The Influence of Social Media on Buying behaviour of Consumers, in Lagos State, Nigeria.

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ABSTRACT

This research work examined the influence of social media on buying behaviour of consumers with particular focus on wakanow, Jumia, Kaymu and Konga in Lagos State, Nigeria. The study from its main objective had the following specific objectives, which were to: determine the influence of social media networks on customer patronage; investigate the influence of social media on consumer buying decision making process; determine the factors that influence consumer purchase intentions as a result of social media and to study the role of mediating influence of social media marketing platforms on the customer buying behaviour. In order to achieve these objective data was collected through the distribution of questionnaire developed on the Google form, these respondents of the questionnaire were online buyers that uses either Wakanow, Jumia, Kaymu and Konga e-commers sites for their purchases. The study adopted the quantitative research design, positivism theory and descriptive research design to achieve the objective of the study. The data gathered were presented in tables and charts as well as an interpretation given to them as well while the hypotheses was tested using the statistical tool (SPSS). The study found out that Social media networks have a significant impact on consumer patronage; social media influences consumer buying decision making process; social media influences consumer purchasing intentions; and that the social media marketing channel has a mediating effect on the buying behavior of consumers in Wakanow, Jumia, Kaymu, and Kongo, Lagos State Nigeria. Based on these findings the study recommended that online retailers/e-commerce companies have to ensure that information about customers is confidential, because online purchases are less likely to be made by consumers who feel that their online transaction is vulnerable to fraud, as many consumers are concerned with the security and protection of their personal details and their privacy when it comes to online shopping in Nigeria.

Declaration

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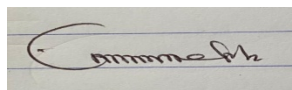
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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Consumer behaviour is a multidisciplinary social science that includes psychological, sociological, social and anthropological, ethnographical, marketing, technological and behavioral facets of the economy in particular. It examines the effects of feelings, attitudes and wishes on actions. The aims of official consumer behaviour research are to understand the needs and consumption of individuals by studying consumer or customer attributes, demographics, lifestyles and behavioral factors such as commitment, brand support and referral skills (Abhishek, 2019). Customer behavior studies also examine the impact of groups like families, friends, sports, groups of reference and culture in general on the consumer.

Consumer behavior can be said to be an act of trying to learn further how products, services, experiences and ideas are selected, protected, used and discarded by individuals, groups or organisations (Raorane & Kulkarni, 2011). It is important to forecast consumer behaviour because understanding customer loyalty will improve Customer Relations Management (CRM). The customer's model building process is been helped by consumer behaviour and it helps in the evaluation of the investments associated with CRM. Furthermore, it will aid in increasing customer acquisition success rates, increasing profits, and establishing competitiveness (Qiu, Lin, & Li 2014). Consumer loyalty is a mixture of attitude and behavior that results in repeat patronage. Behavioral loyalty is described as brand retention and repeat patronage in industrial and service marketing (Abhishek, 2019).

Consumers are now engaged in a variety of electronic activities such as blogging, chatting, gaming, and texting, as a result of the growth of social media. Consumers can access social networks over the Internet, collect information and advice and marketing firms have a new medium to communicate with consumers through the rapidly expanding social media, particularly in developed countries (Ola and Reem, 2018). Social media today is about letting people exchange thoughts, emotions and beliefs with other people. It is also about inspiring people to interact with each other just as it has always been in the past. But the important thing about social media is that (a) location and time limitations inherent in traditional communication

methods have been eliminated; (b) online channels have been created that allow multimedia content to be shared one-by-on-one; and (c) easy interfaces that even non-experts can share and communicate. Consumers can shop through the Internet using a variety of social media networks and websites thanks to information and modern communication technologies (Ekwueme & Akagwu, 2017).

Many organizations around the world have joined social media networks like Facebook, Twitter, Likedin, Youtube, Google+, and others to connect and establish relationships with their customers. However, only Facebook and Twitter have been linked to their customers by joining the fastest growing networks (Trattner & Kappe 2012). The social media network is a perfect means for companies to use social media connections to draw traffic or to disclose their websites. It functions as well in mass marketing as traditional word of mouth. Corporate messages on the media are rapidly spreading and would probably resound for the benefit of the company (Deis & Hensel, 2010). Social media networks have become the new paradigmatic medium of the 21st century for businesses to exploit and further impact on their consumers purchasing behaviour. Almost half of 400 million active Facebook users log on every day and spend more than 500 billion minutes a month on the Internet and virtually every company now uses social media to extend their corporate marketing strategy, particularly in retail marketing (Chukwu & Uzoma, 2014).

As a result, social media allows consumers to reclaim their place at the core of the business world, while companies gain access to a new range of resources for interacting with customers and incorporating them into products in novel ways. As a result, companies must comprehend how social media has affected consumer purchasing behavior (Ola and Reem, 2018). This has led to the use of these platforms by a growing number of companies in Nigeria. Via these rapidly growing social media networks in Nigeria, the present research aims to examine the influence of social media on the buying behaviour of consumers in Nigeria, in particular from businesses that use the media for marketing purposes.

1.2 Statement of the Problem

Many firms have formulated plans to welcome millions of engaged social media customers to their product collection, typically on their own pages, as a result of the exponential growth of the social networks in the world today. Nigeria is not immune to this rising outbreak.

In Nigeria, similar online retailers have emerged, with more on the way like Jumia, Konga, Dealdey, 3Stiches, Taafoo, Buyright.bz, and others. They also supply consumers with several lifestyle goods brands, including electronics, computers, telephones, books, home appliances, toys, etc. However, prospective buyers are prompted to pay immediately so that the products can be shipped shortly afterwards. Because of internet fraud, this has always been a problem and it has affected many Nigerians' perception that they are careful when using the internet, Especially when personal information is given. Meanwhile, various Nigerian online retailers have given prospective buyers enough room to be well assured of their purchases via social media of being authentic, by enabling them to pay for any item they want on delivery. Therefore, there are a variety of other problems, which hinders the patronage tendencies of Nigerians.

The theory of planned behaviour suggest the retailer will face a service quality difference, so there is no direct interaction between the vendor and the customer on this growing social media site, which will help the retailer understand what prospective customers want and can do and how to reach them. Due to disappointment with the product specifics and attributes which they have uploaded or because the information about the goods available is not frequently updated, retailers do not know what prospects specifically want or prefer. So it is essential in order to preserve consumer loyalty and loyalty to consumers, and to reduce the danger of losing loyal customers, to investigate the influence of Social Media on consumer buying behavior in Nigeria.

1.3 Objective of the Study

The study's main objective is to look at the influence of social media on buying behavior of consumers in Nigeria. The study's specific objectives are as follows:

i. To determine the influence of social media networks on customer patronage.

ii. To investigate the influence of social media on consumer buying decision making process.

iii. To determine the factors that influence consumer purchase intentions as a result of social media.

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iv. To study the role of mediating influence of social media marketing platforms on the customer buying behaviour.

1.4 Research Questions

i. What influence do social media networks have on customer patronage?

ii. How do social media influence consumer buying decision making process?

iii. What factors influence customer buying intentions as a result of social media?

iv. How does the social media marketing channel affect customer purchasing behavior?

1.5 Research Hypotheses

H_{o1}: Social media networks have no significant impact on consumer patronage.

H_{o2}: Social media does not influence consumer buying decision making process.

H_{o3}: There are no factors affecting influencing the consumer purchase intentions by social media.

H_{o4}: Social media marketing platform has no mediating effect on the consumer buying behavior.

1.6 Scope of the Study

The focus of this study is restricted to social media's influence on customer purchasing behaviour. The study focuses on Nigeria; the population of this study covers the top four selected social media choices via e-commerce companies in Nigeria which include Wakanow, Jumia, Kaymu and Konga. This choice was informed by a number of reasons which include the traffics of millions of active online consumers/buyers engaging in marketing. And, companies are among the major players of online sales as long as social media is concerned in Nigeria.

1.7 Significance of the Study

This research is significant for various groups of people and these include management practice, industries, government, and society.

Management Practice: Knowledge gained from this study will allow the management of companies and businesses to be aware of how important online marketing and globalisation. It will also allow managers to leverage their resources efficiently in order to boost their company output online against their sole objective of achieving their target results. Also, the role played by new electronic commerce via technologies particularly converged around computer, communication, control and design technologies contributed a great deal to the process. These

will make it possible for the transactional enterprises and service forms to install worldwide information and commercial networks through which management can link together production, marketing and distributing facilities around the world. Thus, if management effectively managed this, it will enhance top opportunities for productivity and profitability.

Industries: In order to obtain new strains in the global trading climate and put new focus on the importance of the process of moving Nigeria's economy into the global market, industries will come to terms as it will provide Nigerian industries with means for significant expansion in world trade. In order to improve national economic growth and place Nigerian companies in the world market, this will go a long way. As a result, corporate bodies will be helped to find themselves in a situation where they have to restructure and reposition themselves in order to use global capital effectively and optimize the benefits accrued from the distribution of specialized goods and professional services through the social media-called global marketplace.

Government: The researcher strongly believes that the outcome of this research work will encourage Nigerian policymakers to understand that social media is imminent, and why we need to have a proper view of its consequences and understand how we can take advantage of its possibilities. The recommendations of this study would bring about policy changes that will ignite a new approach to addressing the issue of e-commerce by formulating e-commerce growth policies in Nigeria by boosting national economic development.

Society: The study will provide organizations and society with knowledge of the mechanism by which social media can be used to implement growth and educate on the notion of social media as a tool that can be used to transform market constraints into positive business opportunities. The study will also provide the researcher with value in the field of consumer buying behaviour and social media. Scholars would find it relevant, as it would increase the body of knowledge in this area. This serves as the basis for those in the region who want to learn. This will also serve as a reference point for university researchers as well as worldwide dispersed research centers.

1.8 Chapter Summary

This chapter was an introduction into the topic been investigated. In this chapter the objective, research questions and hypotheses were stated from the problem identified with respect to the

influence of social media on the buying behaviour of consumers. The chapter as well stated the significance of the study to various group and the importance of the study to the groups. However the next chapter of the study would be the review of previous studies on the subject matter covered in this study. In the next chapter there would be a conceptual review and theoretical review on influence of social media on the buying behaviour of consumers.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter looked at the existing literature on the connection between social media and consumers buying behaviours of an organization. The literature review is divided into two sections: conceptual and theoretical review.

2.1 Conceptual Review

2.1.1 Consumer Buying Behaviour

Consumer behavior refers to how an individual responds to a specific idea or circumstance. Consumer behaviour is defined as the "Processes involving the choice, purchase, use or disposal of products, services, ideas or experiences in order to meet needs and wants" (Solomon, Bamossy, Askegaard, and Hoggs 2010). It could as well be defined as "the complex interaction of affect and cognition, behavior, and environmental events by which human beings perform the exchange aspects of their lives," (Ekwueme & Akagwu, 2017). The study of consumer behaviour has moved from why customers purchase to how they make their purchase (Blythe, 2008). Market segment is one of the most critical elements of the industry. In terms of product demand and tastes, customers within the group are more or less identical, so that market segmentation focuses on behavior. In all of the different forms of market segmentation, for example the demographic segmentation (age and gender) geographical (regional and country difference), psychographic market segmentation (people, lifestyle) and then the behavioural (Solomon, et al, 2010).

The behaviors, intentions, desires, and decisions of customers when purchasing a product or service are all part of consumer buying behavior. Understanding market procurement helps detect and forecast the buying actions of consumers (Sharma, 2014). An in-depth examination of consumer purchasing behavior aids businesses in determining what product or service customers are purchasing and why they are doing so (Renu & Vandana, 2020). The purchase intention is critical to understand customer buying behaviour. The desire to buy is to deliberately determine the readiness of a buyer to buy a good or service. Essentially, the desire of a customer to purchase goods or services is reflected in his ideas (Renu & Vandana, 2020).

2.1.2 Social media

When websites such as MySpace were established in 2003 and Facebook in 2004, the word "social media" became prominent (Duangruthai & Leslie, 2018). Web 2.0 enabled user networks to be created and ideas, information and knowledge to be shared amongst users (Constantinides, 2014). Social media can be defined as the web-based application community that builds on Web 2.0 ideological and technical fundamentals and allows the creation and shared use of UGCs, as defined by the Web 2.0 and Users Generated Content (UGC) definitions (Kaplan and Haenlein, 2010). The media created by the end-user is called UGC. Different kinds of social media exist: community projects (Wikipedia, blogs), content communities (YouTube), social networking (Facebook) and many more (Kaplan and Haenlein, 2010).

Social media can be defined as "Consumer media" which is "a wide range of new information sources produced and used by consumers that wish to share information on any subject of interest with others" (Kohli, Suri, & Kapoor, 2014). According to eMarketer (2013), about a quarter of the global population which is about 1.73 billion people use social media, and was expected that by 2017, the worldwide community on social media will hit a population of 2.55 billion (Schivinski, Christodoulides, & Dabrowski, 2016). Many analysts see smartphone and web technologies as a marketing platform for studying social media, based on how users report, co-produce, User material interpretation and changes" (Kohli, Suri, & Kapoor, 2014). This is seen as a paradigm change in company promotion of their goods, since businesses depend more on consumers to lead promotions and build brand speech processes (Kohli, Suri, & Kapoor, 2014).

Social media is not an advertising platform in itself, because it's hard for enterprises to determine how branding affects consumer awareness and engagement, unlike the print or TV advertisement. Positive comments can be good in social media places, however, derogatory remarks also belong to the brand discourse and can be challenging for companies using social media to sell (Ho-Dac, Carson, & Moore, 2013; Kohli, Suri, & Kapoor, 2014). Consumers are part of branding process discussions and debates that do not take their involvement in branding or advertising into account (Kohli, Suri, & Kapoor, 2014).

