Effect of Social Media on Consumer Buying Behaviour of Students in Tertary Institution in Anambra State

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ABSTRACT

This study focuses on the effect of social media on consumer buying behavior of students in tertiary institution in Anambra state. The general objective is to determine the social media on buying behavior of consumers. The study employed the survey design. The population of the study was three hundred and ninety-five (395) respondents. The research instrument used for the study were tested and found valid and reliable. The research hypotheses were tested using multiple regressions with the help of SPSS version 20. Findings revealed that perceived ease of use of social media has more effects, followed by perceived usefulness and then perceived trust on consumer buying behavior in Tertiary Institution in Anambra State. Recommendations were given that the online marketers or e-retailers should perform a comprehensive online market research to formulate an active social media site that can be easy to use and operate. E-retailers or online vendors should impress e-consumers on the functionalities and usefulness of their website platform which improves on sales and their competitiveness. Companies and online mangers should create a delivery model which guarantees that orders made get delivered on time to secure and regulate online commercial environment thereby wining customer trust and excesses of online fraudster.

KEYWORDS: Social media, Consumer behavior, Social Networking Sites, Perceived ease of use, Perceived Usefulness and Trust

INTRODUCTION

The development in Information Communication and Technology (ICT) has brought about the use of the Internet which has consequently led to the emergence of social media. The advancement in the internet in recent years has increased the options available to businesses today, the social media platforms being a good example (Boulianne, 2009). Various online tools are also increasing on rapid rate to reach new customers for business interactions. According to recent marketing research, social media is getting involved in people's lives and making them more dependent. The marketing approaches are astounding with millions of customers. The whole world spends approximately 110billions minutes on accessing social networking sites like Facebook, twitter and reading blogs (Tuten and Solomon, 2014). It has been also analyzed that visitor of social media are increased up to 24% and more in previous years. The above factor does not put doubt about how business sector overlaps to people's life by social medium.

The term Social media can be defined as a range of tools and services that facilitate direct user interaction online. Social media are web based services which are otherwise called 'social networking sites' (Miller, 2016). It refers to a network of connections and communications among various gatherings or people (Kaplan, 2010). People are sharing their personal content or public content inside and outside their professional life. Online communities and Social Networking Sites (SNSs) are an effective web technology for social interactions and sharing information (Lu& Hsiao 2010). SNSs take Centre-stage in e-commerce in the current environment (Fue, Lu and Wenyu 2009) where consumers make social connections and participate in cyberspace (Mueller, utter, Fueller and ScMatzler 2011). Nowadays,

consumers have access to many different source s of information and experiences, which have been facilitated by other customers' information and recommendations (Senecal&Nantel 2004). This is an important point as customer involvement through social media which is a key factor in marketing practices. Social media offer different values to firms such as enhanced brand popularity, facilitating word-of-mouth communication, ease of use of the system, increasing sale, sharing information in a business context and generating social support for consumers (Ali 2011; Ballantine & Stephenson 2011; D-Hyung, Jumin and Ingoo,2007; de Vries, Genensler&Leeflang 2012; Chen, Xu and Whinston 2011b, Agnihotri 2012. Lu etal 2010). In addition, the networking of individuals through social media provides shared values, leading to a positive impact on trust (Wu, Chen and Chung 2010).

With the expansion of social media and social networking sites, a study of consumer behavior on these platforms is a research agenda (Liang & Turban 2011) because social media are likely to develop marketing strategies in firms through trust-building mechanisms and affecting customers' intention to buy online products. Therefore, this research will aim to examine how social media marketing strategies will affect consumer buying behavior in selected tertiary institutions in Anambra State, Nigeria.

STATEMENT O F THE PROBLEM
The evolution and rapid adoption of social media across all countries of the world today has changes many businesses to devising strategies in order to invite millions of active users of the networks to their product offerings usually on their own websites. The adoption of internet is the key factor for successful introduction and intended use of the new technology in the vehicle context and elsewhere (Rogan and Stevens 2014). Therefore, the promotional focus of some organizations is shifting from the conventional mass media advert style to a more digital approach online. Social media is one of the digital platforms available for businesses to market their products and services.

Nigeria is not exempted in this growing phenomenon. Many businesses in the country now strive to replicate those online dealings and transaction patterns which their counterpart abroad practice. An example of this is Amazon, the World's largest online store selling a broad range of lifestyle brands of products to customers at their doorsteps across many countries.

In Nigeria a good number of similar online stores or retailers such as Jumia, Konga and Dealdeyetc have now emerged and some are still up-coming. They also offer a broad range of lifestyle product brands such as electronics, computers, home appliances, phones etc. also at customers' doorsteps but within Nigeria only. Apart from the rising competition among the currently existing rivals, there seems to be a daunting tendency that Nigeria would never dare transact business via the internet with any unseen person who displays many attractive pictures of product items, tagged with prices and might not physically exist anywhere but prompting prospective buyers to pay upfront so that the items would be delivered at their doorsteps anywhere in the country.

