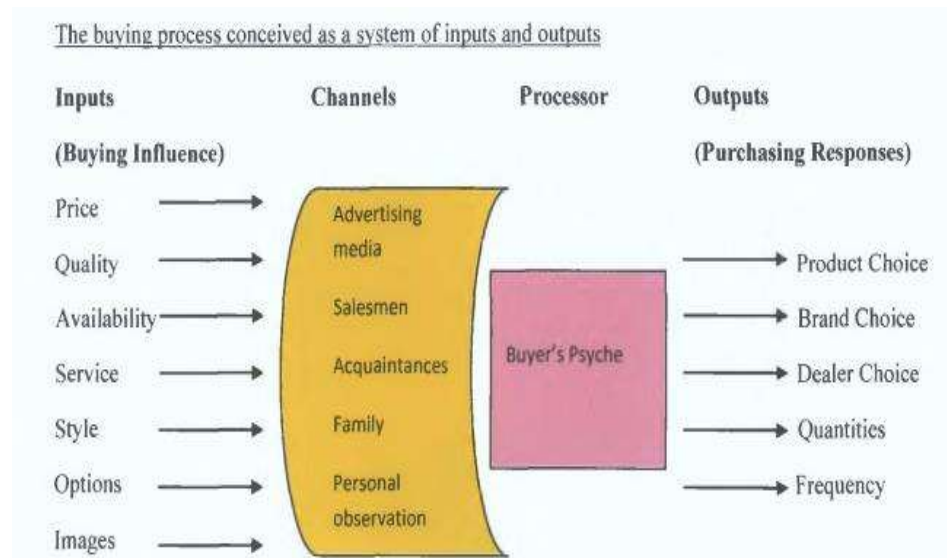
According to Elihu Katz, Jay Blumler & Michael Gurevitch as cited in Roberts, (2010), the uses and gratifications theory is based on the assumptions that: the target audience is active; medium choice lie with the audience member; medium compete with other sources of need goal accomplishment and media goals is found in the message of the source.

Cultural value judgments should not be taken into consideration as the audience explores their own opinions by directly applying these assumptions to this study, a few customized observations can be made. First, the average Face book user is active as he or she has willingly created an account, and is a member of the site. Next, the user chooses social media as a means to fulfil his/her wants and goals over other sources. Essentially, the social media user goes online for a unique purpose. It could be the need to connect interpersonally with friends, the need to promote a business or product, that is, advertising or the need to patronize a product.

Theory of Buyer Behaviour: Howard-Sheth theory of buyer behaviour (1969) offers a deep understanding of buyer’s decision process. This theory is based on four major components which are stimulus variables, response variables, hypothetical constructs and exogenous variables (Howard and Sheth, 1969) According to the theory the consumers are stimulated by their commercial environment such as price, quality and service of the product or the information that their social environment provides (Howard & Sheth, 1969) The hypothetical constructs consist of learning and perception constructs through learning constructs, the buyers have motives which provide impetus of action and an evoked set of alternatives to satisfy their motives (Howard & Sheth, 1969) Based on this theory, the consumers match their alternatives with motives and rank them in terms of their want-satisfying capacity by the decision mediators Through learning, there are also inhibitors such as a high price of brand, lack of availability of brand, time pressure on the buyer and the buyer’s financial status In addition to this, consumers are satisfied or unsatisfied according to the degree between their actual and expected

consequences (Howard & Sheth, 1969). The perception constructs serve the buyers' sensitivity to information, their perception bias and search for information. After these constructs the buyers respond to this variety input stimulus in a variety of responses such as purchase behaviour, intention or attitudes to a product (Howard & Sheth, 1969). According to Howard and Sheth' model (1969) exogenous variables such as social class, culture, and the buyer's personality are also influential on the buyer's decisions.