With the emphasis on incorporating ads in participants' social content, others claim that Facebook is "a holy grail to marketing operators" of the three social media sites used by businesses to advertise their brand (e.g. Twitter, Facebook and YouTube) (Michael, 2017). Advertisers display Facebook reviews for each product and brand or "as" content and drive more content (Nelson-Field, Riebe, & Sharp, 2012; Shen & Bissell, 2013). The more people engage on Facebook goods, the more brands or brands closely related to that content they get to see (Shen & Bissell, 2013). This plays an important role in how advertisers prepare, market recognition and commercials to maximize the participation of consumers.

2.1.3 Social media networks and consumer patronage

A client's decision to purchase a good or service depends on its features, qualities, price and characteristics. Regardless of the results of a customer's prior purchasing history, it was observed that the customer experience stays in the mind for as long as possible (Keller, 2008). People can use the internet anytime from anywhere to access their social media accounts. People are more and more interested in social media, driving companies to accept these technologies as a viable way to connect with their consumers (Renu, 2018). Retailers can better serve their clients by improved customer relations, expanded product line, cost savings and customization because social media provide insights in real time and promote bidirectional interactions between retailers and consumers. The use of social media gives internet retailers a strategic edge over mainstream retailers (Turban, King, Lee & Liang, 2015).

The social media's effect on purchasing behavior will affect any service or product. Customer decision-making may have an impact on quality, brand, advertisement or expense. Social media relationships indicate that social communication affects customer behavior in terms of advertising, brand loyalty and the purchasing intentions. It is unlikely to have a direct effect on consumer decisions, but it could have a mediating effect (Taining, 2012). The activities associated with the purchasing process have been totally changed thanks to social media. Consumers are looking for goods online via social media, demonstrating that there are a range of advantages to having a social media presence that conventional marketing lacks (Renu, 2019). Social media marketing has some benefits, the two main ones being greater exposure and traffic, according to the social media marketing research reviews (2018). According to 89 percent and

75 percent of advertisers, using social media in industry has resulted in increased visibility and increased internet traffic.

Brand behaviors can be shaped by social media, and this can influence purchasing behavior. A positive image of a brand or product can affect a customer's buying decision. If a customer recommends on social media platforms a product, this influences the brand perception and preference of others on the platforms. However, social media promotional advertisements influence the perceptions and intentions of the customer brand (Yang, 2012). On the basis of this information, marketers can prepare their marketing campaigns. Some brands use social media to sell their goods. It's a convenient way to communicate with customers and also a cost-effective way to advertise their goods or services.

Social media isn't just for advertising; it can also be used to link products and services with their customers. According to another report by Vinerean, Cetina & Tichindelean (2013), social media enables current and future customers to interact directly with a company representative. Because most customers search and buy goods through social media, brands and services take advantage of this opportunity to promote their products. The online user however has a global degree of intercultural segmentation and is a rising international market (Vinerean, Cetina & Tichindelean, 2013). If consumers have problems with their goods and services, they must contact the company through social media to communicate and connect with them quickly. The reaction of businesses to feedback or replies from social media is a problem. Their reactions and answers will contribute to a reputation of the brand and to the buy-in of more people. If a customer tries to decide on a product, every small piece of information can influence the decision.

Chukwu and Uzoma (2014) analyzed the influence of social media networks on product patronage. Despite the highly-motivated actions of Internet scammers, it was founded in Nigeria through the increased visibility of online distributors, especially through social media platforms such as Facebook, Twitter, YouTube and Google Stores. In these online companies that form the base of the report, and clients who work for Enugu and Lagos, Jumia and Konga Nigeria Ltd, the two leading retail firms in Nigeria, took part. Data were obtained using the data collection method as a questionnaire using a cross-sectional survey design. The hypothesis was tested with

5% level of significance using ANOVA and Chi-Square statistical methods. The findings have shown a significant change in consumer preferences, among other factors. Although the analysis found that, through their varying views of the internet, customers still support online stores at a high pace.

2.1.4 Influence of Social Media on Consumer buying decision making process

Consumer decision making may be defined as behavior trends for the purchase of products or services (Voramontri and Klieb, 2018). There are various forms of purchasing behavior.

1. Complicated Purchasing – in this type of purchase, there is a high level of consumer involvement, major brand difference, costly goods, and a high level of risk.

2. Low dissonance: in this type of purchase there is a high level of consumer involvement, little difference in branding and high risk.

3. Consistent buying – there is poor customers involvement, little difference between brands, regular purchases.

4. Customer participation is limited, there are major brand gaps, and customers switch brands for choice. Complex purchasing, according to Voramontri and Klieb (2018), carries a higher risk, which is why collecting information is more relevant. A community has been explained by Voramontri and Klieb (2018) where users connect and collaborate with one another in posting, tracking and collecting views. Customers are more involved with complex sales, but spend more time on social media to read articles before they can make a decision.

The tendency to optimize or satisfy a decision is known as decision-making. "Maximisers want the best possible outcome; satisfiers want an outcome which is strong enough to meet every criteria," as stated by Schwartz Monterosso, Lyubomirsky, White, and Lehman (2002). Satisfiers' only review and test products, on the other hand, before they find one good enough to satisfy those standards or meet their appropriate limits. Maximizers instead take longer to look at and assess alternatives for the best possible measurement (Schwartz, et al, 2002). The method of decision-making has been developed to influence the time, number and evaluation of alternatives (Karimi, Papamichail and Holland, 2015). The use of social media by advertisers was actively monitored by marketers, but few know how it impacts consumers. Many scientists rely on customer conduct, but neglect the social influence in different decision-making processes (Darley, Blankson and Luethge, 2010).

According to Aksooy and Cooil (2006), due to the expanded variety and volume of information available online, customers were able to make informed consumer decisions, and new information search opportunities have been opened up as a result of low cost of searching for information (Jepsen, 2007). The user content and views now dominate the results of search engines (Smith, 2009). The effect of the media depends on where the decision is being taken. Although the media still promotes intelligence analysis (Karimi, 2013) the media has broadened social media influence at all levels of decision-making through new social media, online decisions service and advice structures.

The potential risks, product sensitivities and confidence, plus timing and cognitive costs of knowledge acquisition and delivery, are also factors that affect online decision-making efficiency. The internet is becoming more important: the more people access the internet, the more likely they are to decide (Jepsen, 2007). Decisions supports that helps customers to make better choices and access to a number of information are the technologies available online, which the difference between the online and offline world decision is making process and outcome (Punj, 2012). Duangruthai and Leslie (2018) use a comprehensive survey to explore the changing perspectives of social networks. The findings suggest that the use of social media affects customer loyalty in the entire information quest and alternative evaluation processes, while increasingly satisfying buyers move towards final purchasing decisions and post-purchasing evaluations.

2.1.5 Factors affecting the consumer purchase and social media

It is crucial to find relevant information through internal and external information searches, as customers need to choose between these when they have recognized and assessed their respective options (Hawkins & Mothersbauugh, 2010). Customers like these items because they are attracted to them. Selection can be influenced by the aggregation of information from multiple outlets, which is why social media is a powerful tool for decision making. Social media information therefore influences decisions in the form of predictions or expectations. The social media marketing study not only shows that the social media landscape is an innovation that is largely drawn by advertisers and that 83 percent see the media to be essential for their companies (Stelzner, 2013). As a recent dimension, social media has made long-term purchasing behavior more complicated. Not only traditional networks, shopping positions are impacted, they often

refer to online platforms. The method of prioritization and decision-making is given by input from parties other than those influenced by online advertisers, such as analysis, references, blogs, social networks and other user-generated material.

The social media networks developed a "participatory community" where user networks of related people share, track and analyze all types of goods, services and events in an endless way (Ashman Solomon and Wolny, 2015). Online product reviews have shown a substantial positive impact on consumer purchasing plans and are distinguished from perceived awareness and compelling quantities (Zhou Liu, and Tang, 2013; Zhang, Zhao, Cheung and Lee, 2014). Social media is a trustworthy source of intelligence and information, unlike corporate messaging and advertising.

Constantinides (2014) says that there is an overall feeling of mistrust in the mass media. Thus customers are leaving conventional media, such as TV, magazines and newspapers as media to direct their purchase decision (Mangold and Faulds, 2009). In online decision-making, the overload of information is a primary problem. Customers have suffered a paralysis in their search in the social media and their sheer volume of knowledge which prevents them from accessing the full amount of information they have available (Power, Advincula, Austin, Graiko and Snyder 2012). Because of the restricted rationality, the amount of information which can be perceived by individuals is limited and all choices cannot be evaluated in depth (Karimi, 2013).

Michael's (2017) findings show that companies that adapt strategic approaches to using the social networks are more likely to achieve, engage and maintain a customer base in the future. Companies are constantly finding new ways to reach customers, including brand loyalty and the purchase strategy. The changing age of technology has contributed to development of social networks, including Facebook, YouTube, and Twitter, where people are able to engage through brand-specific content and create experiences.

2.1.6 Effect of Social Media Marketing Platform on the Consumer Buying Behavior

Social media movements have introduced new opportunities for consumers to consume product/service information (Voramontri and Klieb, 2018). Social networking can be used by consumers to connect and discuss brands regularly. In addition, customers can take part in

various activities like chatting, communication and blogging. Customers can now conveniently share opinions, ideas and experiences with others (Alsubagh, 2015). Dellarocas (2002) states that social media marketing has made it easier for people to communicate digitally to the rest of the world. Community members may share their experience as reviews on a product, topic or community, and these online reviews have a direct impact on customer purchases (Zhang et al., 2014). Online words are used to share views and evaluations of the various goods and services on the internet. Many people have access to such suggestions and ideas through the Internet (Voramontri and Klieb, 2018).

The marketers are keen to understand online words as conventional contacts have begun losing efficiency, according to Trusov, Bucklin and Pauwels (2009). Business reviews are typically one of the most effective mechanisms for electronic word of mouth (Zhou, 2013). According to Jackson (2009), another factor in network modeling is how it affects networks on behavior. Customer social interaction has also significant implications for purchasing decisions, beginning with problem recognition, searching for relevant data, evaluating alternatives, making final procurement decisions and satisfaction after purchase, according to the Nolcheska (2017) study. In the study on the impact of social networks (digital marketing) on consumer compliance, Joneda (2019) found a detrimental connection between the use of social media and customer satisfaction. Customers who spend their time on the social media and on search engines are less committed and likely to take account of these products to make potential profits or persuade someone to buy their goods. This type of customer has less tolerance level for poor services as consumers who spend much time on social media and search engines. The study also identified a connection between the use of social media and market analysis. This increases the likelihood for consumers to purchase (try new products or buy products without looking at them) (Jonida, 2019). In order to better serve and attract customers, companies should emphasize customer commitments and online presence. The study was conducted with questionnaires to collect primary data. SPSS statistics was used in research statistics for mathematical analysis, correlation and regression. Ola and Reem (2018) found that people are more interested in social media than mass media information, but that information is limited and arbitrary when they search for information.

2.2 Theoretical Review

The following theory will be discussed in relation to social media and consumer purchasing behavior: Technology Acceptance Model (TAM), Theory of Planned Behaviour and Theory of Reason Action (TRA).

2.2.1 Technology Acceptability Model

Davis, Bagozzi, and Warshaw (1989) have developed the TAM, a model used to research fundamental factors that drive users to adopt the new information system and accept it as well. The primary purpose of the TAM is to clarify the factors affecting the acceptance of computer applications in general. This model also allows researchers and practitioners to determine the inadequacy of a process (Davis, 1989). The behavioral intent of the use of an information system is, according to Davis, directly driven by users' attitudes to the system and the perceived utility of the system, which are impacted by users' attitudes to the system and perceived use. The assumed simplicity of application influences actions and usefulness. In this model, companies use social media and internet sales to meet their goals.

The technology acceptance model is an ideology of information management to model how people use and implement information technology. It is an improvement in the theory of technological determinism. According to this model, the acceptability of a system is determined by two factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). The degree to which a person considers the use of a system to improve his or her work outcome is referred to as a perceived usefulness (PU) (Ekwueme & Akagwu, 2017). In contrast, perceived ease of use (PEOU) refers to a person's impression that using a particular interface is easy. The paradigm for using technology suggests that the intention to conduct decides the use of an information system but that the intention to conduct also depends on the approach of the individual to the system and their perception of its use. As opposed to internet advertising, consumers still weigh other factors. These are factors like the Internet or a bad Internet connection is not accessible, lack of trust, lack of timing, and a payment issue (Ekwueme & Akagwu, 2017).

The theory is applicable to this research as social media (TAM-Model for technology adoption) also helped consumers to take decisions without having to go to the stores. This explains also that, although it is a comparatively modern networking technology, people use social media or

the internet for their advertising outreach activities. Two factors that lead to recognition and acceptance by most consumers are the perceived usefulness and ease of use. Other factors, such as trust, also affect its usefulness. According to Asemah (2011), as they choose, attend to and hold advertisement posts based on their wishes, beliefs and other considerations, the recipient intentionally manipulates the process of control. However, the theory is notable because, regardless of the financial gain of advertisement and web commerce, it shakes the light on whether people accept or oppose social media in comparison to internet retailers. Since social media (technology through technology acceptance model-TAM) has assisted consumers in making purchasing decisions without having to go to the shop, the theory is applicable to the research.

