

**INFLUENCE OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR LAGOS  
STATE, NIGERIA**

**By**

**OLUDARE OLUWATOSIN BABATUNDE**

**MATRIC NO 17/4717**

**PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,  
CALEB UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENTS  
FOR AWARD OF BACHELOR OF SCIENCE B.Sc (HONS.) DEGREE.**

## CERTIFICATION

I certify that this research project titled “Influence of Social Media on Buying Consumer Behaviour” was conducted and written by Oludare Oluwatosin Babatunde of the Department of Mass Communication In Caleb University, Imota, Lagos State.

\_\_\_\_\_

**DR. Abiodun Fagboun**

**PROJECT SUPERVISOR**

\_\_\_\_\_

**Dr. Oyeleye**

**HEAD OF DEPARTMENT**

\_\_\_\_\_

**Dr. Okunade**

**DEAN OF (COSMAS)**

\_\_\_\_\_

**Name**

**EXTERNAL EXAMINER**

\_\_\_\_\_

**Date**

\_\_\_\_\_

**Date**

\_\_\_\_\_

**Date**

\_\_\_\_\_

**Date**

## DECLARATION

I, Oludare Oluwatosin Babatunde 17/4717 hereby declare that this project is my own unaided work. It is submitted for the degree of Bachelor of Science in Mass Communication, College of art, social and management science. Caleb University, Imota Lagos. It has not been submitted for any degree or examination in any other university.

Name .....

Date .....

## **DEDICATION**

This research work is dedicated to God Almighty and my parents Mr & Mrs Oludare

## **ACKNOWLEDGEMENT**

I want to use this medium to thank Almighty God for His guidance, strength and protection over me during this work. Also my colossal gratitude goes to my wonderful parent and siblings for their financial support, their undaunted love, their prayers, their encouragement and their ever present desire to see me make it.

I am grateful to my distinguished supervisor, Dr. Abiodun Fagboun for his continuous support and motivation. Also to my lecturers, who gave me the opportunity to learn under them, I say a big THANK YOU to all.

My appreciation also goes to my colleagues, whom we share ideas and knowledge together, you are all wonderful.

## TABLE OF CONTENTS

### TABLE OF CONTENTS

Title Page.....	i
Certification.....	ii
Dedication.....	iii
Acknowledgement.....	iv
Table of contents.....	vi-viii
Abstract.....	ix
<b>CHAPTER ONE: INTRODUCTION</b>	
1.0 Background of Study.....	1
1.2 Statement of the Problem.....	2
1.3 Aims and Objective of the Study.....	3
1.4 Research Questions.....	4
1.5 Research Hypotheses.....	4
1.6 Scope of the Study.....	4
1.7 Significance of the Study.....	5
1.8 Definition of Terms.....	5
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Introduction.....	6
2.2 Theoretical Framework.....	6
2.2.1 Pavolovian Learning Model.....	6
2.2.2 Howard-Sheth Model.....	7
2.3 Conceptual Reviews.....	7

2.3.1 Overview of online media.....	7
2.3.2 Social Media Channels.....	11
2.3.3 Social Media Awareness.....	12
2.3.4 Social Media Communication.....	12
2.3.5 Overview of Consumer lead.....	13
2.3.5.1 Factors affecting purchaser direct.....	13
2.3.5.2 Consumption Pattern.....	15
2.3.5.3 Consumer Referrals.....	16
2.3.5.4 Purchase Decision.....	17
2.4 Empirical Review.....	19
2.4.1 Social Media channels and use Pattern.....	19
2.4.2 Social Media Awareness and Referrals.....	20
2.4.3 Social Media Communication and Purchase Decision.....	20
2.4.4 Social Media Communication.....	21
2.5 Gaps in Knowledge.....	21
<b>CHAPTER THREE; METHODOLOGY</b>	
3.1 Introduction.....	22
3.2 Restatement of Research Questions.....	22
3.3 Restatement of Research Hypotheses.....	22
3.4 Research Design.....	23
3.5 Population of the Study.....	23
3.6 Sampling Technique and Sample Size.....	23
3.7 Sources of data.....	24
3.8 Method of Data Collection.....	25
3.10 Method of Data Analyses.....	25