Consequently, this model represents how a buyer's decision-making process is formed by stimulus and responses variables. According to Kotler (2009) the starting point for understanding consumer behaviour is the stimulus-response model which is also called black box model. The black box model shows the interaction of stimuli, consumer characteristics and psychology, decision process and consumer responses (Sandhusen, 2008). Marketing and environmental stimuli enter the consumer's consciousness and a set of psychological processes combine with certain consumer characteristics to result in decision processes and purchase decisions (Kotler et al., 2009). Kotler (1965) firstly explains the stimulus-response model or black box model based on five major theories to show how the buyer's black box translates buying influences into purchasing responses. The figure below illustrates the conception of buying process. On the left side there are various influences and buyer's responses are shown on the right side. In the center the buyer and his mysterious psychological processes stand and the buyer's psyche represents a "black box" (Kotler, 1965).



Source: Kotler (1965) "Behavioural Models of Analyzing Buyers", Journal of Marketing, Vol. 29, Issue. 4, October, pp. 37-45

Five different models of the buyer's "black box" are presented with their respective marketing applications as listed below:

Marshallian model, stressing economic motivations; Pavlovian model, learning; Freudian model, psychoanalytic motivations; Veblenian model, social-psychological factors and Hobbesian model, organisational factors

The Marshallian Economic Model embraces that purchasing decisions are the result of largely "rational" and conscious economic calculations and explains that the individual buyer seeks to spend his income on those goods that will deliver the most utility (satisfaction) according to his tastes and relative prices (Kotler, 1965). According to Kotler (1965)



Marshallian man is only concerned with economic cue such as prices and income and makes a fresh utility calculation before each purchase, however it ignores the fundamental question of how product and brand preferences are formed. It represents a useful frame of reference for analyzing only one small corner of the "black box" (Kotler, 1965).

The Pavlovian Learning Model is based on four central concepts which are drive, cue, response, and reinforcement (Dollard and Miller, 1950). Drive: It refers to strong stimuli internal to the individual who impels action:

Cue: The cues are weaker stimuli in the environment and in the individual which determine when, where, and how the subject responds

Response: The response is the organism's reaction to the configuration of cues, the same configuration of cues will not necessarily produce the same response in the individual. This depends on the degree, to which the experience was rewarding

Reinforcement: If the experience is rewarding, a particular response is reinforced, that is, it is strengthened and there is a tendency for it to be repeated when the same configuration of cues appears again. According to Pavlovian model the consumer behaviour takes place in a largely habitual rather than thoughtful way, certain configurations of cues will set off the same behaviour because of rewarded learning in the past (Kotler, 1965). However, this model does not provide a complete theory of behaviour and some important phenomena such as perception, the subconscious and interpersonal influences are inadequately treated (Kotler, 1965)

The Freudian Psychoanalytic Model explains that man's choices are influenced strongly by motives and fantasies which take place deep within his private world (Kotler, 1965). According to Kotler (1965) the motivation research can lead to understand buyer's psychology and can be effective in their stimulating purchases

The Veblenian Social-Psychological Model according to Kotler (1965) underlines the main part of this model that person is described as a social being with regard to the general forms and norms of his larger culture and to the more specific standards of the subcultures and face-to-face groupings to which his life is bound. Kotler (1965) also emphasizes the best-known example of this model is in the description of the leisure class which explains that much of economic consumption is motivated not by intrinsic needs or satisfaction so much as by prestige-seeking. Based on his view, a consumer's attitudes and behaviour are influenced by several levels of society such as culture, subcultures, social classes, reference groups, and face-to-face groups (Kotler, 1965).

The Hobbesian Organizational-factors Model: According to Kotler (1965) the import of the Hobbesian model is that organizational buyers can be appealed to on both personal and organizational grounds. The buyer has his private aims, so he can respond to persuasive salesmen and rational product arguments (Kotler, 1965). However, his response can vary with the nature of the product, the type of organization, cost, quality, dependability, and service factors (Kotler, 1965). As a result, Kotler (1965) has used five consumer theories for interpreting the transformation of buying influences into purchasing responses. By the Marshallian Economic Model, rational and economic-based purchase decisions and by the Pavlovian Learning Model consumers' needs or motives for a purchase have been described. The Freudian Psychoanalytic Model has identified the symbolic motivations consumers received from product messages, and the Veblenian Social-Psychological Model has explained that outside social influences, such as the culture or reference groups of an individual, influence consumer purchase decisions. Finally, the Hobbesian Model has sought to combine individual and organizational gain.