2.2.2 Theory of Planned Behavior

Ajzen's theory of planned behaviour (TPB) sets the objective of performing an act, is what influences behaviour, subjective standards and perceived compartmental strength (Ajzen, 1991, 2002). People's overall feelings regarding the desirability or unwantedness of a certain action are called Attitude (ATT). A person who wishes to perform a specific action is defined as a subjective standard by perceived organizational or social norm (SN). Perceived behavioral control (PBC) is a measure of how simple or difficult an individual can perceive a certain action. TPB's ability to provide a useful theoretical framework for understanding and predicting new information system acceptance has been demonstrated (Ajzen, 2002). In a meta-analysis study, Armitage and Conner (2001) looked at previous research that used the TPB. The theory's main benefit is that it provides evidence for the TPB's efficacy and suggests that more research on new variables is needed to improve the model's predictability. This study employs the principle of planned activity to describe how social media (online sales) is used to meet customer demands.

The theory also sought to explain all acts which are influenced by people through their desires. Behavioral intent is a key component of this model; behavioral intent are based on one's attention to the likely outcome of the action, and one's subjective cost-benefit evaluation of that outcome. The TPB was used to predict and explain a range of health practices, including smoking, beverage, healthcare, nursing, and substance use. In terms of motivation (intention) and ability, behavioral performance depends on the TPB (behavioral control). It separates behaviors into the

emotional, social and influential groups. The TPB consists of six systems which represent the actual regulations of a person's behaviour.

1. Attitudes – The extent to which an individual positively or negatively considers the activities of interest. The effects of doing the actions include reflection on the possible outcome.

2. Behavioral Intention - This shall apply to the driving forces which cause a particular behaviour, the more likely it is to be committed in order to commit the behaviour.

3. Subjective standards - assuming that the majority of people consent or disapprove of such behaviour. The question concerns a person's opinion as to whether he or she should be involved in the acts or not, friends and important people in his or her life.

4. Social standards - In a group of people or in a wider cultural context social norms are established which forms the standards of behaviour. Social standards are considered customary or natural in a group of individuals.

5. Perceived Power: The belief that an individual's behavioral regulator is conditioned by assumed authority, is the perception of the presence of stimulus which may aid or prevent the performance of an intervention.

6. Perceived Behavioral Control: A individual understands perceived behavioral management how simple or complex the ideal act is to carry out. Perceived improvements in behavior control depending on situations and behavior leading to individual realizing changes in behavioral control based on the situation. Planned behavior theory was born from the transformation from reasoned action theory to planned behavior theory.

Theory is significant because it promotes the efficacy of the TPB and shows that further study is needed to develop new variables in order to increase the predictability of the model. This study uses the concept of planned business to understand how social media (online sales) satisfy industry requirements.

2.2.3 The Theory of Rational-Action (TRA)
The theory of reasoned action, developed in 1975 by Fishbeing and Ajzen, is a model for the prediction of behavioral intent, which involves predictions of attitude and actions. This was

derived from previous research which started with the theory of attitudes and progressed towards the study of attitudes and behavior. TRA consists of three general structures: Behavioural Intention (B1), Attitude (A), and subjective Norm (SN). TRA is characterized by the attitude and subjective standards of an individual to the action (B1 = A + SN). If a person wants to do something, he will probably do it. A person's relative strength to behave is determined by behavioral intention.

According to the above, behavior equals approximately the behavioral objective derived from the customer's combination of attitude to the product's transactions and subjective standards of behavior. Theory acknowledges other people's interference in the formation of acts through the notion of subjective norm (Solomon, 2006). It takes into account directly the viewpoints of people on a certain behavior, which is restricted by how much the consumer is motivated. This relative contribution of behaviors and subjective expectations is fundamentally different in behavior prediction (Miller, 2005).

The basic principle of reasoned action theory is that people behave rationally while trying to achieve favorable outcomes and fulfill the desires of others. This theory clarifies how behaviors are shaped and how they influence the actions of people. The decision to perform the acts affects the behaviour of an individual. The task and the effects of a person's actions are called purpose (Amaro and Duarte, 2015). Ajzen (1991) states that an attitude is a person's feeling that may be optimistic or bad and contributes to a purpose. Intent is considered to capture the Motivating Elements that influence a behavioral pattern (Leeraphong and Mardjo, 2013).

As a consequence, a person may use the amount of effort he or she can make to decide the motivation of such action. Since the idea of rational action is applicable to consumer behaviour, consumers are assumed to have a certain intent for any alternative option (Kim and Lennon, 2013). Rational action theory can be described as a representation of "attitude intent-comportment: a system of continuum." This is one of the most common ways to describe customer's behavior (Lo, Frankowski and Leskovec, 2016). Researchers like Al-Nasser, Yusoff, Islam, and ALNasser (2014) used this paradigm to study the effect on online shopping in Malaysia and Saudi Arabia of consumer trust and attitude.

The theory is essential to the study since it provides an attitude towards decision-making with behavioral clarity. The theory is significant in this study since it describes the neural structure of conscious human behaviour, e.g. intention and experience, and clarifies its influencing factors.

2.2.4 The study on which the study is anchored

However, after the review of the related theories in this study, the study chooses the Technology Acceptance Model (TAM). Since the information system theory outlines how people handle information (consumers come to accept and use a technology via social media or online in their daily transactions). The TAM, founded by Davis in 1989 and based on the concept of reasoned action (Fishbein & Ajzen, 1975), was the most important theoretical model for understanding technology acceptance by users. As a result, one might argue that the aim of this model is to predict the acceptability of a toll and to recognize the improvements that need to be made to the system in order for it to be appropriate to users (consumers buying behaviour). TAM is, in reality, the most commonly used model for explaining machine use and technology adoption. In this model, two main factors decide the acceptability of an information system: Ease of usage and utility perceived. The information structure is acceptable. The degree to which an individual or customer feels that a device is used will increase his productivity as well as the extent to which the consumer thinks that the system is easy to use. In order to assess the desire to use a technology, TAM indicates two convictions: perceived ease of use and perceived practicality. Activity defines the extent of one's commitment to take a certain action.

This shows why the TAM was assumed to be acceptable. This is because the model stresses the most critical criteria for offering high-quality service. Customers also compare the service they "experience" with that they "expect." For example, if a customer is shopping online from Wakanow, Jumia, Kaymu or Kongo, the customer has an expectation on how to be treated or handled. There is a gap if this customer's experience does not meet their expectations.

2.3 Chapter Summary

This chapter was about literature review on influence of social media on the buying behaviour of consumers. The major concepts of the topic like social media as well as that of consumer buying behviour were reviewed, same as the link and relationship between both terms as were reviewed as viewed by previous authors. Theories of consumer behaviour and adoption of technology were

as well used to discuss the influence of social media on the buying behaviour of consumers. The next chapter of this study would focus on the various methods adopted in the course of the study and as well a justification for the adoption of each method

CHAPTER THREE

METHODOLOGY

This chapter addresses the entire methods adopted in this work. This chapter discussed the various methods adopted in the course of the research work. Methods discussed were the method of data collection, data analysis, population of the study, types of data collected, sampling technique adopted, and ethical issues considered in the course of the research work. The various reasons and justifications for the adoption of these methods were as well given to back up the researcher's choice of method.

3.1 Restatement of Research Questions

The key aim of the study was to examine the influence of social media on buying behavior of consumers in Nigeria. The study is aimed at finding answers to the following research questions:

i. What influence do social media networks have on customer patronage?

ii. How do social media influence consumer buying decision making process?

iii. What factors influence customer buying intentions as a result of social media?

iv. How does the social media marketing channel affect customer purchasing behavior?

3.2 Population of the Study

The population of the study comprised of active online consumers/buyers that uses any of these four e-commerce companies which are Wakanow, Jumia, Kaymu and Kongo. The study covered a total population of active online consumers/buyers that uses Wakanow, Jumia, Kaymu or Konga for their online purchases in Lagos State Nigeria. The active online consumers/buyers surveyed were the people who buy things online and are in a better position to give an insight into the influence of social media on buying behaviour of consumers in Nigeria. The study adopted an electronic questionnaire (Google form) to have the questionnaires circulated amongst the respondents due to the current social distancing rule occasioned by the global pandemic of COVID-19 the use of the online survey was the most appropriate for this study. The sampling framework of seventy two active online buyers was developed on the basis of the number of respondents that was easily reached out to within the limited time frame for this study. The population of the study was randomly sampled so as it gives an equal probability to every element that makes up the population to be sampled and to give every online buyer an equal opportunity of participating in this study, the random sampling technique was adopted.

3.3 Adopted Research Philosophy

Research philosophy is a compilation of theories regarding the true nature of what has been investigated or researched. It is the idea behind the nature of knowledge. The research philosophy adopted in a study justifies how the study would be conducted (Saunder et al 2007). Philosophies can vary with respect to research objectives and the best way of achieving these objectives. Knowing the philosophy of a research can therefore help to explain the assumptions and how it fit into the research process.

Positivism believes that there is truth distinct from the research object. This ensures the phenomena are compatible in reality across topics. On the other hand, constructing proposes to create the inherent meaning of social phenomena for every observer or group (Saunder et al 20107). It is impossible to assume, according to this philosophy, that what is observed is construed in equal measure by all participants, and it is important to find differences and nuances in the understanding of respondents.

According to Saunders et al., (2015) epistemological, ontological and axiological are the three principal approaches the research philosophy adopts. The various views that are upheld in a study process are been demonstrated by these three principal approaches. The nature of reality is what ontology entails while the view of how we learn things is what epistemology entails. The axiology branch study decision-making. The investigators must define the ideology that will affect the effectiveness of the research (Burns & Burns, 2008). The analytical choices made by a researcher is been affected by the nature of the study. A better understanding of the available research approaches and an exact one to adopt in a research is been unveiled when there is a clear understanding of the research philosophy.

It is the research problem and nature that determines the design/method to be adopted in a study, and as such there is no design that is said to be better than the other. To avoid the adoption of a wrong method for this study, different methods were tested at this stage. Interpretivism, realism and positivism are the three major research philosophies as stated by Saunders et al., (2015).

3.3.1 Positivism

The basis of science philosophy has been illustrated by positivism philosophy as observed by Bryman and Bell (2011). According to Kumar (2011), to interpret events in a measurable social

reality and to understand them, is the main characteristics of the positivism philosophy. Another characteristic of the positivism philosophy is that it attempts to test hypotheses and determine theories, as it is as well deductive in nature. The adoption of the positivism approach as noted by Saunders et al., (2007) is most likely to be done in a value-free manner. The positivism perspective on human and social actions is the most widely held (Burns and Burns, 2008).

3.3.2 Realism

In a number of cases positivism looks like realism. Realism is also pragmatic in the field of knowledge development. The gathering and description of data is an increasingly positivistic approach (Bryman and Bell, 2011). The principle of realism comes from the conviction that our senses give us the reality. In other words, our senses convey what is true for us, irrespective of human spirits. Two key approaches to realism are empirical and critical realism. The empirically methods is seen as the means of understanding experience through our senses by Bryman and Bell's (2011). The dynamics of the natural order and social phenomena are illustrated by practical and experienced critical realism.

3.3.3 Interpretivism

The opposite of positivism is seen as interpretivism epistemology. It is necessary to know the buying behaviour and how social media affects the buying behaviour. The study of social processes in their natural environment is what the interpretivism philosophy is understood to entail. Saunders and Lewis (2015) claim that interpretivism is not empirical but rather subjective. The feelings as well as the thoughts of men are what the interpretivism philosophy is based on.

In this dissertation, the writer used the philosophy of positivism. The researcher adopted the theory, as it enables him to investigate and obtain answers from respondents through the online questionnaires with a wide understanding of social reality. This theory is used in analyzing and explaining the phenomena and contributing to an observable social reality. This philosophy can help to clarify the influence of social media on buying behaviour of consumers in Lagos State Nigeria. As a result of the positivism philosophy there is need for research questions and research hypotheses that can be investigated.

3.4 Data collection

The analytical methodology used determines how data are obtained and evaluated (Bryman, 2012). The method used in this phase of the research greatly contributes to the reliability and validity of the study (Saunders et al., 2007).

The research focuses on primary data regardless of the present social distancing rules. In the course of this study primary data was gathered through adoption of semi-structured surveys. Google form, which assists in distributing of questionnaires to the inboxes of respondents and also serves as an online survey platform was adopted so as to collect the primary data used in this study. There are several ways by which a questionnaire could be distributed to respondents, which Saunders and Lewis (2015) mentioned postal, telephone, paper-based, e-mail and web-based as the five forms of distributing a research questionnaire. Due to the fact that more studies have recently been conducted online and through telephone communication than the conventional paper-based questionnaires as noted by Baruch and Holtom (2008) cited in Saunders and Lewis (2007), this dissertation uses an on-line-based questionnaire (Google Form). Secondly, due to the social distancing rules occasioned by the COVID-19 pandemic this method of distributing the questionnaire through Google Form was adopted.

The gathering of primary data via the semi-structured questionnaires was adopted in this research work. The research made sure that every respondent that took part in the survey carried out in this study was asked the same questions in the same manner. The surveys were anonymously conducted. The research questionnaire was emailed to the respondents through the quality control office and the customer care office of the four e-commerce companies (Wakanow, Jumia, Kaymu and Konga) adopted in this study. Survey Questionnaires were therefore more realistic than interviews in this case. This simplifies the collection of data by using a questionnaire. The relationship between variables can be easily explored and illustrated by the selected method (Bryman and Bell, 2011).

3.4.1 Quantitative Study

Quantitative study implies the collection of numerical data interpreted using mathematical (specifically statistical) methods like the use of percentages to describe phenomena. The interpretation and categorization of quantitative study is easier. The generated data in a quantitative study is often numerical and statistical analyzes are used for such data. A study is

said not to be a quantitative study if no figures or numbers are adopted in the analysis of the data collected (Bryman & Bell, 2011). Clinical studies, observing, tracking, and recording well-defined incidents (e.g., the number of emergency patients waiting for a certain time of day or the number of sales made in a day), collecting reliable data from monitored information systems, and conducting closed-end assessments are all common methods for gathering quantitative data. In this type of research which is a quantitative research, unlike the qualitative research, numerical data are collected. In quantitative study, a sample of a significant portion of the population is used (Bryman & Bell, 2011). This makes it possible to use a broad data set to answer the research questions.