3.11 Model Description and Justification.....	26
3.12 Limitation of the Methodology.....	26
CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION	
4.1 Introduction.....	27
4.2 Presentation of Results.....	27
CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND POLICY RECOMMENDATIONS	
5.1 Summary of Findings.....	39
5.2 Conclusion.....	39
5.3 Policy Recommendations.....	40



## ABSTRACT

The research looked at Toyota's social media advertising and purchasing habits. The study selected 450 Toyota car dealers from all car dealers in Ikorodu, Lagos state, using a survey design and purposive sampling technique. The data was collected from the respondents using a well-designed questionnaire that was found to be valid and reliable. The Pearson correlation analysis was used to analyse the data collected through the administration of the questionnaires. The results showed that there is positive and significant relationship between social media channels and consumption pattern ( $r=0.772$ ;  $p<0.05$ ). Social media awareness and referrals ( $r=.896$ ;  $p<0.05$ ). Social media communication and Purchase decision making ( $r=0.772$ ;  $p<0.05$ ). According to the findings, social media advertising has a significant Influence on Toyota brand vehicle purchasing behaviour. Companies should conduct a comprehensive online market research to study the market for effective social media decision and strategy to later improve manufacturing sales by satisfying their customers, according to the study's findings. Marketing and sales managers should receive adequate training on the most recent social media platforms used by the majority of consumers, as this will enable them to establish effective relationships that will increase customer interest and company sales; Companies should be more open and fast in terms of providing information, answering questions, and solving problems for consumers. Marketing and sales managers should employ well-thought-out social media strategies that will help them improve sales and competitiveness; companies should reduce the perceived risk consumers have on them by being more open and fast in terms of providing information, answering queries, and solving problems for consumers.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

The web's innovation has extraordinarily extended the measure of conceivable outcomes accessible to associations today; one model is online media stages (Boulianne, 2009). It's undeniable that the web's wide openness has empowered individuals to use online stages as method for correspondence, going from email to Twitter and Facebook, to construct financial connections that don't expect vis-à-vis collaborations (Picard and Robert, 2011). Besides, the online media stage has advanced into an enormous correspondence channel because of the fast spread of the web. Individuals would now be able to interface with an assortment of online networks on account of the web, which has developed into another mode for social correspondence. As indicated by Paquette (2013), around 12.5 percent of all incomparable people worked in the electronic media business.

Thus, another line of correspondence for a blueprint of affiliations and brands has opened up. The expression "online media" alludes to a wide scope of gadgets and associations that utilization the web to work with direct customer contact. Online media suggests "accommodating correspondence regions," which are electronic associations that are by and large alluded to as "agreeable correspondence districts" (Miller, 2016). A relationship of affiliations and trades among different gatherings or people is suggested by online media (Kaplan, 2010). As indicated by Stelzner (2016), electronic media is a phase dependent on the possibility of an investigate and design web, in which gatherings and customers go from latently seeing web content to effectively adding to it. Online media, to lay it out plainly, is anything that utilizes the Internet to interface with individuals, and it most normally shows itself as casual contact spaces, web diaries, and Wikis (Celine, 2012). As indicated by Chaffey

(2016), a social alliance site page is an online assistance that permits customers to make and alter a public or semi-private profile, save a concise survey of affiliations, and inspect the summation of their affiliations similarly that other affiliation customers do. The expression "electronic media" envelops a wide scope of coordinated efforts and joint endeavors with a different arrangement of customers (get-togethers or people) (Kempe and Chin, 2003). Online media stages incorporate standard getting everything right shows like Facebook and Twitter, just as wagering areas like Reddit (Ashley, 2015). Significant distance social correspondence zones and online gatherings of people are useful assets for social cooperation and sharing data (Lu and Hsiao, 2010). Customers of electronic media stages, for example, Facebook, Instagram, and Twitter can keep up with undeniable degrees of safety among themselves and with others by performing different assignments and zeroing in on the correspondence and trade of different sorts of information (remarks, contemplations, accounts, and photos) (Kietzmann, 2011). Quite possibly the main jobs of online media is to impact how purchasers and advertising specialists decide (Hennig-Thurau, Gwinner, Walsh and Gremler, 2004). Client purchasing choices and item assessments have for quite some time been impacted by the advancement of development; be that as it may, with the appearance of online media, another way for getting item information has opened up, permitting shared contact (Kozinets, 2009). The present purchasers are faced with a downpour of information and cooperations, all of which have been separated by information and offers from an assortment of sources (Senecal and Nantel 2004). This is essential since acquiring customer responsibility by means of electronic media is a significant part of pushing ahead (DoHyung, Jumin and Ingoo, 2007).