Social media takes us back to the beginning when people lived in groups and clans and took decisions together by being affected with each other. By simple definition, the social media refers to activities, practices, and behaviour among communities of people who gather online to share information, knowledge, and opinions using conversational media (Web based applications). Today, a web page is a necessity for the marketing mix of a company, and the social media content is considered as King. Through the social media, viral marketing is developed, which refers to the strategy of urging the visitors of web page to share information published on Internet, to their friends, so that, they can inform more people for a product or event, through photos, videos.

Vinerean, Cetina, Dumitrescu, & Tichindelen (2013) defined social media as ‘a term used to describe the type of media that is based on conversation and interaction between people online’. The main difference with traditional media is that, on social media the content is not generated as a corporate monologue, but it is seen as a conversation where participants can upload content, discuss, edit but also rate each other’s content. Social media is not a one-way broadcast channel but is rather considered by Demirtas (2012) as a two-way communication where information from a personal source seems more vivid than information from the mass media. This is due to the fact that a person speaking makes it more real and is more persuasive towards the audience. What retains our interest is that social media has a role to play in a business context. Gezgin (2013), defined Social Media as ‘ways to spread the word about your brand or product on the Web using tools and websites that allow a conversation to take place between you and your target market’.

Social Media Marketing - ElAydi (2018) defined social media marketing as instruments of communication, direct sales, customer gain and customer retaining. This is an expansion from traditional marketing communication to internet marketing assisted by the intensification of social media marketing Bassam & Daziel (2016). Social media marketing presents numerous advantages to organisations from building brand awareness to attaining competitive advantage and generating customer commitment (Wilkinson, 2013; Zaglia, 2013). Also Bassam & Dalziel (2016) posit that the best way of using social media to serve the business objectives is the most decisive stage of how it is related to any marketing campaign hence the approach of organisation’s social media marketing programmes should be done systematically involving largely business and marketing strategies to design their schemes. Obviously, the boost of internet accessing, gadgets worldwide has precipitated the increased rates in reliance to social media due to the development of handy sophisticated devices as smart phones that give direct access to social media forums thereby increase social media outreach. Organisations being exhausted of such advantages have constantly use opportunities to perform brand marketing through regular updates of posts, tweets, photos and status which is why, the ever eager clients feel acknowledged to perform Customer-to-Customer (C-2-C) online conversations easily, hence organisations are ever willing to incorporate the utilisation of social media into their progresses Benedikt & Werner (2012). Same vein, Bassam & Dalziel (2016) assert that the reason most consumers feel that social media platform is appropriate and useful is due to the fact that they can access other customers’ opinions to enable them see the variation and comparison referrals for selections of products that match their tastes, preferences and choices, however, ElAydi (2018) stands on social media marketing is that, it is a marketing strategies that successful businesses are using in order to be part of a network consumers online. It is defined as employing the social media as instruments of communication, direct sales, customer gain and customer retaining.

Consumer Behaviour - Online stores or sellers are consistently worried about the level of sellers recorded despite the series of efforts made to attract customers to buy their products. This act can be quite demoralising especially when several costs have been incurred to



sensitised online buyers, however, the failure of the online sellers to be sensitive to how consumers' reactions influence their buying decisions could be the cause of the low patronage since consumers behaviour is psychological and this definitely affect the decisions to buy or not to buy Alsubagh (2015).

Channels of Social Media that directly influence Consumer Behaviour: When businesses integrate social media channels to their websites, they experience an increase in their purchase behaviour (Gebauer, 2016). It is imperative for organizations to take an inventory of their social channels. Most companies have attempted to participate in every new channel in their exploration of the next possible great thing in social media. In this case, there may not have been an elaborate strategy beyond uploading of the corporate logo to another new service. In such a scenario, the number of social media accounts may be unnecessarily large, possibly several accounts may exist in the same service (Aalen & Jackson, 2016). They further state that social media channels the organization will have employed need to work in symphony with the other chosen channels, as well as in line with the organization's overall strategies. To do that, decision-makers should create goals that are specific yet channel-agnostic, such as increasing sales, increasing customer satisfaction, reducing costs.