This has always been a questionable issue as a result of the pervasive menaces of *Yahoo-Yahoo* internet frauds, lack of trust and it has shaped the perception of many Nigerians toward being careful when operating on the internet especially when it comes to their supply of certain personal information. Meanwhile, many of the Nigerian online retailers have provided sufficient rooms for any likely doubts about the authenticity of their transaction via the social media networks with any prospective customers by allowing them to pay for any product of their choice on delivery. . But other numerous problems proliferate, thus impeding against the patronage tendencies of Nigeria. It is on the aforementioned premise the work seeks to assess the effect of social media on consumer buying behavior of students in tertiary institution in Anambra state.

OBJECTIVES OF THE STUDY
The aim of this paper is to examine the effect of social media on consumer buying behavior of students in tertiary institution in Anambra state. The specific objectives however include:
1. To determine how perceived ease of use of social media on consumer buying behavior of student in tertiary institution in Anambra State.
2. To ascertain the effect of perceived usefulness of social media on consumer buying behavior of student in tertiary institution in Anambra State
3. To examine the effect of trust of social media on consumer buying behavior of student in tertiary institution in Anambra State.

RESEARCH QUESTION
1. How does perceived ease of use of social media affect consumer buying behavior of student in tertiary institution in Anambra State.?
2. How does perceived usefulness of social media affect consumer buying behavior of student in tertiary institution in Anambra State.?
3. What effect will trust of social media have on consumer buying behavior of student in tertiary institution in Anambra State.?

RESEARCH HYPOTHESIS
The following null hypotheses guided the study.
1. Ho1: Perceive ease of use does not significantly affect consumer buying behavior of student in tertiary institution in Anambra State.?
2. H02: Perceived Usefulness of social media does not significantly affect consumer buying behavior of student in tertiary institution in Anambra State.?
3. H03: Trust does not affect consumer buying behavior of student in tertiary institution significantly.

Significant of the Study
The relevance of this research will examine the effect of social media on consumers buying behavior in selected tertiary institutions in Anambra State of Nigeria. The study is will help the marketing firms and other organization or institutions to know how online purchase through social media can be of an effective strategy to increase the awareness of a firms' product to the members of the public. The study will be significant to industries by allowing them understand the importance of marketing through social media sites and building consumer trust therein which instigates their preference before buying products. This in turn would increase brand loyalty as well as increase profitability.

This research will help the Government to take a deeper look at the regulatory bodies whom should continually check the practices of organizations online for unethical behaviours. It will also be of a benefit to consumers who intend to shop online without going directly to the manufacturing companies or marketing firms to make direct purchase of their products and services. The study will help the government to address the issues of sub-standard, fake and adulterated products. This research will also help consumers to understand the need to consider the usefulness, ease of use and the needs in relation to their satisfaction before buying products.

Students for future researching will have a springboard for further investigation on the issues of the effect of social media on consumers buying behavior in selected tertiary institutions in Anambra State of Nigeria.

Scope of the Study
The geographical bound of this study was carried in Anambra State, South-East, Nigeria. The scope of this research paper will be broad enough to address maximum aspects regarding how social media can affect consumer buying behaviours of consumers, of which students in selected tertiary institutions in Anambra State will be used as the study area. Thus,

information or data will be drawn from students' consumers on social media network.

The adopted indicator or measures of social media used in the study will comprise of perceived ease of use, perceived usefulness and trust, while the measures of consumer buying behavior as used in the study comprises of consumers' decision to shop online, user's trust and consumers' intention to buy.

Review of Related Literature
Concept of Social Media
Social media has been given many definitions by different scholars, but few of these definitions will be considered. It has been simply described as engaging with consumers online (Net 2011). This definition perceives the social media as an online platform through which consumers can be reached. Social media is also defined as computer-mediated tool that allows people to create, share or exchange information, ideas and pictures/videos in virtual communities and networks (Kietzmann (2011). In order words, social media are internet-based tools for sharing and discussing information among human beings (Net 2011). The term is derived from two words: 'social' and 'media'. According to (Net 2011), 'social' means interaction of individuals within or a group, while 'media' is a communication platform generated and sustained by the interpersonal interactions of individuals through the specific medium

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 is 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 about the product, or event through photos and videos etc.

According to Zarella (2010) there are different types of social media, like: Blog, Microblog(Twitter), Social Networks (Facebook, Linkedin), Media sharing (YouTube, Flickr), Social News and Bookmarking (Digg, Reddit), Rating and reviews pages (Yelp), Forums and Virtual Worlds (Second Life). Using them has many benefits to consumers, such as saving consumer's time, conveniences, ease to use, better informing possibilities, more reliable information, reduced cost of informing, better communication with companies, and reduces prices. Almost half of the world populations make use internet and social media network to promote their business activities. A business could use multiple touch points of Social media and digital strategy to achieve a specific goal. Therefore, social media has become a platform to student for buying and selling

of goods and services and also to interact and connect with customers.