## **1.2 Statement of the Problem**

Associations' capacity to sell their work and items, just as their capacity to speak with their purchasers, has further developed because of the Internet (Miller, 2010). The compelled worldly space of a couple of firms is developing away from customary wide exchange

viewpoints and toward a further developed online technique. On one of the various undeniable level stages accessible, affiliations can utilize the web to advance their causes. Regardless of the way that electronic media publicizing is expanding prominence all throughout the planet, study has been embraced to build up its utility as a creating instrument for impacting customer conduct (DiStaso, McCorkindale, and Wright, 2011). As per appraisals, conventional expansive correspondence channels are losing watchers too. As per Hutton and Fosdick (2017), the quantity of people observing more youthful gatherings diminishes by 13% every year. Besides, as per Boulianne, viewership among 4 to 15-year-olds has plunged by 22%, while seeing among 16 to 34-year-olds has diminished by 15%. (2015). This change is happening rapidly because of the exchange of online media content and electronic media sources like Facebook, Twitter, YouTube, Instagram, and others. Besides, various scholastics have accentuated that utilizing wide correspondence channels to advance products and associations is inadequate (Bond, Farriss, and Jones, 2009; Kramer, Marlow, Settle, and Fowler, 2012; Picard, 2011). In any case, the inquiry is whether online news sources are more useful, and we accept they are, paying little heed to what they mean for utilization plans. This exploration ought to be founded on this premise to set up the rate at which online media impacts Toyota car buying choices.

### **1.3 Objectives of the Study**

The primary goal of this research is to look into the influence of social media on customer purchasing behavior. Other specific goals include:

To investigate the impact of social media platforms on Toyota brand vehicle purchasing behavior.

To determine if there is a link between Toyota brand awareness and referrals on social media.

To confirm the effectiveness of social media advertising strategy adopted by Toyota that influenced consumers purchase decisions.

#### **1.4 Research questions**

The research will seek to answer the following questions:

What is the extent of social media's influence on Toyota customers' purchasing decisions?

To what extent has social media knowledge influenced Toyota automobile referrals?

What specific social media advertising strategy influenced the consumers most towards their purchase decisions?

#### **1.5 Research Hypotheses**

The hypotheses that will be tested are as follows:

$H_{0(1)}$ : The buying behavior of Toyota brand vehicles is unaffected by social media networks.

$H_{0(2)}$ : Social media awareness does not significantly influence referrals

$H_{0(3)}$ : Social Media communication does not significantly affect Purchase decision making of Toyota brand of vehicle.

#### **1.6 Scope of the Study**

The examination will focus on the effect of electronic media on client acquisition of Toyota vehicles. The planned targets are the undeniable Toyota vendors. As indicated by the yard's express, the examination's model size will be 450 vehicle vendors. The information will be inspected utilizing the apostatize examination, which will feature the immediate error of the checking technique. Ikorodu, Lagos state, will be the assessment's geological space.

## 1.7 Significance of the Study

The evaluation will be helpful to businesses since it will show them the benefit of going through electronic media dissonance and acquiring customer trust in the components that impact their buying choices. Subsequently, brand dependability and extension worth would be assembled.

Clients will profit with the investigation since it will advise them about the elements that impact their buying choices, prominently the media to utilize and the impact of online enthusiasts on their inclinations and tendencies. This audit will likewise help purchasers in understanding the significance of gauging the worth and necessities that are generally critical to them prior to getting things.

## 1.8 Definition of Terms

**Marking** A brand is defined as "a name, word, sign, picture, or plan, or a combination thereof, intended to differentiate and separate the labor and products of one dealer or group of vendors from those of competitors."

**Usability** can be portrayed as the limit of a framework to give a condition to its clients to play out the undertakings securely, viably, and effectively while partaking in the experience.

**Interactivity** the cycle of two individuals or things cooperating and affecting one another.

**Feedback** information regarding a person's reaction to a product, an individual's presentation of an assignment, and so on that is used as a basis for development.