Due to the aim of this study which was to examine the influence of social media on buying behaviour of consumers in Lagos State, Nigeria, the quantitative method of data gathering was adopted in this study as the method of data gathering. The online survey method was adopted by the researcher for the distribution questionnaires to the respondents.

3.5 Sampling Strategy

Non-probability and probability sampling are the two approaches available (Saunders, et al, 2015). Probability sampling was used in this study. To begin with, the reason for the adoption of the probability sampling method is because it permits the gathering of data from a similar population unlike the non-probability sampling and as well it is in line with the survey method adopted in this study. In a research study, the gathering of data is more of a practical step (Denscombe, 2007). For this study, questionnaires were adopted and as a result, the study was able to produce significant results. The use of a random sample ensures that all members of the sample have a fair probability of participating in the study (Bryman et al., 2011).

3.6 Research Instrument

This study adopted the electronic questionnaires (Google Forms) as the research instruments. There are many explanations for this, one of which is that online questionnaires are easier to answer than hard copy questionnaires because the research requires a large population and respondents who are outside the location of the researcher (Bryman and Bell 2011). The fact that this method aids the researcher to be in control of the research before getting reply from the respondents is one of the reasons why it's been adopted. Secondly, online questionnaires (such as Google Forms) are easier to use than paper questionnaires. This method was adopted by the

researcher to study a large number of people in a limited amount of time, from a different location. The respondent could then monitor the results in real time and summarize the results at any time as electronic questionnaires are adopted.

3.7 Validity and Reliability of Research Instruments

The quality of the questionnaire was examined before it was distributed to the respondents. The researcher evaluated whether the questions are relevant to the study's objectives. The researcher prepared the final draft of the questionnaire after making the necessary corrections and adjustments and to determine the instruments reliability level the researcher subjected the pilot study to a check and test method. The Cronbach alpha-reliability test was developed to assess how well the constructs are internally consistent.

3.8 Data Analysis Method

The data gathered through the questionnaires was analyzed and interpreted for the research. The statistical analysis and comparative methods were to illustrate and analyze the data gathered from the online survey. The use of the analysis tool called SPSS for the analysis of the data gathered was as a result of the need for the analysis of data collected from the respondents (Denscombe, 2007). This method adopted by the study aid in the quantification of response gotten from the respondents into numbers, development of graphs and charts to make the data more understandable, and the analysis of the data collected on influence of social media on the consumers buying behaviour (Saunder et al 2015). As a result, descriptive and inferential approaches/methods to data analysis were adopted in this study. This study made use of descriptive statistics to describe the data's property and show variations in response and perception. In order to estimate the effect of the independent variable (social media) on the dependent variable (buying behaviour of consumers), the inferential analysis was performed in the course of the study using the Statistical Package for Social Science (SPSS) via regression analysis. The aim for the use of regression analysis is to reduce and summarize data with the least amount of information loss possible, as well as to consider factors that represented interrelated relationships between variables. A wide range of variables were used in this study.

3.9 Consideration of Ethical Issues

The researcher took several measures to ensure that the data was not tampered with and that the analysis was performed in an honest and competent manner. The respondent's privacy was safeguarded by ensuring that no question on the questionnaire would disclose the respondent's identity. Secondly, the researcher made sure that the respondents were willing to participate in the survey by proving a question for them to give their consent of participation. Then there were concerns about confidentiality and respondents' privacy. This research ensured that it behaved responsibly by obtaining the respondents' consent before authorizing them to participate in the study. Despite this, the data gathered from the participants in this study was regarded with confidentiality.

3.10 Limitations/Restrictions to the study

The gathering of data from the population was a challenge in the course of this study as a result of the time limit given for the completion of the study. As a result, the questionnaires for the study were not distributed to all active online buyers from the four e-commerce companies (Wakanow, Jumia, Kaymu and Konga) adopted for the study but just a few of them in Lagos state Nigeria were surveyed. Creating a clear questionnaire was also an area where the researcher had some challenges.

3.11 Conclusion

This chapter in the study went through the research methods and procedures used so far in carrying out the research, as well as the reasons for using those methods. The method adopted was the quantitative research, primary data was used which was gotten via questionnaire developed on a Google form. The research design was a descriptive survey research design, while the positivism philosophy was as well the philosophy used in the study. However, the findings of this study and the interpretation of the data will be discussed in the next chapter.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter of the research report, the data collected were presented in tables and charts, the data was further analysed using percentage frequencies to analyze the respondents responses and further interpret their response on the influence of social media on buying behaviour of consumers in Lagos State, Nigeria. The response analyzed in this report were from the online shopper that makes use of either Wakanow, Jumia, Kaymu or Konga e-commerce companies for their online shopping. The research hypotheses of the study were tested with the use of the analytical tool called Statistical Package for Social Science (SPSS).

4.1 Data Presentation

4.1.1 Demographic Data of Respondents

Table 1: Response of Respondents about their Gender

Options	Number of Respondents	Percentage Frequency
Male	44	61.11%
Female	28	38.89
Total	72	100

Source: Online survey, 2021.
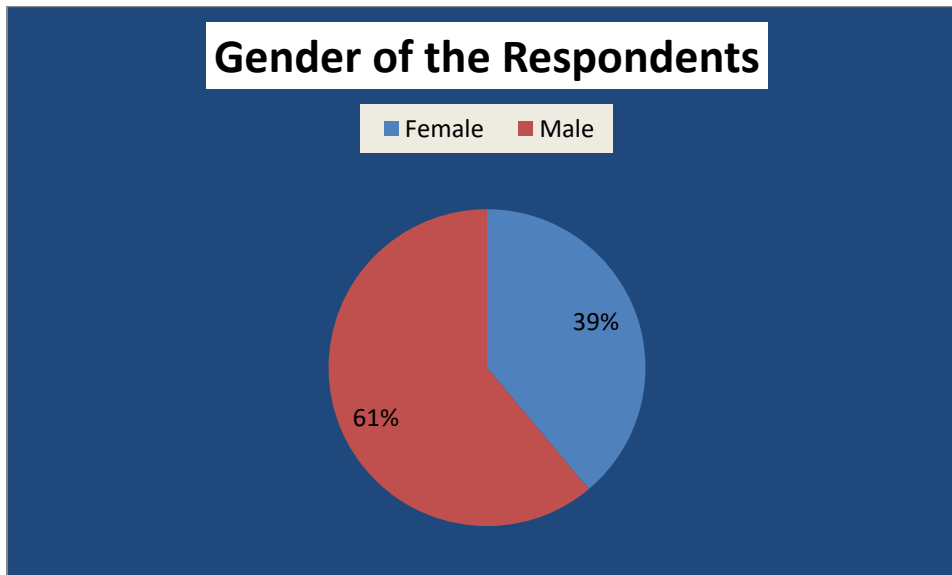
Figure 1: Gender of the Respondents

The table and figure 1 above presents the response of the respondents on their gender, with 61.11% of the entire respondents being male and the remaining 38.89 representing the female respondents. Based on this it can be seen that more of the male online shoppers were interested in participating in this study.

Table 2: Response of Respondents about their Age Bracket

Options	Number of Respondents	Percentage Frequency
18 - 29 years	29	40.28
30 – 39 years	20	27.78
40 – 49 years	18	25.00
50 years and above	5	6.94
Total	72	100

Source: Online survey, 2021.
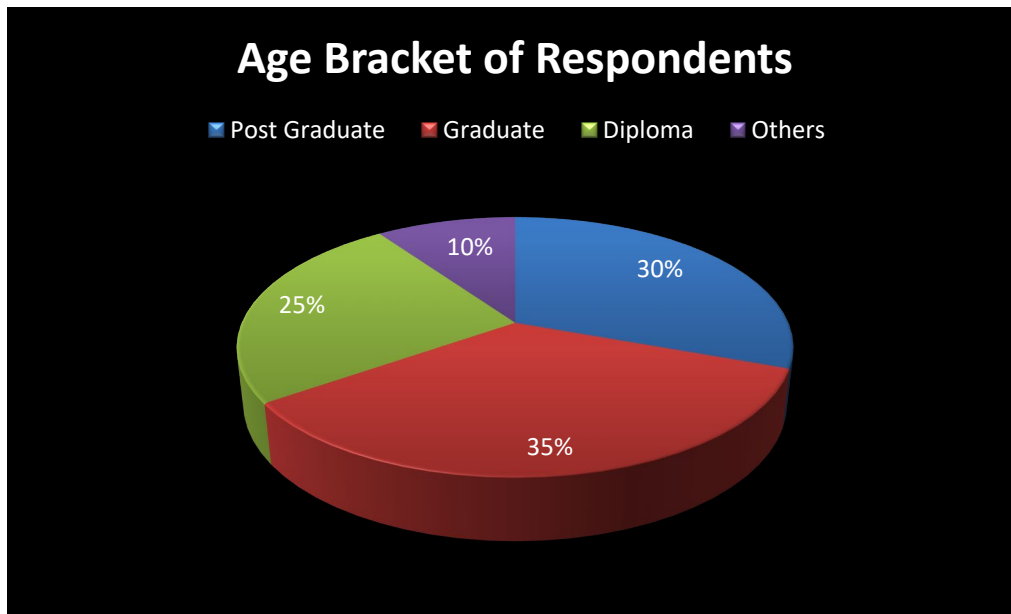
Figure 2: Response of Respondents about their Age Bracket

The table and figure 2 above illustrates the response rate of the respondents concerning their age bracket, from the total of 72 responses on the age bracket question 40.28% of the total respondents were between 18-29 years age bracket, 27.78% belongs to the 30-39 years age

bracket, 25% were between the 40-49 years age bracket while the 50 years and above constituted about 6.94 of the total respondents. This implies that it is more of the youths that took part in this study and are like to be said to be the group that take part in the online shopping the most.

Table 3: Response of Respondents on their Marital Status

Options	Number of Respondents	Percentage Frequency
Never been married	40	55.56
Married	29	40.28
Separated/Divorced	3	4.17
Total	72	100

Source: Online survey, 2021.
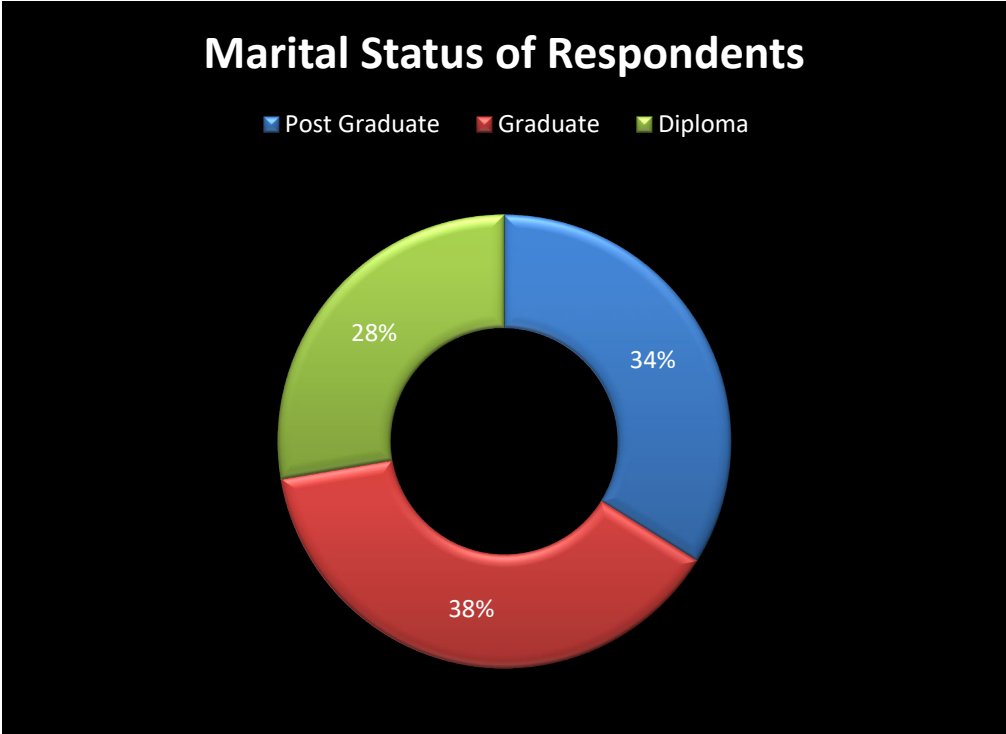
Figure 3: Response of Respondents on their Marital Status

The table and figure 3 above shows the respondents responses on their marital status, with 55.56% of the total respondents of 72 have never been married before, 40.28% were married while the remaining 4.17% have been married but presently separated or divorced.