REASON FOR USING SOCIAL MEDIA AS A BUSINESS PLATFORM

Social media platform such as Face book, Twitter, Instagram, You Tube and others, have begun to transform business activities such as marketing, advertising and promotion (Hanna, Rohm, & Crittenden 2011). Additional, social media allows users to connect with their friendship/groups adding them to the network of friendship (Ahuja &Galvin, 2003). Witnessing the power of social media applications, many businesses and customers use these tools to operate their business and spread their message or review their products and services. This matter also happens among students who operate businesses. They choose to use social media as a platform because in social media services, users can share their experiences with their friends to create the word of mouth marketing for the business (Mikalef, Giannkos&Pateli 2003).

Furthermore, social media provides an interactive conversation between individuals where they can share and exchange their experiences, reviews and opinions about goods and services which they consume. Therefore social media has become the best platform for student entrepreneurs not only to sell products and services, but to stay in touch with the customers (H.S. S, Lee et..al 2013) . The adoption of social media as a business platform creates a new phenomenon in thus era. (Dong Hun.L2010). There are four characteristics that indicate social media as business platform such as time, cost, audience, and relation. For instance, in time value, the information in social media is distributed quickly and has a long lasting impact in durability compared to the conventional media.

Social media has become a potential persuasive technology that persuades customers to purchase online. It also provides interactive conversation between individuals where the users or consumers can share their experiences about the products or services with their friends.

Social Media Components

There has been number of debates and discussions pertaining to the proper definition of the term-social media. This is because social media has been converted slowly into an integral and ever-growing form of media. It is said that social media is based on the inter connection of various aspects, such as, content, communication media and social interaction. Various dimensions pertaining to communication flow or socialization of the information has been provided by the Social Media. It is now easier to channel information all over by the use of social media, usefulness and important information now can be spread with a larger audience group more efficiently. This leads to effective communication between various audiences and has effect worldwide.

The social media helps in providing a platform for individuals from various geographic areas and different communities to come together by the use of internet. The individuals gathered on the platform share their knowledge and opinions by using various sources and chatty sites (Atwong, 2015). Social media portrays the methods of laying emphasis and facilitating the methods involved in connecting, creating, editing and sharing.

TYPES OF SOCIAL MEDIA

We have five distinct types of social media outlets which can focus on – 1.) Social networking sites, 2- Social news, 3. Media sharing, 4. Blogs and 5. Micro blogging. Each of these social media platforms has provided unique features and experiences to individuals and entities for instance marketers and consumers in the social media sphere.

A. Social Networking Sites

Social Networking Sites (SNSs) are platforms where individuals are able to connect with others, for example Facbook and My Space. Social networking sites, as Weinberg (2009) states they are generic terms for sites that are used to connect users with similar backgrounds and interests. These platforms generally have few common features and elements across each of them:

1. Users are able to create interactive and customized profiles, either a public or a semi-public within a bounded system.
2. A list of suggested 'friends' with whom they share a connection and
3. The view and traverse their list of connections and those made by others within the system

To consumers, they are the outlets, which present wealth opportunities for establishing a closer relationship with the brand via several functions – fan pages, plug-in applications and groups. Recently, a survey research was conducted about the U.S consumers 'usage of social media to make shopping decisions. The survey population is more than 6,500 U.S consumers, of these consumers over half (55 percent) have 'liked' a brand's Facebook page, and 75 percent have claimed that their choice of recent store visit is influenced by a social networking site (Dungan 2012).

B. Social News and Bookmarking Sites

Social News sites and Social Bookmarking sites, for instance Digg, Reddit and Scoop-it, are fairly similar,

and are very much in the trend of online community. Social News enables users not only to be to be in control of their news streams, but also allows individuals to 'submit and vote on content around the Web' but the core value of the latter one is to allow users 'to collect and interesting links they have discovers and may wish to revisit' (Zarrella 2010).

Moreso, individuals get to control and customized their news streams, this special attribute of social news site facilitates the democracy which creates values to users. These sites allow individuals to discover websites that a large number of people have already discovered, some say social news sites have changed the concept of newspaper nowadays and are governed by the wisdom of crowd (Weinberg, 2009), due to the fact that the contents personal and targeted news and they empower users by putting the audience in the center via active discussions and which reacts on how readers interact (Baekdal 2009).

C. Media-Sharing Sites

Media-Sharing sites (e.g. YouTube and Flickr) are channels or outlets where individuals can upload, store and share their multimedia files, for instance photos, videos and music, with other users. There are myriad opportunities through the engagement to these websites, because these certain platforms within the social media segment has always been a stronghold to online societies, as they provide users opportunities to create their own podcasts with affordable technology and to propaganda their identical channel via subscriptions. One of the major elements of these media-sharing sites has to be highlighted is the tag which means that businesses have to acknowledge the importance of the search words on the search engine (Zarrella, 2010)

D. Blogs

Blogs are the social media tools of personal web pages that can come in different variations such as describing the author's life or summarizing all relevant information in one specific area, product or service (Kaplan and Haenlein,2010). It creates good hubs for other social media marketing tools (hyperlinks, pictures etc) because they can be integrated into the platforms and posts. People are using blogs to report local news, offer their opinions and sharing their visions and experiences about any purchasing product, service or brand (Ryan and Jones, 2009). In addition to this, Ward and Ostrom (2006) state that consumers may decide to engage in virtual complaints in the form of blogs because of their dissatisfaction and disappointment about company's product offerings.