**Value** the convictions individuals have, particularly about what is good and bad and what is generally significant throughout everyday life, that control their conduct

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

This section is notable for discussing the organization of professionals concerned with the advancement of internet media and its impact on buyer purchasing behavior. The applied survey, the speculative research, the test study, the opening in the evaluation, and the theoretical model are the five enormous subsections that surround the show.

### **2.2 Theoretical Framework**

The reason will be upheld by the Pavlovian Learning Model of Consumer Behavior and the Howard Sheth Model of Consumer Behavior, the two of which have been completely researched. These hypotheses were picked on the grounds that they clarify the connection between web media and buyer direct in a straightforward way. As indicated by these convictions, external fragments sway client conduct, and these portions impact buying choices. Because of adding these suppositions in the examination, we will actually want to perceive how web media (an outer factor) impacts purchaser conduct. It will likewise give a speculative structure to deciding if web media progress is a huge outer factor affecting buy choices.

#### **2.2.1 Pavlovian Learning Model**

Learning can be depicted as shifts in course that happen because of preparation and information. This is significant for promoting also. This is a startling inside update that energizes development. The drive powers an individual's craving to fulfill his needs.

#### **Responses of the Pavlovian Learning Model**

Front facing cerebrum researchers have examined the Pavlovian learning model since it ensures that anything can be learnt and reasons a person's ordinary credits (McLeod, 2014; Mason, 2016). It's additionally reductionist; it clarifies human correspondence by separating it into little lumps, however this has the weakness of making it repetitively reasonable. As indicated by McLeod (2014), reductionist reasoning is erroneous and can prompt deficient

explanations. Joining conduct just to the degree that it is affected naturally or condition, as indicated by Matsinsky (2015), is deficient. For a little framework, human inclusion is extraordinary, and any impact on it is sensible attributable to the cooperation between nature (science) and stay aware of (environment). Artisan (2012) eventually conceded that it is deterministic, which he deciphers to imply that it takes into account the chance of thought. In spite of this, it utilizes a true system to make its statement.

### **2.2.2 Howard-Sheth Model**

The Howard-Sheth model is one of the models that looks out for direct purchasers. It looks to clarify why a client would make a reasonable buy regardless of an absence of data and restricted force relations.

#### **Assessment of the Howard-Sheth Model**

The speculation's significant imperfection, as indicated by Seboro (2017), is that the doubts include key evaluation bumbles, making it hard to test the hypothesis completely. Besides, as per Diogo (2017), the differentiation among exogenous and endogenous bits isn't generally clear.

### **2.3 Conceptual Reviews**

The contemplations that would be talked about in suitable and surprising nuance in the theoretical study of this assessment task are online media, electronic media channels, online media care, electronic media correspondence, buyer lead, utilize model, references, and purchase dynamic.

#### **2.3.1 Overview of online media**

As per the meaning of "client sent media," "a wide scope of new online information sources created and utilized by buyers who need to convey information to others about any income concern" (Kohli, Suri, and Kapoor, 2014, p. 1). 1.73 billion individuals use long landing in friendly correspondence locales, as per eMarketer (2013). By 2017, the casual local area is



relied upon to increment to 2.55 billion people." (Schivinski, Christodoulides, and Dabrowski, 2016, p. 1; Schivinski, Christodoulides, and Dabrowski, 2016, p. 1; Schivinski, Christodoulides, 2016, p. 1). When inspecting on the web media as a propulsive instrument, most researchers assess both adaptable and electronic new developments, with an emphasis on how customers "share, comake, talk about, and update customer provided content" (Kohli, Suri, and Kapoor, 2014, p. 1). Numerous individuals accept this is a significant change in the manner firms sell their items, since they currently depend on clients like never before to figure out their key exhibition markers and raise brand mindfulness (Kohli, Suri, and Kapoor, 2014).

Among the three online media stages considered as continually utilized by associations with help grow and check connections, some see Facebook as the "favored target of allies" (for instance Twitter, YouTube, and Facebook). Partners give data on Facebook about unambiguous brands and things, Facebook clients remark or "Like" the material (guaranteeing express substance), and this outcomes in more relative substance (Nelson-Field, Riebe, and Sharp, 2012; Shen and Bissell, 2013). The more clients participate in thing advancing procedures or post on Facebook about specific things, the more fulfilled they will be with related things or organizations.