Concept of Consumer Purchase Behaviour/Decision Making: Howard & Sheth (1969) developed "Theory of Buyer Behaviour" to identify the elements of a buyer's decision and split these elements into three groups:

- i. a set of motives
- ii. several alternative course of action
- iii. decision mediators by which the motives are matched with the alternatives.

Motives are specific to a product class and reflect the underlying needs of the buyer and the alternatives are the various brands that have the potential of satisfying the buyer's motives (Howard & Sheth, 1969). Howard-Sheth theory (1969) had an important contribution to the consumer purchase making process, which had five (5) stages. The five (5) stages of consumer decision making process are: Problem Recognition; Information Search; Evaluation of Alternatives; Purchase Decision and Post-Purchase Behaviour

According to Howard & Sheth (1969) pre-purchase behaviour and post-purchase behaviour are the main stages of decision process The three stages of pre-purchase behaviour, problem recognition, information search and evaluation of alternatives are likely being formulated, changed and reformulated until the decision is made (Howard & Sheth, 1969; Mitchell & Boustani, 1994) After a purchase, the post-purchase behaviour stage begins and this stage includes evaluation which leads to satisfaction of consumers, purchasing the product again and having tendency to say good things about the product (Howard & Sheth, 1969; Mitchell & Boustani, 1994).

3. METHODOLOGY

The Research design adopted for this study is descriptive survey design, which seeks to describe the existing status of what is being investigated and help the researcher to know where the variables are gotten and how the objectives could be achieved. The target population of study consists of the management and staff of Nestle Nigeria PLC., as well as the entire customer base of the company, especially those with one or more social media accounts. According to the Nestlé's 2020 record, it has over one million followers on its Face book and Twitter accounts. Due to the large size of the population, the focus of the study is restricted to only regular consumer at Nestle Milo in Oshodi/Isolo Local Government Area of Lagos State

of one thousand seven hundred (1,700) altogether. However, Taro Yamane's formula is adopted by the researcher to determine the sample size as follows:

$$N = \frac{N}{1 + N(e)^2}$$

Where: n = sample size; N = population; e = level of significance; 1 = Constant

The researcher used 5% 'level of significance to determine the sample size.

$$n = \frac{1,700}{1 + 1,700(0.05)^2}$$

$$n = 324$$

Therefore, 324 sample sizes shall be selected using purposive sampling technique which allows the researchers easy access to respondents at their respective locations. By this, only available respondents who have the time to attend to questionnaire are considered for the study. While the stated hypotheses shall be tested using relevant inferential statistics such as Pearson Product Moment Correlation (r) and t-test through the use of Statistical Package for social sciences (SPSS) version 21.0. In this study, the following research hypotheses were tested using Pearson Product Moment Correlation analysis and processed through the SPSS software.

Pearson's Product Moment Correlation Matrix for Hypothesis I

		Statement 5	Statement 1
Statement 1	Pearson Correlation	1	.185**
	Sig. (2-tailed)		.001
	N	316	316
Statement 5	Pearson Correlation	.185**	1
	Sig. (2-tailed)	.001	
	N	316	316

Decision rule: If the p-value is less than 5% (alpha = 0.05) level of significance, the null hypothesis is rejected and the alternate hypothesis accepted.

Decision: Given the above test result, the p-value (0.001) is less than alpha (0.05), hence the null hypothesis is rejected. The result also shows a correlation coefficient of $r = -0.185$ which further implies that positive association exists between social media and pre-purchase decisions of consumers

H₀: There is no significant influence of social media on consumers' purchase decision process.

Pearson's Product Moment Correlation Matrix for Hypothesis II

		Statement 10	Statement 6
Statement 6	Pearson Correlation	1	.193**
	Sig. (2-tailed)		.001
	N	316	316
Statement 10	Pearson Correlation	.193**	1
	Sig. (2-tailed)	.001	
	N	316	316



Decision rule: If the p-value is less than 5% ($\alpha = 0.05$) level of significance, the null hypothesis is rejected and the alternate hypothesis accepted.