Table 4: Response of Respondents on their Educational Qualification

Options	Number of Respondents	Percentage Frequency
Post Graduate	22	30.56
Graduate	25	34.72
Diploma	18	25.00
Others	7	9.72
Total	72	100

Source: Online survey, 2021.
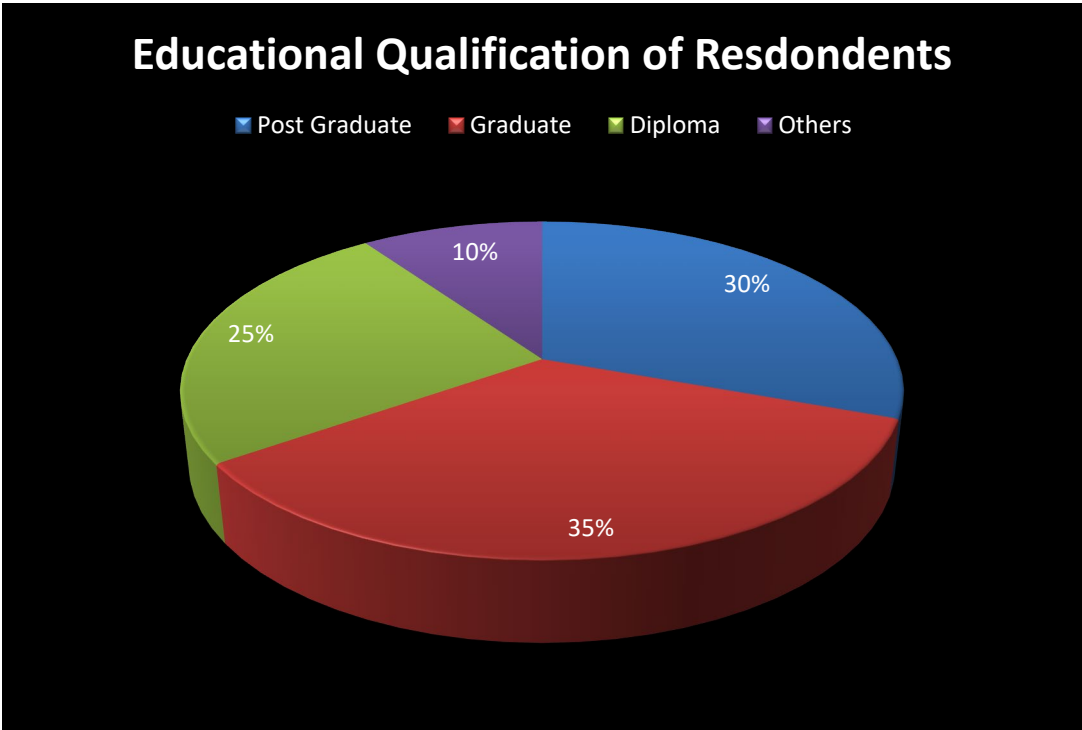
Figure 4: Response of Respondents on their Educational Qualification

From table and figure 4 above, which shows the response rate of respondents on their educational qualification, 30.56% of the total population were post graduate, 34.72% of the respondents were graduates, 25% were diploma holders while the remaining 9.72% of the total respondents response to the question was others. From this result it can be said that the

respondents are educated and could reason rationally to provide the needed data on the influence of social media on buying behaviour of consumers.

4.2 Research Questions Responses Data Presentation and Analyses

This section of the report would be the presentation of the data collected on the variables that makes up the research questions, and for a clear presentation of the data, the research coded the respondents responses as follows: Strongly agreed is been coded as (5), Agreed as (4), Neutral/Undecided as (3), Disagreed as (2) and Strongly Disagreed as (1). While in the tables and charts Q1, Q2 and so on were used as code to represent question one, question and so on.

Table 5: Response of Respondents on Online Shopping

	Online Shopping	**5**	**4**	**3**	**2**	**1**	**Total**
Q1	I prefer to purchase online because it is very convenient	35 (46.6%)	25 (34.7%)	6 (8.3%)	3 (4.2%)	3 (4.2%)	72 (100%)
Q2	I do online shopping due to the broader selections availability	34 (47.2%)	24 (33.4%)	7 (9.7%)	5 (6.9%)	2 (2.8%)	72 (100%)
Q3	I will continue to shop online since it has a highly competitive price.	33 (45.8%)	18 (25%)	3 (4.2%)	12 (16.7%)	6 (8.3%)	72 (100%)
Q4	I prefer to engage in online shopping because better information about the product and previous buyer's review is available	39 (54.2%)	18 (25%)	6 (8.3%)	6 (8.3%)	3 (4.2%)	72 (100%)
Q5	I purchase online since there is extremely simplified navigation for searching products	40 (55.6%)	17 (23.6%)	4 (5.5%)	8 (11.1%)	3 (4.2%)	72 (100%)

Source: Online survey, 2021.

RESPONSE OF RESPONENTS ON ONLINE SHOPPING

	Q1	Q2	Q3	Q4	Q5
5	46.60%	47.20%	45.80%	54.20%	55.60%
4	34.70%	33.40%	25%	25%	23.60%
3	8.30%	9.70%	4.20%	8.30%	5.50%
2	4.20%	6.90%	16.70%	8.30%	11.10%
1	4.20%	2.80%	8.30%	4.20%	4.20%
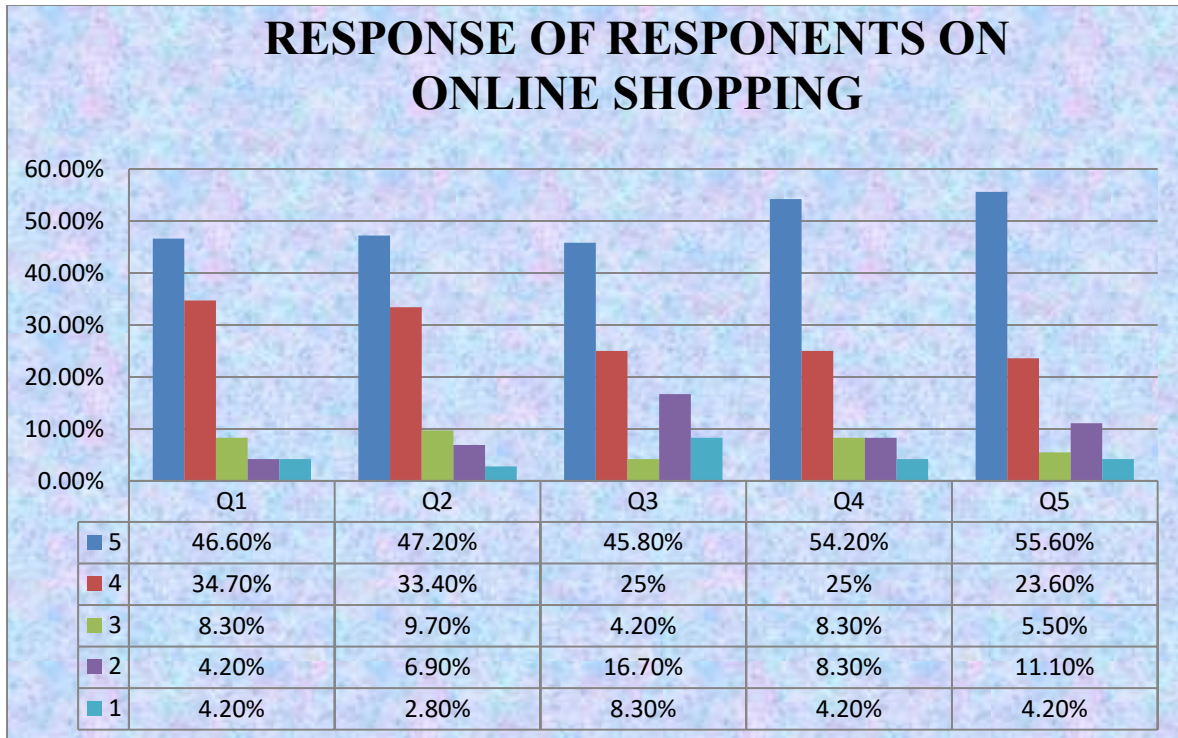
Figure 5: Response of Respondents on online shopping

The table and figure 5 illustrates the respondents response to the questions asked with respect to online shopping and of the entire 72 participants of the study 46.6% of them said they strongly agreed that they prefer to purchase online because it is very convenient, 34.7% agreed, 8.3% undecided, while 4.2% disagreed and another 4.2% strongly agreed; the next statement which was "I do online shopping due to the broader selections availability" 47.2% strongly agreed, 33.4% agreed, 9.7% undecided, 6.9% disagreed and another 2.8% strongly disagreed; On the third statement 45.8% of the total population strongly agreed that they are will continue to shop online since it has a highly competitive price, 25% agreed, 4.2% were neutral, 16.7% disagreed while 8.3% strongly disagreed to the statement; 54.2% of the sampled population strongly agreed to the statement that "I prefer to engage in online shopping because better information about the product and previous buyer's review is available," with 25% that agreed, 8.3% were neutral, same 8.3% disagreed then strongly disagreed was 4.2%; to the statement of "I purchase online since there is extremely simplified navigation for searching products" 55.6% strongly agreed, 23.6% agreed, 5.5% undecided, 11.1% disagreed and 4.2% strongly agreed.

The study also found that there are gender differences in option when it come to online shopping between females and male respondents that uses Wakanow, Jumia, Kaymu and Kongo's Online Shopping in Lagos State, Nigeria. In fact, males were found to be more comfortable than females when it come to online shopping (Swaminathan, 1999). In some other research papers reviewed it was observed that women are more motivated than men to shop online. Huang and Chun (2010) carried out an online survey in 639 high school pupils in Taiwan on the subject of gender differences in adolescents. The researcher said that men have a marginally better approach to online shopping than women, which indicates that there are gender differences in online shopping. Gender differences have also shown that the decision-making process in recent studies has a significant effect on new technologies. Women refuse to use information technology, while others have firm views and are more influenced by ease of use, as indicated in the study by Venkatesh and Morris (2000). It was found that men emphasized more on their evaluation of the usefulness of the technology.

Women in the African environment, especially in Lagos State, Nigeria, are the primary decision makers in families and households. According to Costa (1994), women are serious with shopping, but men are considered up-to-date on IT. However, Alreck and Settle (2002) published a study of males and women's views toward online shopping in the United States. The proportion of women who use the internet, which decreases the gender inequality in technological use, is increasing (Eurostat, 2009). The findings of an research work by Dahiya (2012) show that women buy things often than men, while Ifeanyichukwu (2016) found out that there are more economically driven men who shop frequently in Nigeria. Looking at this one could come to a conclusion that gender has an influence on online shopping.

Age is a significant determinant of consumer behavior in terms of information technology (IT). Young people have been found to be more exposure to the Internet, but older people consider higher risk and find new challenge more difficult to do (Morris & Venkatesh, 2000). The online shopping generation has been shown to be youths. Age classes, in particular those aged 18 to 40, have a substantial online shopping influence (Ahmed & Sathish, 2015; & Ifeanyichukwu, 2016). There are several reasons why the elderly might not shop online, according to Trocchi and Janda

(2000). These considerations or reasons include lack of IT experience, aversion to change and insistence on testing the product before buying.

In addition, revenue and finance is important when it comes to the use of a technology. Higher income customers are less likely to see it as a risk when making an online transactions, while lower income consumers are more likely to see it as being rsiky (Lu, Yu, Liu and Yao, 2003). Revenues had previously played an important part in the segmentation of population as the high prices for the rich had restricted access to laptops, telephone and internet subscriptions. Nevertheless, recent price cuts in computers and smartphones, along with strong competition in the network industry in Nigeria, have led to lower data subscription rates as consumers can afford more megabytes or gigabytes. As a result, many more Nigerians now have access to the Internet. According to Sultan and Henrichs (2000), the ability for consumers to use the internet as their shopping center was favorably related to wage, household size and innovation. In the mean time, revenues have no effect on online shopping, according to Dahiya (2012).

Table 6: Response of Respondents on Consumer Patronage

	Consumer Patronage	5	4	3	2	1	Total
Q1	I patronize online products because it provides me special offers/discounts for purchase	39 (54.2%)	21 (29.2%)	8 (11.1%)	3 (4.2%)	1 (1.3%)	72 (100%)
Q2	It gives me opportunities for Large selection of products.	40 (55.6%)	21 (29.2%)	11 (15.3%)	0 (0%)	0 (0%)	72 (100%)
Q3	I am satisfied with the product tracking process provided by online shopping	38 (52.8%)	23 (31.9%)	5 (6.9%)	4 (5.6%)	2 (2.8%)	72 (100%)
Q4	I like the simplicity of purchase process	41 (56.9%)	16 (22.2%)	10 (13.9%)	6 (8.3%)	0 (0%)	72 (100%)
Q5	I prefer to purchase online if the price online is lower.	37 (51.4%)	25 (34.7%)	7 (9.7%)	3 (4.2%)	0 (0%)	72 (100%)

Source: Online survey, 2021.