Companies can also use their own corporate blog to show consumers a personal side about their businesses, give them valuable information about the companies and their product offerings and follow recent news about the products that they have interest.

E. Micro-blogging

Micro-blogging is a real-time information network, which shares similarly to blogging, yet it limits the size (number of words) of each post and encourages a faster mode of communication. It allows users to spread their short-texted messages via instant messages mobile phones, e-mails or the Web. **Twitter** was launched in 2006 and it gained a lot of popularity because it offered new options, such as micro blogging, and it was also used by some celebrities (Edossmwan 2011). Twitter can be used to lodge complaints about a company's product or services, generate new traffic by promoting product offers, advice, suggestion and new content to a company's follower. Many companies have been using Twitter to tap into the business prospects, influencers and customers: by doing so, businesses are able to take advantage in relationship building, achieving online and offline marketing objectives, and brand building etc.

Consumer Buying Behaviour

Consumer behaviour involves the way individuals, groups or organizations select, buy and use products, goods, services, ideas and experiences to satisfy their needs and wants (Solomon, Bamossy, Askegaard 2010). It is a complex and dynamic process. As a result of globalization and technology development, the way the consumers behave and think is rapidly and continuously changing. Steps in Consumer decision-making process (Kardes, Cronley& Cline 2011):-

1. **Need/problem recognition,** which occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. People are very concerned of how they are seen by others, a phenomenon recognized as 'social identity' (Solomon, Bamossy & Askegaard, 2006). That is why social media content motivates new consumer's needs. Every photo, video, comment, review and other content posted on social media to which consumers are exposed and also plays the role of stimulus (incentives) of recognizing a new need.

2. **Information Search** is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon etal. 2006). Internet is among the most used sources of information search, causing revolution in this stage of consumer decision making process. 'Googlization of search' is called

the phenomenon of searching information in the search engine. Google is the first and most used source of information and that is why internet become an important tool for information search (Helsper, Richter and Meeyer 2010).

3. **Alternative evaluation**; In this step, consumers start to compare and evaluate several alternatives in terms of products features and their desires and needs. In this stage, consumers consider which alternative would be the best to fulfil their needs (Blythe, 2008).

4. **Product choice**: Buying different attractive social media content and positive reviews of others very often impact the buying to be emotional rather than rational which can be recognized as 'spontaneous shopping' Studies shows that reviews of others tend to change consumers mind regarding a product and push them to buy or not to buy (European Parliament, 2011)

5. **Post-purchase**: Social media provides different alternatives for consumers to react in case of dissatisfaction after purchase, example, writing messages to the company, posting on the social media companies accounts, commenting in public posts and writing negative reviews. Conventional marketing has proved that a dissatisfied customer tells ten people but in the new age of social media, he or she has the tools to tell ten million (Gillion, 2007)

Factors affecting social media on consumer buying behavior

Perceived Usefulness

Perceived Usefulness (PU) is one of the main constructs of the Technology Acceptance Model (TAM) (Davis 1989). The users' acceptance of computing facilities was one of the initial developments of this theory (Davis Bagozzi&Warshaw 1989). TAM argues that construct have a strong influence in the acceptance of the systems by a user (Pavlou 2003). It is the degree to which a person believes that using a particular system would enhance his/her job performance. It is one of the main reasons why people are receptive to new technology. In this study, perceived usefulness and intention to buy have been selected as main factors to develop the proposed model. Previous studies have argued that perceived usefulness has a direct effect on

acceptance of a system (Pavlou 2003). For instance, the quality of a website in terms of system, service and information quality has a significant impact on perceived usefulness, which in turn encourages consumers to buy (Aln, Ryu and Han 2007)
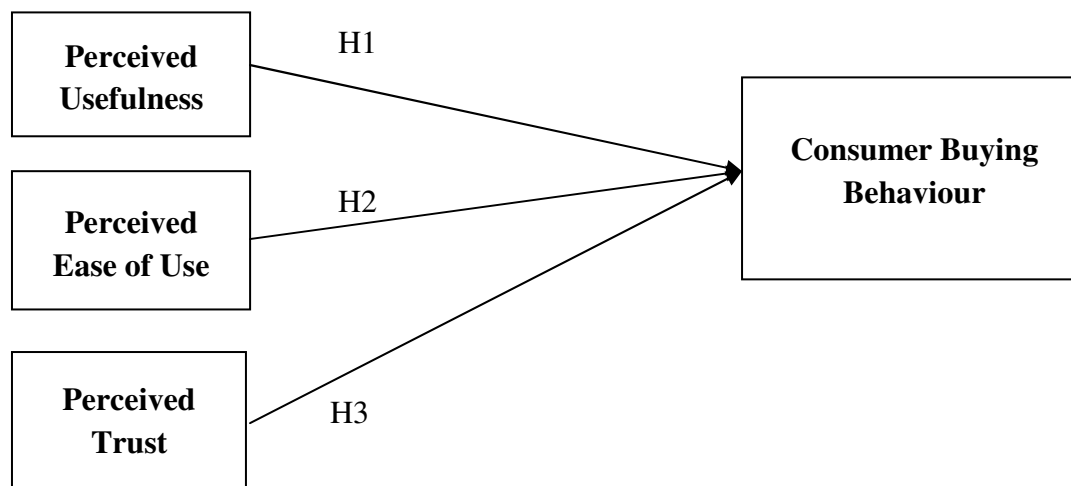
Perceived Ease of Use