Decision: Given the above test result, the p-value (0.001) is less than alpha (0.05), hence the null hypothesis is rejected. The result also shows a correlation coefficient of $r = 0.193^{**}$ which further implies that there is positive association between social media and consumers' purchase decision process.

4. RESULTS AND DISCUSSION

Results on social media and pre-purchase decisions of consumers indicated that majority of the respondents strongly agreed and agreed that social media stimulates consumers to recognize a need for something before buying it, that social media triggers consumers to purchase products through its advertisements, that information search about a product is easier on social media, social media influences trial purchase of new products based on the recommendations by friends, and that Social media is more reliable if you have uncertainties regarding a purchase. Results on social media influence and consumers' purchase decision process indicated that many of the respondents agreed that comments from social media changes consumers' attitude towards a brand, unpleasant advertisements on social media make consumers have a bad attitude towards a product/brand, social media motivates your direction towards a product based on comments from friends or family, that consumers get motivated to buy the products that are advertised on social media and that consumers' perception about products on social media depends on the information received. Also, results on social media influence and consumers' post purchase decisions indicated that majority of the respondents agreed that feedbacks on social media affects consumers' purchase and repurchase intention, social media allows consumers to communicate with manufacturers directly, social media conveys consumers' satisfaction and dissatisfaction directly to manufacturers, that consumers repurchase of a product is affected by the satisfaction and dissatisfaction reports from social media, and that social media allows consumers to review a product's expectation and performance after trial purchase. With respect to social media and consumer purchase behaviour which also indicated that most of the respondents agreed that Nestle's Face book and Twitter pages offers contents which aligns with the brand and gives consumers reasons to keep buying the Nestle brand, Social media is interactive and influences consumer shopping experience, social media have a great target audience for the company's products, that social media provide sufficient information online which attracts customers to engage in active purchase decision, and that social media provide ease of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products.

The Correlation test of the stated hypotheses confirmed that:

- i. There is significant impact of social media on the pre-purchase decisions of consumers, this submission agree with Karimi, Papamichail & Holland (2015), who noted that Social media marketing sharpens consumers' prior knowledge and exert significant influence on pre-purchase decision. There is significant influence of social media on consumers' purchase decision process; this concurred with Gebauer (2016), who averred that with social media channels influences purchase behaviour.
- ii. The study indicated that Nestle's Face book and Twitter pages offers contents which aligns with the brand and gives consumers reasons to keep buying the Nestle brand, social media is interactive and influences consumer shopping experience, social media have a great target audience for the company's products, that social media provide sufficient information online which attracts customers to engaged in.



5. CONCLUSION

With evidence from the sample data, it can be concluded that there is significant influence of social media on consumers' purchase decisions and also from the sample data, it can be concluded that there is significant impact of social media on the pre-purchase decisions of consumers

6. RECOMMENDATIONS

This is drawn from the findings that emanated from this study - In the light of the above findings that there is significant impact of social media on the pre-purchase decisions of consumer, marketers must reach out directly to their audience and offer them what they want to prevent issue of perception gap between consumers and the brand.

Also, since the study has shown that there is significant influence of social media on consumers' purchase decision process, should invest in creating more public awareness base on the merits of social media as a marketing tool. To ensure impactful communication to the targeted audience, marketers need to acknowledge the importance of having a consistent message that is being communicated out there to reach its customers. A consistent message helps creating clarity and maximum impact to the overall consumer set as the message is being delivered in appropriate and sequential manner that avoids clutter and noise that do not add value to the communication process. Generally, businesses should focus on marketing their products on social media so as to tap into the youth and global market. Similarly, pleasing advertisements on social media should be increased so as to allow consumers develop positive attitude towards products. Companies and manufacturers should also ensure that they use social media platforms that are interactive so as to ensure that consumers freely intercut with their products. Lastly, marketing organisations should ensure that feedbacks on social media are taken seriously to help in evaluating consumer behaviours after purchase has taken place as this would convey consumer's satisfaction and dissatisfaction to the manufacturers including the consumer's product experiences.

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