RESPONSE OF RESPONDENTS ON CONSUMER PATRONAGE

	Q1	Q2	Q3	Q4	Q5
5	54.20%	55.60%	52.80%	56.90%	51.40%
4	29.20%	29.20%	31.90%	22.20%	34.70%
3	11.10%	15.30%	6.90%	13.90%	9.70%
2	4.20%	0%	5.60%	8.30%	4.20%
1	1.30%	0%	2.80%	0%	0%
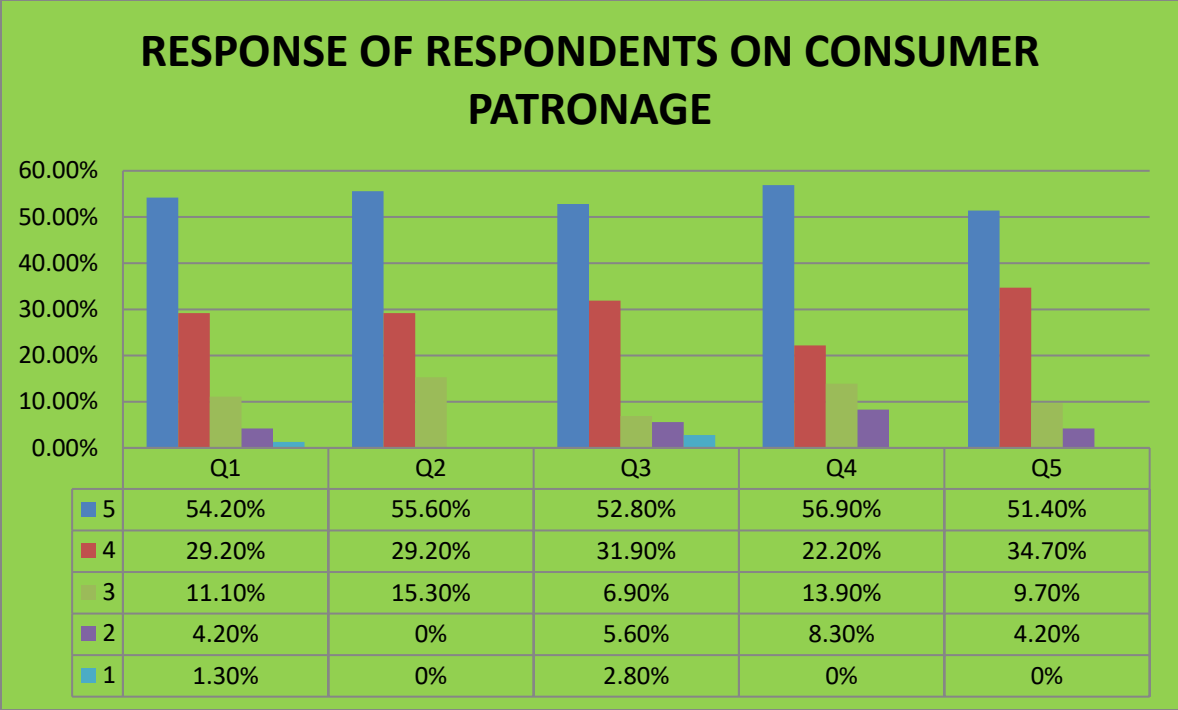
Figure 6: Response of Respondents on Consumer Patronage

Table and figure 6 above illustrates the respondents response on consumer patronage and on the first statement 54.6% strongly agreed that they patronize online products because it provides me special offers/discounts for purchase, 29.2% agreed, 11.1% undecided, while 4.2% disagreed and 1.3% strongly agreed; On the second statement 55.6% of the respondents strongly agreed that "It gives opportunities for Large selection of products," those who agreed were 38.9%, 15.3% were neutral and while none of the respondents disagreed nor did any strongly disagreed; on the statement of "I am satisfied with the product tracking process provided via online shopping" 52.8% strongly agreed, 31.9% agreed, 6.9% undecided, 5.6% disagreed and 2.8% strongly disagreed; on the fourth statement "I like the simplicity of purchase process" 56.9% strongly agreed, 22.2% agreed, 13.9% undecided, 8.3% disagreed and none for strongly disagreed. On the last statement of "I prefer to purchase online if the price online is lower" 51.4% strongly agreed, 34.7% agreed, 9.7% undecided, 4.2% disagreed and strongly agreed was none.

The report further demonstrated the patronage of consumers and the wish to buy from online stores and businesses offering their items via the internet. The satisfaction of a customer does not

guarantee that the customer would make another purchase, but customers' satisfaction plays a vital role in achieving client loyalty. Lakshmanan (2016) notes that all of the factors that affect customers' commitment to online shopping are the buyer preferences, the consumer's concerns, more discounted goods, risk management and after-sales support.

Table 7: Response of Respondents on Decision Making Process

	Decision Making Process	5	4	3	2	1	Total
Q1	My ability to make informed choices has improved as a result of the resources available on the internet.	36 (50.0%)	24 (33.3%)	6 (8.3%)	3 (4.2%)	3 (4.2%)	72 (100%)
Q2	I seeks the opinions of others on a product through social media	35 (48.6%)	23 (31.9%)	7 (9.7%)	5 (6.9%)	2 (2.9%)	72 (100%)
Q3	I become more aware of more products at lower prices than the prices in the stores	30 (41.7%)	25 (34.7%)	10 (13.9%)	7 (9.7%)	0 (0%)	72 (100%)
Q4	Social media offers me choice of stores range of products and services	33 (45.8%)	25 (34.7%)	8 (11.1%)	6 (8.3%)	0 (0%)	72 (100%)
Q5	I have opportunity to compare product prices from different websites	42 (58.4%)	15 (20.8%)	4 (5.5%)	8 (11.1%)	3 (4.2%)	72 (100%)

Source: Online survey, 2021.

RESPONSE OF RESPONDENTS ON DECISION MAKING PROCESS

	Q1	Q2	Q3	Q4	Q5
5	50.00%	48.60%	41.70%	45.80%	58.40%
4	33.30%	31.90%	34.70%	34.70%	20.80%
3	8.30%	9.70%	13.90%	11.10%	5.50%
2	4.20%	6.90%	9.70%	8.30%	11.10%
1	4.20%	2.90%	0%	0%	4.20%
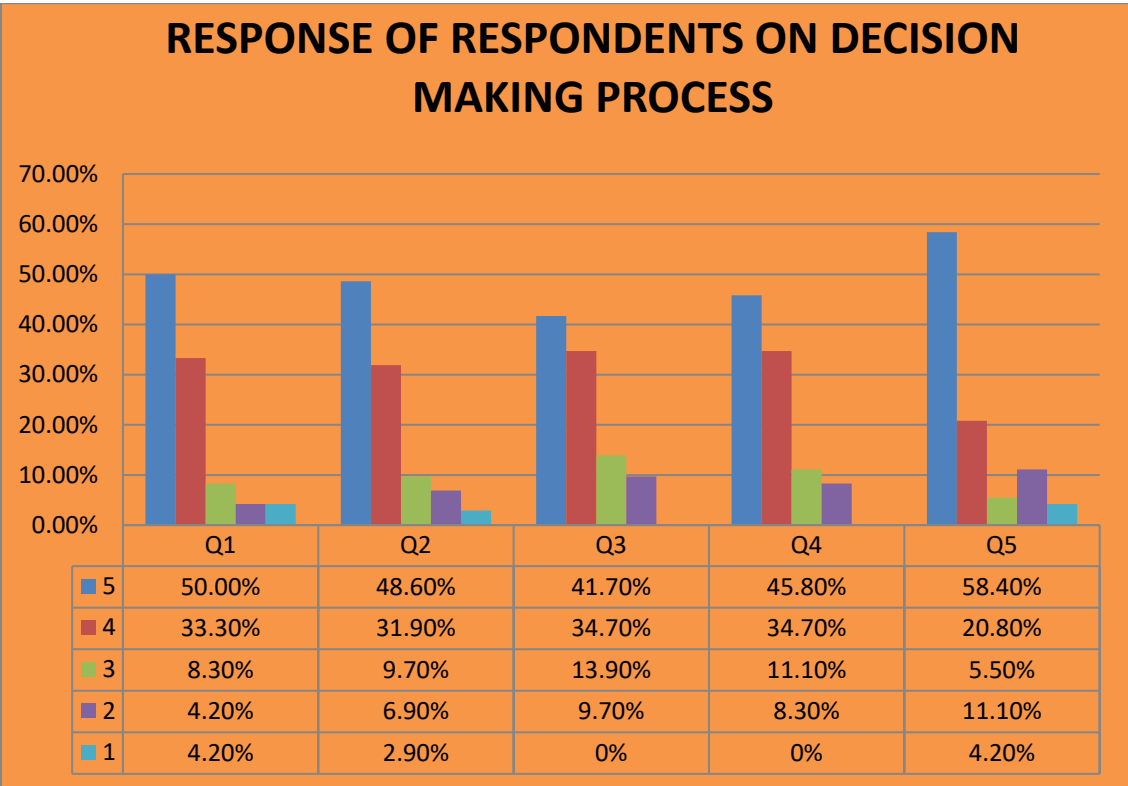
Figure 7: Response of Respondents on Decision Making Process

The respondents response on decision making process can be seen in table and figure 7 and indicates that of the 72 respondents 50.0% strongly agreed to the statement that "My ability to make informed choices has improved as a result of the resources available on the internet," 33.3% agreed, 8.3% undecided, while 4.2% disagreed and another 4.2% strongly agreed; On the second statement which states "I seeks the opinions of others on a product through social media" 48.6% strongly agreed, 31.9% agreed, 9.7% undecided, 6.9% disagreed and another 2.9% strongly disagreed; On the next statement which states "I become more aware of more products at lower prices than the prices in the stores" 41.7% strongly agreed, 34.7% agreed, 13.9% undecided, 9.7% disagreed and strongly disagreed were none; the statement fourth statement the respondents who strongly agreed that "Social media offers me choice of stores range of products and services" were 45.8%, agreed was 34.7%, neutral, disagreed and strongly disagreed were 11.1%, 8.3% and 4.2% respectively. On the last statement "I have opportunity to compare

product prices from different websites" 58.4% strongly agreed, 20.8% agreed, 5.5% undecided, 11.1% disagreed and 4.2% strongly agreed.

If an information source of the recommendation of a product is available to people, the study results show that they will either disregard it, consult it or follow it. Consumers who chose not to consult their products recommendations can rely only on their experience or prior skills and other product information to make a decision. They would then use the referral influence or decision-making process based on their own expectations (Olshavsky, 1985). The first appear to be the consumer who has a strong opinion about an alternative (Wright, 1975). In such cases, users choose on the basis of their previous experience rather than a thorough evaluation of features and/or alternatives. In reality, this is a heuristic, which basically means restoring the spirit of recollection to decide.

The effort of searching is thus completely internal. The above-mentioned method of decision making, according to Payne, Bettman and Johnson (1993), allows consumers a variety of heuristics (lexicographic, disclaimer, etc). These heuristics can differ according to the exactness of the choice and the time consumed in a particular decision. If consumers plan to consult and purchase the product, they may use a different category of decision maker (Rosen & Olshavsky, 1987). Formsamo, Olshavsky and Tapp (1982) found out in a study of life-insurance purchases that 71% of consumers who used a particular approach to decision making agreed with the recommendation of the salesperson. The ultimate brand assessment comes from a point of recommendation in other decisions.

Table 8: Response of Respondents on Consumer Purchase Intentions

	Consumer Purchase Intentions	5	4	3	2	1	Total
Q1	I am willing to buy a product from online.	36 (50%)	24 (33.3%)	6 (8.3%)	3 (4.2%)	3 (4.2%)	72 (100%)
Q2	I will to shop at online retailers if I have the chance.	30 (41.7%)	27 (37.5%)	6 (8.3%)	6 (8.3%)	3 (4.2%)	72 (100%)
Q3	I will tell my family and friends where I shop on an online market.	33 (45.8%)	18 (25%)	3 (4.2%)	12 (16.7%)	6 (8.3%)	72 (100%)
Q4	I intend to buy from an open online market instead of going to a physical shop.	39 (54.2%)	18 (25%)	6 (8.3%)	6 (8.3%)	3 (4.2%)	72 (100%)
Q5	At some point in time, I want to shop in the open online market.	30 (41.7%)	21 (29.2%)	3 (4.2%)	12 (16.6%)	6 (8.3%)	72 (100%)

Source: 2021, Field Survey.

RESPONSE OF RESPONDENTS ON CONSUMER PURCHASE INTENTIONS

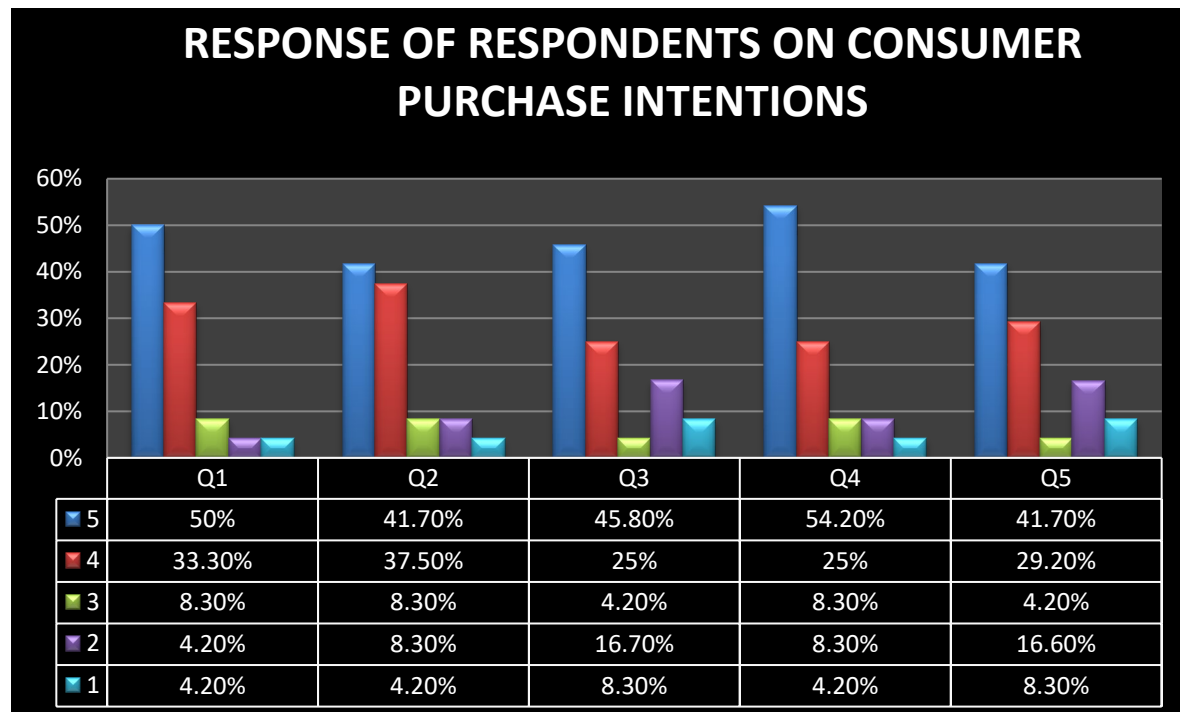|	Q1	Q2	Q3	Q4	Q5
5	50%	41.70%	45.80%	54.20%	41.70%
4	33.30%	37.50%	25%	25%	29.20%
3	8.30%	8.30%	4.20%	8.30%	4.20%
2	4.20%	8.30%	16.70%	8.30%	16.60%
1	4.20%	4.20%	8.30%	4.20%	8.30%

Figure 8: Response of Respondents on Consumer Purchase Intention

The respondents' response on consumer purchase intention was illustrated in table and figure 8 above, it demonstrates that 50% of the total 72 respondents strongly agreed to the statement that "I am willing to buy a product from online", respondents that agreed to the statement were 33.3%, neutral was 8.3%, with 4.2% whom disagreed same percentage level strongly disagreed; On the second statement which was "I will to shop at online retailers if I have the chance" was strongly agreed to by 41.7% of the total respondents, 37.5% agreed, those that were neutral was 8.3% same as those that strongly disagreed with 4.2% of the total respondents strongly disagreeing to the statement; On the next statement 45.8% of the respondents strongly agreed to "I will tell my family and friends where I shop on an online market", agreed was 25%, neutral was 4.2%, while disagreed and strongly disagreed was 16.7% and 8.3% respectively; 54.2% of the respondents strongly agreed to "I intend to buy from an open online market instead of going to a physical shop," and 25% agreed, those who were neutral and that disagreed had same percentage of 8.3% while 4.2% strongly disagreed; 41.7% of the respondents strongly agreed to "At some point in time, I will shop in the open online market" while those who agreed were 29.2%, 4.2% were neutral with 16.6% disagreeing to the statement and 8.3% strongly disagreed.