Perceived Ease of Use is an aspect of the Technology Acceptance Model that was designed by Davis in 1989. PEOU is a major determinant of how a particular technology is to be applied. It refers to a degree to which a person believes that using a particular system would be free of effort (Davis 1989). We refer to PEOU as the perception of consumers that social media users will require the minimum level of effort. Online users making use of the internet easy has been encouraged and readily accepted by simplifying the required steps and process involved. Ease attaches to the use translates into degree of non-complexity and establishes the degree to which internet perceived effortless at best (Limayem 2000), In addition "Perceived Ease of Use" is very close in relationship with the self-efficacy concept that is "the judgments of people on their capabilities to organize and execute courses of action required for the attainment of designated types of performance.

In the field of intentions towards internet and social media, the number of researches who have studied the relationship between perceived ease of use and social media on consumer buying behaviour seems to be important.

Perceived Trust- Trust is a critical component in building economic relationships in an online environment and a cornerstone in developing e-commerce. Trust plays an important role in e-commerce and business-to-consumer relationship. It has different definitions which are based on different dimensions of benevolence, integrity, ability, competence and empathy (Gefen etal.2003).. In this research, trust is viewed in the context of transactions over the internet through SNSs and online environment. Trust can facilitate the interaction of individuals and encourage them to maintain their current network. Perceived trust has been reportedly as positively influencing intention, adoption and continuation behavior.

Below is the researcher's conceptual model or research schemer:

IDV DV

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┌─────────────┐
│  Perceived  │                                      ┌─────────────────┐
│ Usefulness  │─────── H1 ──────┐                    │                 │
└─────────────┘                  \                   │ Consumer Buying │
                                  \                  │    Behaviour    │
┌─────────────┐                    \                 │                 │
│  Perceived  │─────── H2 ──────────→                └─────────────────┘
│ Ease of Use │                    /
└─────────────┘                   /
                                 /
┌─────────────┐                 /
│  Perceived  │                /
│    Trust    │─── H3 ────────┘
└─────────────┘
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Source: Researchers' Conceptualization (2022)

Empirical Review

Extant related studies on the effect of social media over consumer buying behavior vary a lot in approaches and the scope covers. Anthony and Akoji (2017) conducted a study on the influence of online Marketing of Jumia and Konga on Consumer Purchasing Behaviour among Kogi State. The study sought to examine the most important basic components that influence online shopping behvaiours, the study's model was designed based on these criteria taking into consideration, previous studies related to the level of patronage of the online stores, and online marketing as well as the demographic nature of Kogi state. The model of the study was divided into four major dimension which are the level of awareness of online marketing, the factors that influence online shopping behavior of consumers, the level of patronage of the online stores and the degrees of challenges faced by online customers of Jumia and konga,

The design and development of question was based on an initial pre-test survey distributed to a sample consisting of the 21 local government o0f Kogi State. Three hundred and eight-four (384) respondents were used to generate data for analysis. They found that level of awareness of online marketing, the factors that influence online shopping behavior of consumers, the level of patronage of the online stores and the degrees of challenging faced by online customers of Jumia and konga, used to influence online marketing of Jumia and Konga on Consumer Purchasing Behaviour

Akindele and Ekpudu (2016) investigated on Consumer Acceptability and Patronage of internet Retail market in Nigeria. The study assessed consumers' patronage of internet market based on data from 350 randomly selected individual. Reasons for patronizing online retail shop included conveniences and timeliness and reason for not patronizing included account security, fraud, overpayment, quality differences between displayed and delivered product.

Israel and Oguche (2018) conducted a research titled 'Knowledge and perception of Social media advertising among students of Kogi State University, Anyigba' Survey research design was adopted for the study. Structured questionnaire was used for data collection and correlation was the data analysis tool employed. 158 respondents from Departments of Mass Communication and Arts were selected for the study. The results indicate that there is a relationship among perception, knowledge and advertising based on social media message by students of Kogi State University, Anyigba.

Church Nduka and Agu (2015) investigated Influence of Facebook Advertisement on the Buying of Students of a Nigerian University. They investigated the influence of facebook advertisement on young people's buying behavior. It focuses on the student of the University of Nigeria, since the Facebook is a veritable platform for advertising youth-oriented products given popularity among young people. It was aimed at ascertaining whether these young people access advertisement in facebook and see them at being targeted at youths as well as to find out whether the advertisement influence them to patronize the product. The survey method was adopted while four model dimension was guided the study. Result of the analysis included that a majority of the respondent's access advertisement on facebook and see then at being targeted as the youth. The main findings reveal that there was no significant margin between those who patronize the product advertised on facebook and those who do not, with 54. 8% and 45.2% not patronizing.