### **Benefits of Social Media Advertising**

**1. It is savvy:** Traditional advertising strategies like as TV and radio appearances, standard progressions, paper arrangements, and exploration directed throughout a brief timeframe might be exorbitant for associations. It's allowed to join customary electronic media affiliations for connections, so it's a savvy approach to advance your items and administrations while likewise creating attaches with your clients (Davison, 2009).

**2. It creates brand care and consistent quality:** When an organization has an online presence, it attempts to make it simpler for clients to find and associate with them, and by working with

them through online media, they will further develop client assistance and brand reliability (Mosley, 2009).

**3. There is a titanic social occasion:** When adverts are distributed on a site page or in a magazine, watchers have restricted assent; in any case, online media fights empower corporate proprietors to join a wide gathering of individuals who can decide to "like" or "follow" their organization and its updates. Every day, billions of YouTube profiles are seen, and Facebook has more than 750 million clients, LinkedIn has more than 120 million, and Facebook has more than 750 million clients (Davenport, 2010).

**4. There is more Inbound Traffic:** Inbound traffic is restricted to customary customers if an organization isn't promoted on the web. Individuals who know about the brand might be looking for comparative worries that the organization has effectively addressed. On the off chance that computerized media isn't used as a component of an organization's advertising system, it will be undeniably more hard to connect with anybody outside of a particular purchaser circle (Morris, 2008).

**5. It furthermore interfaces made customer correspondence:** Every customer association on an organization's web-based media pages is a chance for the company to openly show its affection for its customers. Regardless of whether a client has a solicitation or an objection, online media permits the business to determine the circumstance by means of webbased media. When reacting to a client dissents, a brand changed customer correspondence that requires some hypothesis to make single messages is typically seen well (Gingiss, 2013).

### **Put-downs of Social Media Advertising**

**It is time genuine:** Electronic media is instinctive and viable two-way exchanging acknowledges obligation, as the term infers. Propelling changes in agreeable connections, with an emphasis on building up long haul collusions that can advance into more game-plans. Somebody ought to have the option to screen every connection, react to remarks, answer

questions, and transfer thing information that the client feels significant (Barefoot and Szabo, 2010). Connections without direction in managing these laid-back organizations will be hard to battle.

**There is in like manner a probability that brand name and copyright issues can arise when it has to do with electronic media:** Businesses should save their own picture names and copyrights while utilizing web media to advance their brands and items, as per Steinman and Hawkins (2010). An alliance's brand names and other allowed overhauls can be pretty much as generous as the things or associations they give. Regardless of the way that it can likewise work with distant misappropriation of a business' image names and copyrights, online media's capacity to work with aimless and unscripted correspondence as every now and again and reliably as could be expected and reliably can help associations in impelling their brands and spreading their substance (Steinman and Hawkins, 2010). When utilizing on-line media, regardless of whether through an outside outlet or through a connection's own electronic media stages, advertising experts ought to consistently look at the use of their picture names and copyrights. Affiliations should contrast their own electronic news sources with outsider web media stages to guarantee that those giving substance through the news sources are not manhandling their supported development.

**Another insult of electronic media is the subtleties related with its use and strength:** Learning to utilize web media might be hard for monetary topic specialists and their groups. While having a profile or page is direct, deciding the most ideal approaches to oversee shopper commitment and influence online media to help an organization arrive at its business and showcasing objectives might be testing. When there is definitely not an online media structure set up, it's difficult to recognize objectives and investigate whether it is useful to the association. Business pioneers may have to put resources into electronic media experts, take instructive courses, or recruit an expert that is 100% dedicated to online media (Brookins, 2016).

**There is equivalently trust and affirmation issues when it has to do with the use of electronic media:** Security and trust are firmly related, and trust is a vital factor in impacting web buying conduct. You will not have the option to contact, smell, or feel the thing as a last resort. You will not have the option to investigate the expert's eyes (Steinman and Hawkins, 2010). Subsequently, these trust-building methods are at this point not allowed on the Internet. In the case of all the other things falls flat, brand trust can assist with diminishing the deficiency. Also, trust is a segment of constancy's attitudinal viewpoint. By and large commitment and brand trust in an association's items or affiliations can, undoubtedly, help with defeating a portion of the Internet's limitations, for example, overcoming convictions that the Internet is a perilous, alarming, and unsafe business climate. Indeed, these elements are restricting some canny clients from communicating on the web. A "untouchable help" is an apparatus for building up trust (Gommans, 2001).