The findings of the study show that the purchase intention of buyers has a stronger effect than their attitude toward a product or service when making a buying decision. According to literature, several factors encourage shoppers to regularly visit online shopping portals. These studies were carried out worldwide, with a focus on Nigeria, in a variety of countries. Customer intentions in one of the country's biggest national online banking sectors have been investigated by Bhattacherjee (2001). The results showed that its convenience and its anticipated usefulness affected the users' choice to continue using the social media for shopping. Bhattacherjee (2001) examined factors that affect the preferences of the users of online brokerage to continue using e-commerce platforms for business in the future. The results show that consumer decision to continue using the service is influenced by satisfaction with initial use of service, perceived service use and the correlation between perceived service utility and service loyalty benefits. In a survey conducted in 2002 by Koufaris who examined whether clients would once more order from online libraries. According to the results, the decision by clients to return to an online bookstore was positively linked to the satisfaction derived from shopping online at the first instance and perceived usefulness.

Table 9: Response of Respondents on Consumer Buying Behaviour

	Consumer Purchase Intentions	5	4	3	2	1	Total
Q1	I like online shopping because of product offer.	39 (54.2%)	24 (33.3%)	6 (8.3%)	3 (4.2%)	0 (0%)	72 (100%)
Q2	I akin to online retailers because goods are delivered on time	36 (50%)	21 (29.2%)	6 (8.3%)	6 (8.3%)	3 (4.2%)	72 (100%)
Q3	I prefer online retailers because good customer service	33 (45.8%)	18 (25%)	3 (4.2%)	12 (16.7%)	6 (8.3%)	72 (100%)
Q4	I like online shopping because it offers 24 hours a week service	39 (54.2%)	18 (25%)	6 (8.3%)	6 (8.3%)	3 (4.2%)	72 (100%)
Q5	I like the ease of purchase method	30 (41.7%)	21 (29.2%)	3 (4.2%)	12 (16.6%)	6 (8.3%)	72 (100%)

Source: 2021, Filed Survey.

RESPONSE OF RESPONDENTS ON CONSUMER BUYING BEHAVIOUR

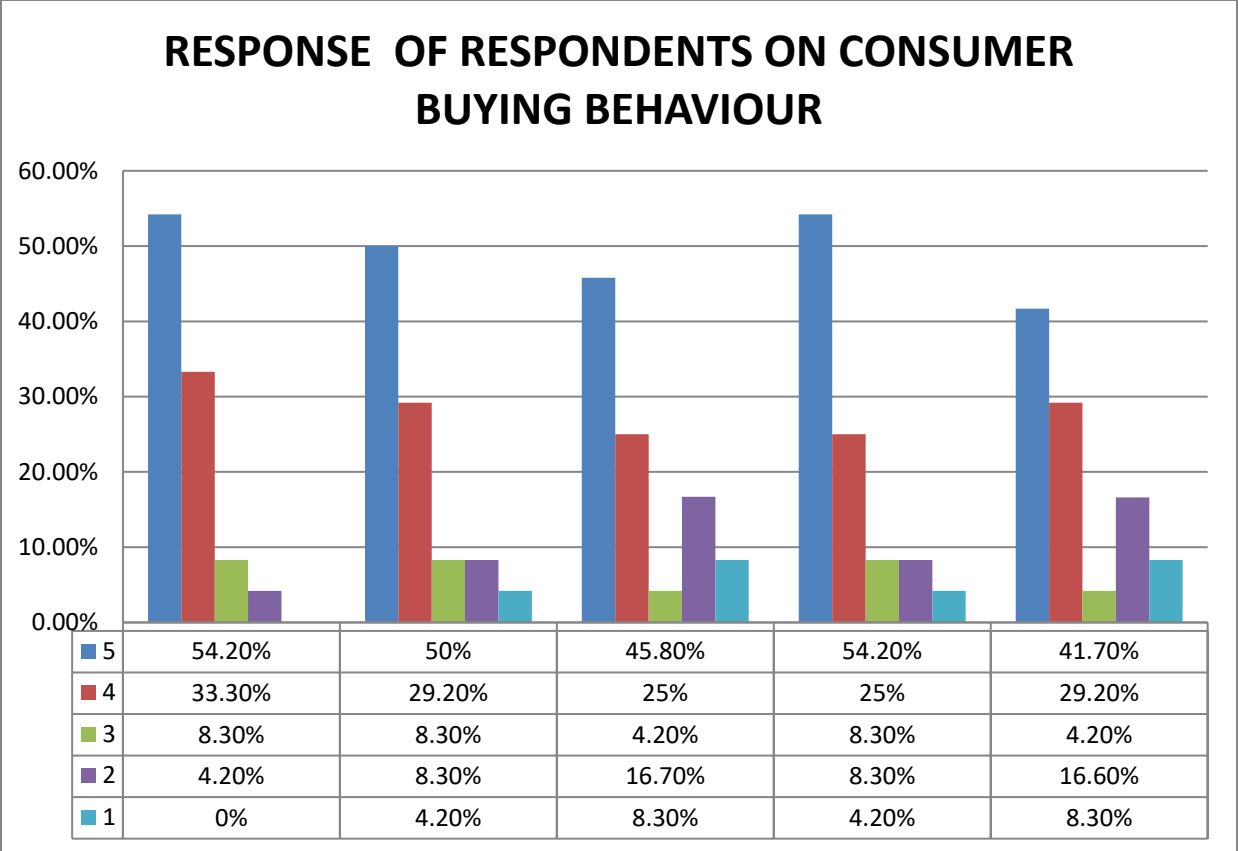|					
■ 5	54.20%	50%	45.80%	54.20%	41.70%
■ 4	33.30%	29.20%	25%	25%	29.20%
■ 3	8.30%	8.30%	4.20%	8.30%	4.20%
■ 2	4.20%	8.30%	16.70%	8.30%	16.60%
■ 1	0%	4.20%	8.30%	4.20%	8.30%

Figure 9: Response of Respondents on Consumer Buying Behavior

The respondents' response on consumer buying behaviour was illustrated in table and figure 9 above, it demonstrates that 54.2% of the total 72 respondents strongly agreed to the statement that "I like online shopping because of product offer", respondents that agreed to the statement were 33.3%, neutral was 8.3%, with 4.2% whom disagreed while none of the respondents strongly disagreed; On the second statement which was "I akin to online retailers because goods are delivered on time" was strongly agreed to by 50% of the total respondents, 29.2% agreed, those that were neutral was 8.3% same as those that strongly disagreed with 4.2% of the total respondents strongly disagreeing to the statement; On the next statement 45.8% of the respondents strongly agreed to "I prefer online retailers because good customer service", agreed was 25%, neutral was 4.2%, while disagreed and strongly disagreed was 16.7% and 8.3% respectively; 54.2% of the respondents strongly agreed to "I like online shopping because it offers 24 hours a week service," and 25% agreed, 8.3% were neutral same with disagreed while 4.2% strongly disagreed; 41.7% of the respondents strongly agreed to "I like the ease of purchase

method" while those who agreed were 25%, 10% were neutral with 3% disagreeing to the statement and none strongly disagreeing.

4.3 Hypotheses Testing

The hypotheses which were stated in the chapter one of this report is been tested in this section of the report, so as to draw a conclusion on which of the hypotheses to accept and which to reject. There are various ways by this a research could carry out the testing of hypotheses but for this report the researcher adopted the simple regression method and was executed with the aid of the Statistical Package for Social Sciences (SPSS) version 23. The justification for the adoption of the SPSS analytical tool is due to its advantage of simplicity as well as it reduces the residual squares.

Hypotheses

H_{o1}: Social media networks have no significant impact on consumer patronage.

H_{o2}: Social media does not influence consumer buying decision making process.

H_{o3}: There are no factors influencing the consumer purchase intentions by social media.

H_{o4}: Social media marketing platform has no mediating effect on the consumer buying behavior.

Decision Rule Guiding the Hypotheses Testing

This report would be adopting the decision rule as stated by Saunders et al., (2009). The rule states that: Reject the null hypothesis if the obtained p-value is less than the level of significance adopted for the study and accept the alternative hypothesis, but if the p-value is greater than the level of significance adopted we accept the null hypothesis and reject the alternative. For this study 5% (0.05) level of significance is been adopted.

Summary of Regression Results for the Four Hypotheses

Table 10: Regression Results

Decision criteria	Hypotheses One	Hypotheses One	Hypotheses One	Hypotheses One
P-Value	0.014	0.000	0.001	0.005

Source: SPSS version 23

4.3.1 Interpretation of the result of Hypotheses One Testing

H_{o1}: Social media networks have no significant impact on consumer patronage.

From table 4.10, which shows that the p-value for hypothesis one is 0.014 and is less than the level of significance adopted for this report. Based on this outcome the study rejected the null hypothesis and accepts the alternative hypothesis which means that social media networks have a significant impact of consumer patronage.

4.3.2 Interpretation of the result of Hypotheses Two Testing

H_{o2}: Social media does not influence consumer buying decision making process.

From table 4.10, which shows that the p-value for hypothesis one is 0.000 and is less than the level of significance adopted for this report. Based on this outcome the study rejected the null hypothesis and accepts the alternative hypothesis which means that social media influences consumer buying decision making process.

4.3.3 Interpretation of the result of Hypotheses Three Testing

H_{o3}: There are no factors influencing the consumer purchase intentions by social media.

From table 4.10, which shows that the p-value for hypothesis one is 0.001 and is less than the level of significance adopted for this report. Based on this outcome the study rejected the null hypothesis and accepts the alternative hypothesis which means that social media is a factor influencing the consumer purchase intentions by social media.

4.3.4 Interpretation of the result of Hypotheses Four Testing

H_{o4}: Social media marketing platform has no mediating effect on the consumer buying behavior.

From table 4.10, which shows that the p-value for hypothesis one is 0.005 and is less than the level of significance adopted for this report. Based on this outcome the study rejected the null hypothesis and accepts the alternative hypothesis which means that ssocial media marketing platform has a mediating effect on the consumer buying behavior.

4.4 Discussion of Findings

This study aimed mainly to study the influence of social media on buying behaviour of consumers, with particularly focus on Wakanow, Jumia, Kaymu and Konga as the four e-commerce companies in Lagos State, Nigeria. Some hypotheses were formed in order to achieve the objective of this study.

For the hypothesis one, the study accepted the alternative hypotheses because the p-value of 0.014 is less than 0.05 level of significance, which indicates that social media networks have a significant impact on consumer patronage in Wakanow, Jumia, Kaymu and Kongo, Lagos state, Nigeria. This is consistent with the results of Chukwu and Uzoma (2014) which indicates that consumer expectations have fallen considerably while patronizing online retailers. The first five factors, including appearance, fast loading, protection, sitemap, validity and promotion, have been confirmed by Mehrdad (2012) to have a major influence on consumer attitudes towards online shopping. The findings of this report differs from the results achieved by Kim (2017) which indicate that the risk of products affects customers in a large Chinese online marketplace. This study based on its findings thus concludes that social media networks have a significant impact on consumer patronage in Wakanow, Jumia, Kaymu and Kongo, Lagos state, Nigeria.

For the hypothesis two, the study accepted the alternative hypotheses because the p-value of 0.000 is less than 0.05 level of significance which indicates that social media influences consumer buying decision making process in Wakanow, Jumia, Kaymu and Kongo, Lagos state, Nigeria. The results of this report is similar to the result of Duangruthai and Leslie (2018), who concluded that use of Social Media affects customer satisfaction in the phases of information search and alternative evaluation, when a customer is making a final buying decision and after purchase evaluation. This study found that social media influences consumer buying decision making process in Wakanow, Jumia, Kaymu and Kongo, Lagos state, Nigeria.

For the hypothesis three, the study accepted the alternative hypotheses because the p-value of 0.000 is less than 0.05 level of significance which indicates that social media is a factor influencing the consumer purchase intentions by social media in Wakanow, Jumia, Kaymu and Kongo, Lagos state, Nigeria. This is in accordance with Michael's (2017) findings, which states that companies are more likely to reach, involve and retain a customer base in future if strategic ways of using social networks are adapted. According to Mangold and Faulds (2009), consumers are abandoning the use of conventional media such as television, magazines, and journals as sources to direct their purchases. Based on this, this study concludes that social media is a factor influencing the consumer purchase intentions by social media in Wakanow, Jumia, Kaymu and Kongo, Lagos state, Nigeria.