Rana, Dey, Janual and Kizgin(2018) carried out to ascertain' The Impact of Social Media on Consumer Acculturation and Purchase Intention' The study was carried out in Turkey and a total of 514 Turkey respondents were examined and the focus was how social media affects their acculturation and consumption choices. Multiple regression and structural equation analysis were employed in the analysis. It was discovered that the use of preferred language on social relate to acculturation and impacts on purchase intention.

Jashari (2017)' embarked on a research titled 'The Impact of Social Media on Consumer Behaviour'. A Case of Kosovo. The questionnaire used for this work consisted of 20 questions including Yes or No questions with alternatives as well as close ended questions with possibility of adding more responses. Five points Likert scale was used. A random sampling method was, and each member of the population some chances to be part of the sample. The sample consisted of 120 participants. The results showed that the respondents use a lot internet, namely the social media as 98.15%, declared to have internet access via their personal phones or any other wireless device. Almost all respondents are users of social media (99.1% and 49.5% use social media between one to three hours each day, and other respondent use social media for over three hours each day.

THEORETICAL FRAMEWORK

The study is anchored on Technology Acceptance Model theory and Uses and Gratifications theory. **The Technology Acceptance Model** is an information systems theory that models how users come to accept and use information technology. The model was propounded by Fred Davis in 1986 to predict the acceptability of an information system is determined by two factors: Perceived Usefulness and Perceived Ease of Use. According to Davis, Bagozzi & Warshaw (1989) perceived usefulness (PU) is the degree to which a person believes that the use of a system will improve his or her job performance. Perceived ease of use (PEOU)on the other hand refers to the degree to which a person believes that using a particular system would be free from effort.

The technology acceptance model (TAM) postulates that the use of an information system is determined by the behavioural intention and other hand, that the behavioural intention is determined by the persons' attitude towards the use of the system and also by the perception of its utility.

Uses and Gratifications Theory: The theory is concerned with how people uses media for gratification of their needs. It was propounded by Elihu Kats in 1970.It proposes the fact that people choose what they want to see or read and the different media compete to satisfy each individuals' needs (Suresh, 2003). Asemah (2011) asserts that the theory seeks to investigate what people do with communication content instead of what the communication content does to them. The use of gratification approach views the audience as active consumers of media. According to (Spring, 2002) it means that they actively seek out specific media and content to achieve certain results or gratifications that satisfy their personal needs. The uses and gratifications approach reminds us that people use media for many purposes ranging from information search, personal identity, integration and social interaction as well as buying and selling etc. Both technological acceptance model and uses and gratifications theory are important to this study since they provide explanation and insight into why people choose to use the internet being a recent technology of communication for their marketing communications needs.

Research Methodology

In this study, quantitative approach is used to understand the level of correlation and effect of social media on consumer buying behavior. The primary data will be gathered and used to statistically test the hypotheses, which correspond to the dependent variable. The research method employed in this study is the descriptive survey research method which focuses on source of data, population of the study, sample size determination and sampling procedures, the tools for data analysis and the validity and reliability instruments.

Samples and Sampling Techniques

This refers to the statistical and research means used to arrive at the sample size. It is the strategy a researcher adopts in order to arrive at a good representativeness of the population (Onyeizugbe, 2013). Taro Yamane formula for finite population was used to arrive at sample size.

The formula is thus stated: $n = \dfrac{N}{1+N(e^2)}$

Where n= sample size,
N= population figure and --
e = error margin.

Therefore $n = \dfrac{34154}{1+34154(0.05^2)} = \dfrac{34154}{86.385} = 395$

Bowley's proportion allocation was adopted to arrive at the sample sizes of the institutions under study, and faculties within each of the institutions. The formula is thus stated: nh = $\left[\frac{Nh}{N}\right]$ x n

where nh = sample size for stratum h
Nh = population size for stratum h
N = Total population size
n = Total sample size.

Sample size for Nnamdi Azikiwe University = $\left[\frac{26346}{34154}\right]$ x 395 = 305

Sample size for Chukwuemeka OdimegwuOjukwu University = $\left[\frac{7808}{34154}\right]$ x 395 = 90

Therefore, sample size= 395

Method of data Collection
Structured questionnaire was the major instrument for data collection. The questionnaire comprises of two section A and B. Section A was based on the personal information of the respondents while section B was based on the construct of the study. A five point Likert scales, ranging from strongly agree to strongly disagree was used in designing the question.

Data Analysis
This section is guided by the three research questions used in the study. The research questions were answered using quantitative (questionnaire) research method.

The following presentations are the response to the items used to measure the variables or constructs.