### **2.3.2 Social Media Channels**

A correspondence or verbalization approach, for example, a fragment by means of which information is sent or gotten, is alluded to as a channel (Webster, 2017). Thus, an online media direct in that situation is a pre-chosen Web page that may for the most part give braced information on request, for example, a fire show or an overview (Rouse, 2017). The quick extension of electronic news sources like as Facebook, Twitter, Instagram, WhatsApp, and Snapchat has pushed clients to drive online communications (Rouse, 2017). Explicit online media diverts have evidently helped in the reunification of previous accomplices and the development of new ones, guaranteeing that cut off focuses are vanishing and the quantity of partners' parties is developing (McElroy, 2015). Electronic media channels are a kind of online stage that permits people to create, draw in with, and sell data, and they can be a significant piece of an online publicizing methodology (Lesnan, 2015). Different associations have expected to have a solid online presence utilizing electronic media stages, for example, Twitter,

Facebook, and Instagram to draw in with their customers and customer base likewise to remain refreshed of current buyer plans. This has changed the manner in which they fund-raise, with associations making the most of the chance to utilize online media coordinators in their declaration, which has been discovered to be significantly more compelling than conventional media channels at getting individuals to see something (Brassington and Pettit, 2016). With online media channels, for example, SnapChat and Flickr entering the scene, online media channels are presently not restricted to Facebook, Instagram, and Twitter.

### **2.3.3 Social Media Awareness**

Given the ascent of state of the art cell phones, TCRA assessed that 40% of Nigerians, or 57 million individuals, had web access by the mark of union in 2017. As a result of the trouble and impediments of getting to (electronic media) (TCRA, 2017).

### **2.3.4 Social Media Communication**

Electronic media correspondence is a method for sending information to customers or endorsers of online media utilizing on the web media channels. For organizations, online media talk is a brilliant method to speak with their objective market (Cohen, 2017). Affiliations have returned to utilizing correspondence instead of a one-to-numerous correspondence framework dependent on standard media as of late. Accordingly, rather with the move promoting utilized by electronic media, a few associations have accepted draw publicizing strategies, since customers are people who search out and pick, showing a premium (Talpai, 2014). Affiliations are completely mindful that to build brought together endeavors, they should zero in on fostering a solitary two-way connection with customers (Li and Bernoff, 2011). Online media permits the two affiliations and customers to attract with one other's ways of thinking. As it ought to be, specially designed online media discussion is similarly considered as a huge piece of the association's improvement blend (Mangold and Faulds, 2009). Supporters trust that their online media correspondence will draw in faithful clients, shape purchaser insights, disperse

data, and benefit from and about their occasion (Brodie, 2013). Additionally, the ascent of online media has given organizations the choice to acquire direct contribution from customers on their items. This has opened up until recently unfathomable correspondence channels and courses. Electronic media correspondence, then again, may have an adverse consequence since clients can obtain data about a thing, affiliation, or brand from singular clients, implying that the connection will rapidly fail to keep a grip on thing correspondence and care. Injurious words can likewise hurt an item's or alternately brand's picture (Mason, 2015).

### **2.3.5 Overview of Consumer lead**

The expression "buyer lead" alludes to particular human activities that straightforwardly affect the obtainment of work and merchandise from extending organizations (Mallock, 2007). It is the dynamic interaction by which individuals decide if, what, when, where, how, and from whom they will get occupations and products (Figureido, 2003). For making business decisions, purchaser direct circuits, both mental and physical, are vital. It is past the limit of the inventive brain to unmistakably isolate purchaser lead from human direct in light of the fact that a piece of human direct concerns client works out (Madison, 2005).

#### **2.3.5.1 Factors affecting purchaser direct**

A portion of the components that drive client lead creation are as per the following: Culture and social climate may affect client direct. With regards to understanding an individual's requests and propensities, culture is true. An individual's existence will be affected by his family, accomplices, social environment, or society, every one of whom will "educate" him according to his own unmistakable lifestyle, inclinations, and normal propensities. Hawkins, Baugh, and Best (2007) characterize culture as the tangled web that interfaces data, craftsmanship, laws, morals, shows, and a wide scope of constraints and inclinations gained by people as people from a wide populace. Appreciate and assess the social segments innate in each market or situation to change a brand's thing and pushing framework. Therefore, they will

impact the purchaser's judgment, affinities, and immediate or backhanded questions (Plesil, 2015). In the west, for instance, it is entirely expected to invite companions or accomplices into one's home for a prize or dinner. Valid, inviting somebody home isn't generally a piece of Japanese culture.