Lastly, the social media marketing tool in Nigeria's Wakanow, Jumia, Kaymu and Kongo has a mediating impact on customer purchase behaviour. In line with this, Ola and Reem (2018) found that people are more actively engaged in the search for information on social media than they are in the mass media; however, when searching for information, exposure to information is restricted and subjective. The inquisitive section of the study aims to give guidance to any organization contemplating or already involved in the current marketing trend. According to Jonida's (2019) study, there is a correlation between social media usage and consumer experimenting. This suggests that customers are more likely to experiment their purchasing decisions as the use of social media is growing (try new products or buy products without physically seeing them). This study concludes that social media marketing tool in Nigeria's Wakanow, Jumia, Kaymu and Kongo has a mediating impact on customer purchase behaviour.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter of the study gives summary of the findings gotten from the previous chapter on the influence of social media on buying behaviour of consumers in Lagos State, Nigeria, with these four e-commerce companies Wakanow, Jumia, Kaymu and Konga. Based on the finding the study further draws its conclusion in the chapter with relevant recommendations made.

5.1 Summary of Findings (Inferences Results)

Many of the most important research findings and test results: The following are The following:

i. Social media networks have a significant impact on consumer patronage in Wakanow, Jumia, Kaymu, and Konga, Lagos State Nigeria.

ii. Social media influences consumer buying decision making process in Wakanow, Jumia, Kaymu, and Congo, Lagos State Nigeria

iii. Social media influences consumer purchasing intentions in Wakanow, Jumia, Kaymu, and Congo, Lagos State Nigeria

iv. The social media marketing channel has a mediating effect on the buying behavior of consumers in Wakanow, Jumia, Kaymu, and Kongo, Lagos State Nigeria

5.1.1 Implications of the Finding

This section discusses what the findings of the study imply to various groups and deal with how the findings relates to management practice, industry and the society at large.

Implication in Management Practices

With respect to the findings of the study, the research by management practitioners on social media and consumer purchasing behaviour, from various aspects of this study has been improved and updated by providing the management practitioners with this up to date research. This would thereby assist the human resource management practice to be able to influence and impact on the market patronage, decision-making process, customer purchasing habits, and consumer buying behaviour to a desired level. Management practitioners and academicians should also take into account the implications of this report.

Implication to the Industry

The industry and its managers are urged by the findings of this study to create a favorable atmosphere that promotes good online shopping and increases customer confidence while shopping online. In addition, the industry must make it easier to attract more e-commerce consumer patronage.

Implication to the Society

From the findings of the study, if online shoppers are made to believe in the goods they purchase online from businesses with the shopper best interest at heart, the society as a whole would improve and made better. There will be no disconcert, no concerns or actions that lead to confrontations with online companies over what they purchase online. This will keep society on a greater pathway to development.

5.2 Conclusion

The main objective of this research was to examine the influence of social media on consumer buying behaviour in Lagos State Nigeria using Wakanow, Jumia, Kaymu and Kongo e-commerce companies. The study adopted the survey research design, through the distribution of online questionnaire to achieve the stated objectives. Based on the empirical findings, Social Media networks have a significant impact on customer patronage, social media influence consumer buying decisions making process, social media influence consumer purchasing intentions, and social media have a mediating effect on consumer purchasing behaviour in Lagos State, Nigeria. Based on these findings the study concludes that every e-commence organization needs to be aware and implement those factors that brings about positive experiences while their social media site is been used by consumers, so as to bring about a positive and desired influence on consumer buying behaviour.

5.3 Contribution to Knowledge

5.3.1 Concepts

The research added to the body of knowledge on social media and customer buying behaviour. The study as well contributed to the body of knowledge conceptually by the review of the concept of online shopping, consumer purchase intentions, decision making process and how these concepts are interrelated with each other.

5.3.2 Analytical Findings

The analytical results of the study demonstrate how consumers' views of the risk factors affect their buying decisions online. As such, the existing knowledge has been improved by this research. The results of this study show that social media networks have a significant impact on consumer patronage, that social media influences consumer buying decisions, that social media is a factor that shape consumer purchase intentions and social media platforms mediate consumer buying behaviour in Lagos State, Nigeria.

5.4 Recommendations with an Implementation Plan

The following recommendations are made based on the findings for the e-commerce companies, Wakanow, Jumia, Kaymu and Konga in Lagos State Nigeria:

i. Online retailers/e-commerce companies need to ensure that the money and bank information of the online shoppers are safeguarded as perceived financial risk impacts greatly on consumer buying decisions. This requires risk reduction and marketing strategies aim to raise awareness and make both the new online shopper and experienced online shoppers feel comfortable.

ii. Online retail companies/e-commerce companies should specifically describe the quality and quantity of their products to online consumers. All online shoppers therefore need clear product descriptions, reliable pictures, well crafted websites, and secure methods of payment. If online retailers/e-commerce companies are to sell products with little intervention, it is not advised not to take measures to reduce risk.

iii. Many consumers are concerned with the security and protection of their personal details and their privacy when it comes to online shopping in Nigeria. As a result, online retailers/e-commerce companies have to ensure that information about customers is confidential, because online purchases are less likely to be made by consumers who feel that their online transaction is vulnerable to fraud.

iv. The government should develop an infrastructure to allow entrepreneurs in the world to succeed. In particular, there should encourage people in Nigeria to use the internet to buy products and services locally made.

5.4.1 Implementation Plan

The online retailers or shopping firms in Lagos State Nigeria's must implement ongoing procedures to protect the information or financial data of customers when making online

transactions to help decrease the financial risk, product risk or security risks perceived or encountered by online user. For example, some websites ask the consumer bank for a password before making a purchase. A customer's password is sent, and it must be entered online. Many online retailers/e-commerce companies also use payment mechanisms from third parties such as PayPal or accept EFT (electronic fund transfers). These options guarantee that retailers are not able to obtain financial details from a customer.

This enables online retailers/e-commerce companies to guarantee the security of online shopping and promote refund policy guarantees. Reports of theft and fraudulent online retailers affect the reputation and popularity of online shopping and individual retailers must ensure their legitimacy. Because social risk factors such as word of mouth and reputation of the retailer can affect consumer attitudes, unfamiliar online consumers are far more likely to have confidence in the retailer.

5.5 Suggestions for Future Research

The first suggestion for future research is to extend the current research to other Nigerian online consumer in other regions by conducting similar surveys. Furthermore, the six regional regions could be compared to see if there are differences about the influence of social media on buying behaviour of consumers. A study on perceived danger to online shopping should also be conducted in Lagos State, Nigeria with the use of a different set of e-commerce companies.

5.6 Personal learning Statements

These areas provide understanding of the assessment of the influence of social media on buying behaviour of consumers in Lagos State, Nigeria. This section shows an assumption that the researcher acquired an academic and expert skill at the end of the study and how learning has helped the researcher to build capacity that has enhanced the worth in carrying out future jobs. The researcher also talked about methods adopted to continue and broaden this knowledge.

5.6.1 Styles of Lesson

In this study, the style of learning is defined as a set of influences, conduct and attitudes that enable a person to learn. 'Learning styles are cognitive, constructive and psychological features that serve as relatively stable markers for interpreting, interacting and reacting Keefe (1979). Through this approach, Kolb (1984) defined the following four types of learning:

Activists are people who learn from doing things. Activists are open to new perspectives without bias, and have a responsive approach towards learning. They are more intuitive and more likely to make inclinational choices. Activists like to work with others as much as they like to communicate with others (Kolb, 1984).

Reflectors: By watching what happens and by sharing their thoughts about it, reflectors do understand and learn. The reflectors tend to stand on the sidelines and watch rather than to jump in. They would like to go back and look from various angles, gather evidence and try and find the right answer (Kolb, 1984).

Theorists: This type of learners and people ensure they know the theory and reason behind every event. They provide models, goals and current realities in order to engage in the learning cycle. Overall, new ideas can be decoded or fused into a clear and structured theory (Kolb 1984).

Pragmatists: These set of learners try to understand how a theory can be put into practice in the real world. Abstracted ideals are pointless if they can not be applied on a regular basis. Pragmatists measure their performance in new ideas, principles and techniques (Kolb 1984). Consequently, the researcher had developed a personal style of learning.

5.6.2 Personal Learning Outcomes

Knowledge was obtained by the researcher on the role of personal learning which helped to explain what otherwise would seem to be conflicting results of research that showed mixed results in terms of accuracy and success in learning. Before the start of this program, the researcher was not able to conduct a research of this nature. On the other hand, during the second semester, the researcher learned how to perform and conduct a research successfully. The researcher was inspired by that experience during the research period. The researcher can now rapidly and efficiently plan a research project. Dedicate more time as part of the learning process to learning and reflection.

5.6.3 Capacity for teamwork

The willingness of the researcher to work in a group is crucial to his success. Teamwork is increasingly common in today's workplace and many companies now need to do so as part of their employment process. Moreover, the researchers learned how to work effectively as a team and have a healthy working environment after completing the classes. As a future leader, the researcher has learned how to handle and to contribute ideas for both internal and external teams. The willingness of the researcher to work as a team contributed to his subsequent success as a successful leader.

5.6.4 Skills for personal communication

Personal contact between colleagues, the immediate environment and people is the researcher's personal communication. During the lecture in the presence of his colleagues, the researcher has improved in his communication skills. He found out how to handle audience members by addressing them without fear or anxiety, engaging visually, and using non verbal communication effectively. The researcher is currently conducting more open talks with peoples and cohorts. As a result of personal communication skills acquired while studying and writing this report, the researchers' ability to communicate effectively has evolved. In that regard, the researcher will continue to improve his skills in presentation so as to have a full participation firm the audience during a presentation.

Personal communication is the sharing of information between people both privately and publicly as well as the immediate environment. During his lecture classes, he learned to speak with the audience through confidently and without reading notes, maintaining eyesight contacts and efficient use of body language. The researcher can now talk to lecturers and colleagues and the general public freely. Due to his personal communication skills during studying and writing of this report, the researcher developed his ability to communicate effectively. In this respect, the researcher would make efforts to continue to draw the audience's attention during a presentation; and further develop himself with all that enhances his presentation skills.

5.6.5 Skills for Human Management

Self-management capabilities are the ones to evaluate a person's thinking, feeling and behaviour. For analysts, these skills are crucial to successful assessments and their career goals. The scientist finds out how time can be managed and used throughout the presentation. The researcher can now work more efficiently and more efficiently without having to hurry.

5.6.6 Conclusion of personal learning plans

The researcher can now develop a learning strategy. The main education aim of the researcher was to learn and improve skills as a member of a knowledge-based society. Therefore, the researcher undertook a course enrolment initiative. Lifelong learning was characterized as "learning that never stops," by Honey and Mumford (1992). Definitely the researcher will continue to learn throughout his career. As such, it would be important to be a successful lifelong learner. Before making a decision, the researcher is now able to analyse and do some evaluation logically and rationally. This shows that the decision-making capacity of the researchers has been strengthened.

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APPENDICES

REQUEST FOR COMPLETION OF ONLINE SURVEY QUESTIONNAIRE ON THE INFLUENCE OF SOCIAL MEDIA ON BUYING BEHAVIOR OF CONSUMERS IN NIGERIA.

SECTION A: Demographics: (Please Indicate Appropriately)

1. Gender: A) Male {   }, B) Female {   }

2. Age: A) 18-29 {   }, B) 30-39{   }, C) 40-49 {   }, D) 50-above {   },

3. What is the highest level of formal education acquired?

A) Post graduate { }, B) Graduate C) Diploma D) Others …………………………….

SECTION B: RESEARCH QUESTIONS

Please read the following statements carefully and tick appropriately to show the degree of your agreement or disagreement with each statement. "SA: Strongly Agree", "A: Agree", "SE: Seldom"; "D=Disagree" and "SD: Strongly Disagree".

S/N	Online Shopping	5 SA	4 A	3 SE	2 D	1 SD
1.	I prefer to purchase online because it is very convenient					
2.	I do online shopping due to the broader selections availability					
3.	I will continue to shop online since it has a highly competitive price.					
4.	I prefer to engage in online shopping because better information about the product and previous buyer's review is available					

5.	I purchase online since there is extremely simplified navigation for searching products					
S/N	**Consumer Patronage**	5 SA	4 A	3 SE	2 D	1 SD
1.	I patronize online products because it provides me special offers/discounts for purchase					
2.	It gives me opportunities for Large selection of products.					
3.	I am satisfied with the product tracking process provided shopping					
4.	I like the simplicity of purchase process					
5.	I prefer online shopping if online prices are lower than actual price					
S/N	**Decision Making Process**	5 SA	4 A	3 SE	2 D	1 SD
6.	Information Online has improved my ability to make better choices					
7.	I seeks the opinions of others on a product through social media					
8.	I become more aware of more products at lower prices than the prices in the stores					
9.	Social media offers me choice of stores range of products and services					
10	I have opportunity to compare product prices from different websites					
S/N	**Consumer Purchase Intentions**	5 SA	4 A	3 SE	2 D	1 SD
14.	I am willing to buy a product through an online store.					
15.	I intend to buy from online stores If given the chance					
16.	I intend to recommend online open market I've shopped to my family or friends.					

S/N		5	4	3	2	1
17.	I plan on purchasing through online open market instead of offline stores.					
18.	I plan on shopping in the online open market sooner or later					
S/N	**Consumer Buying Behavior**	5 SA	4 A	3 SE	2 D	1 SD
19.	I like online shopping because of product offer.					
20.	I akin to online retailers because goods are delivered on time					
21.	I prefer online retailers because good customer service					
22.	I like online shopping because it offers 24 hours a week service					
23.	I like the ease of purchase method					

Thank you for your co-operation.