Table 4.1: Demographic characteristics of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	185	49.3	49.3	49.3
	Female	190	50.7	50.7	
	Total	395	100.0	100.0	100.0
Year of Study	Year one	84	22.4	22.4	22.4
	Year two	153	40.8	40.8	39.2
	Year three	109	29.1	29.1	62.3
	Year four	29	7.7	7.7	92.3
	Total	395	100.0	100.0	100.0
Age Distribution	18 - 28 years	142	37.9	37.9	37.9
	29 – 39 years	180	48.0	48.0	85.9
	40 – 50 years	53	14.1	14.1	100.0
	51 and above	0	0	0	100.0
	Total	395	100.0	100.0	
Marital status	Single	206	54.9	54.9	54.9
	Married	155	41.3	41.3	96.3
	Divorced	14	3.7	3.7	
	Total	395	100.0	100.0	100.0

Source: SPSS output, 2022

Based on the information in table 4.1 above, it is evident the respondents interviewed based on their age bracket and other demographic settings were capable of providing reliable information for the study.

Table 4.2: Responses to Perceived Ease of Use items:

Items	SD=1		D=2		A=3		SA=4	
	freq	%	freq	%	freq	%	freg	%
1) I have improved my performance in using social media network	50	13.3	166	44.3	55	14.7	22	5.9
2) I participated in online shopping for its accessibility	71	18.9	139	37.1	64	17.1	18	4.8
3) I use social media channel for my shopping	72	19.2	145	38.7	31	8.3	34	9.1

4) I encourage my friends and all who care to use social media network	59	15.7	144	38.4	57	15.2	40	10.7
5) I prefer to buy from website that navigates easily	77	20.5	155	41.3	25	6.7	37	9.9
6) I patronizes online stores for ease of use and conveniences	66	17.6	142	37.9	57	15.2	34	9.1

Source: SPSS output of field study, 2022

Table 4.2 above indicates that in as much as some respondents agree that perceive ease of use will improve their performance in social media and online platform, others did not agree that perceive ease of use will improve their performance in online environment. This implies that customers do not have right attitude towards internet and social media process.

Table 4.3: Perceived Usefulness

Items	SD=1		D=2		A=3		SA=4	
	freq	%	freq	%	freq	%	freq	%
I am more motivated in using social media network	73	19.5	177	47.2	53	14.1	7	1.9
I usually buy a product with good brand name	70	18.7	133	35.5	85	22.7	13	3.5
I believe online platform can make shopping easier	62	16.5	163	43.5	25	6.7	38	10.1
I find online transaction very useful	70	18.7	121	32.3	80	21.3	30	8.0
I believe social media platform is reliable and convenient	40	10.7	157	41.9	65	17.3	18	4.8

Source: SPSS output of field study, 2022

Information from Table 4.3 above implies that perceived usefulness is at high rate. 57% of the respondents interviewed confirmed that it is reliable.

Table 4.4: Perceived Trust

Items	SD=1		D=2		A=3		SA=4	
	Freq	%	freq	%	freq	%	freq	%
I consider personal traits of customer like trust before making online choice	40	10.7	199	53.1	46	12.3	10	2.7
Personal achievements of customer like business success increase demand	74	19.7	168	44.8	48	12.8	32	8.5
I believe customer with vast internet experience tend to perform better in the platform.	42	11.2	141	37,6	67	17.9	24	6.4
I feel delighted in using social media platform	38	10.1	128	34.1	70	18.7	27	7.2
I believe that my friend will trust online environment.	51	13.6	147	39.2	45	12.0	20	5.3
I believe candidates with consistent social life are easily reached by the electorates, which will help them to understand their problems.	89	23.7	130	34.7	66	17.6	21	5.6

Source: SPSS output of field study, 2022

From Table 4.4 above, it is believed that perceived trust is one of the advantages for winning customer. Notwithstanding, large of number of people still do not consider trust as a personal trait before patronizing social media. 64.0% of the respondents interviewed confirmed this assertion.

HYPOTHESES TESTING

In testing the hypotheses, multiple regressions was used with the help of SPSS version 20.

Table 4.6 below shows the model summary results which sought to establish the explanatory power of the independent variables (perceived ease of use of social media, perceived usefulness of social media and perceived trust of social media) for explaining and predicting the dependent variable (Consumer Buying Behavior).

''R'' is the multiple correlation coefficient, (i.e the linear correlation between the observed and model predicted values of the dependent variable), a value of .66 indicates a strong positive correlation.

R-Square is the coefficient of determination (i.e the squared value of the multiple correlation coefficients). It means that .44(44.0%) of the variation in the dependent variable (Consumer Buying Behaviour) is accounted for by the independent variables (Perceived ease of use, perceived usefulness and perceived trust of social media)

guiding the study. This is overall measure of the strength of association and does not reflect the extent to which any particular independent variable is associated with the dependent variable.

Adjusted R-square is the improvement in R-square It is an adjustment of the R-squared that controls the addition of extraneous predictors to regression model. The value of the Adjusted R is.40. It means that precisely 40% of the variations in Consumer buying behavior is accounted for by the included independent variables guiding the study, after the coefficient of determination (R-square) has been adjusted to be sensitive to the number of included variables (predicting variables or predictors) and insensitive to extraneous or exogenous variables.

Dubin-Watson statistics (Dw): tests auto collinearity-characteristic of data in which the correlation between the values of the same variables is based on related objects, which violates the assumption of instance independence. According to Kothari, (2014), Durblin-Watson statistics value between one and three (ie. 1-3) is within the acceptable range. The model summary table below has Dw = 1.901, which signals absent of auto collinearity.

Table 4.6: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.66[a]	.44	.40	.99922321	1.901

A. Predictors: (Constant), Perceived ease of use, perceived usefulness and perceived trust.
B. Dependent Variables: Consumer Buying Behaviour

Table 4.7: ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.637	3	.546		
1 Residual	3.69.425	370	.998	.546	.000
Total	371.062	373			

A. Predictors: (Constant), Perceived ease of use, perceived usefulness and perceived trust.
B. Dependent Variables: Consumer Buying Behaviour
Source: SPSS version 20

The Anova table 4.13 above tests the overall validity of the model. F-statistic and p-value were associated. The f-statistic is mean square(Regression) divided by the mean square(Residual): 0.546/0.998 = .546. The p-value (F-Significance) is compared to some alpha level in testing the null hypothesis that all of the model coefficients are zero. The p-value (.000) is smaller than 0.05 (alpha value). This means that at least one explanatory variable is significant, therefore the model is valid.

The coefficient of f-statistics (.546) is significantly different from zero (0) because its p-value is 0.000, which is lesser than 0.05. This can be interpreted thus: F=.546, P = .000<.05, we accept the alternative hypothesis that the joint influence of all the tested independent variables is significant which cannot be ignored in explaining variations in Consumer buying behavior.

Table 4.8: Regression Analysis of Social media and consumer buying behavior Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.005	.052		.094	.000		
	Perceived Trust	-.53	.053	-.153	10.0	.030	.983	1.017
	Perceived Usefulness	.58	.053	.58	10.94	.047	.961	1.041
	Perceived ease of use	.63	.053	.63	11.89	.000	.950	1.052
a. Dependent Variable: Consumer Buying Behaviour								

The B-value of social media: Social Media: Perceived Trust (β= -0.53, p<001), Perceived Usefulness (β= -0.58, p<001), and Perceived ease of use (β= -0.63, p<001) had exhibited positive effects on consumers' buying behavior.

The p-value calculated of Social Media of Perceived ease of use (.000<0.05), Perceived usefulness (.000<0.05), and Perceived Trust (.000<0.05) had predicted consumer's buying behavior with statistically significant at 0.05.

Discussion of Findings

Perceived Ease of Use and Consumer Buying Behaviour

Based on the finding of the analysis, it indicated that there is positive relationship between perceived ease of use and consumer buying behavior in Tertiary Institution in Anambra State. The results show coefficient of (β= -0.53, p<001). The test of hypotheses indicated there is a significant relationship between perceived ease of use and consumer buying behavior (.000<0.05). This implies that the acceptance of use of technology will increase the consumer buying behavior in virtual environment.

Perceived Usefulness and Consumer Buying Behaviour

Our finding of the analysis showed that there is positive relationship between perceived usefulness and consumer buying behavior in Tertiary Institution in Anambra State. The results show coefficient of (β= -0.58, p<001). The test of hypotheses indicated there is a significant relationship between perceived usefulness and consumer buying behavior (.000<0.05). Social media offers opportunities to achieve sales in a virtual store, then consumer will believe that using a particular system would improve their performance. A system high in perceived usefulness is one for which a user believes in existence of a positive use-performance relationship which depends on the expectations of consumers about how technology can improves their lives (Patterson 1997).

Perceived Trust and Consumer Buying Behaviour

The findings of this investigation revealed there is positive relationship between perceived ease of use and consumer buying behavior in Tertiary Institution in Anambra State. The results show coefficient of (β= -0.63, p<001). The test of hypotheses indicated there is a significant relationship between perceived trust and consumer buying behavior (.000<0.05). This implies that an intending customer is likely to make more purchase due to extra trust he or she has on the use of social media

Conclusion

Social media has become a potential persuasive technology that persuades customers to purchase online. It also provides interactive conversation between individuals where the users or consumers can share their experiences about the products or services with their friends, companies use it to give customers the valuable information, provide answers and improve their overall experience with the company. Social media keeps bringing people across the world together but also as the vehicle increasingly helping companies to gain traffic or attention to their own websites through the use of links through the adverts they place in the social media websites like Facebook, YouTube, Google+, Likedin etc. Online retailers already have a good understanding of needs and wants of their online consumers and also provide a brand which consumers will like to share and enjoy with their friend on social media.

Recommendation

Based on the findings of this study, the following recommendations are made:

1. Online marketers or e-retailers should perform a comprehensive online market research to formulate an active social media site that can be easy to use and operate.

2. E-retailers or online vendors should impress e-consumers on the functionalities and usefulness of their website platform which improves on sales and their competitiveness

3. Companies and online managers should create a delivery model which guarantees that orders made get delivered on time to secure and regulate online commercial environment thereby wining customer trust and excesses of online fraudster

Contribution to Knowledge

Based on the existing body of knowledge, the investigation proved that perceived ease of use, perceived usefulness and perceived trust are significant predictor variables in consumer buying behaviour in tertiary institutions in Anambra State

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