It's interesting to go out traveling like this with companions or collaborators in a café. McDonald's is a fantastic illustration of progress in adjusting to the one of a kind qualities of each culture and market (Nicolson, 2015). The unassuming food investor, intensely mindful of the significance of having an unequivocal idea to decide the issues and tastes of purchasers from different social orders, has, for instance, a Baguette in France (with French roll and Dijon mustard), a Chicken Maharaja Mac and a Masala Grill Chicken in India (with Indian species), a Mega Teriyaki Burger (with teriyaki sauce), or a Mega Teriyaki Burger (with teriyaki sauce). All McDonald's embellishments are ensured to be halal in Arabic and Muslim nations (Nicolson, 2015). Subculture is additionally a part that impacts purchasing aim. Individuals are partitioned into a couple of sub-social orders that make up the populace overall. Subcultures are gatherings of people of individuals who share something practically speaking, like a common encounter or an overall lifestyle. Characters, convictions, ethnic gatherings, age parties, and individual sexuality are largely instances of subcultures (Kotler and Armstrong, 2010). Brands examine subcultures for market division consistently to coordinate with an item or a showcasing plan to the attributes or explicit requirements of this gathering. For instance, the extent of "ethnic" improving specialists has as of late expanded altogether. These are things that are more worthy to non-Caucasian social classes, like African, Arab, or Indian populaces, just as people with hazier skin tones. It's a certifiable brand planning with a particular objective in an area where solitary initially offered creating specialists things to a Caucasian reasonable (beside claim to fame stamps) and thereafter assembled educated individuals from customers of assorted foundations (Elizabeth, 2012). Generally, brands arise surprisingly; (seldom

without critical separation) for an equivalent kind of thing to explicitly focus on an age bunch, a sexual course, or a subculture. Customers are bound to react to items and approaches that are explicitly focused on to them. 2012 is the year (Elizabeth). Moreover, social components are relied upon to fundamentally affect buying choices. One of the areas that hugely affects the age of customer leads is online media. The three groupings incorporate reference gatherings, family and social positions, and social standing (Liprais, 2014). A couple of occupations have been assessed well by a reference bunch that affects customer buy choices:

The Initiator: The individual who proposes purchasing a thing or association

The Influencer: The individual whose perspective or heading will influence the purchasing choice. It could be a person outside the get-together (vocalist, competitor, entertainer, and so forth) yet on which pack individuals depend upon.

#### **2.3.5.2 Consumption Pattern**

Use, in its broadest definition, alludes to the achievement of objectives. As per Williams (1996), the momentous antiquated importance of utilization is to harm, squander, and waste. Tuncel (2013) characterized use as any action that means to watch out for any necessities. Accordingly, use can be depicted as the utilization of both self-evident and hypothetical highlights to suit a given prerequisite (Torlak, 2000). Use is an action for correspondence and appreciation just as a mechanical social occasion for individuals to arrange themselves (Tuncel, 2013). Thus, the utilization model can be described as a concentrated exertion that joins approaches for using cash-related merchandise. Use arrangement is an assortment of highlights, wholes, deeds, and tendencies that show a nearby human gathering's utilization of resources for assurance, comfort, and joy (Ailawadi, Donald and Scott, 2001). A client's customary appearance, buy, and utilization practices would basically be replayed at unambiguous occasions in unsurprising districts. Utilizing an outline of remarkable repeat buying information holds normal models that summarize over an enormous number of brands,



merchandise, time spans, and conditions, as indicated by Ehrenberg (1998). On both a little and huge scope, a scope of variables impact how plans are carried out. Changes may be surmised at a lower level from the driving inclinations of a particular customer. Because of crucial environment shifts, such changes happen on a particularly enormous scope. This has clear ramifications for our lifestyle, attributes, and necessities, remembering variations for our use procedures, which may vary between and inside nations and social orders (Karwala, 2005). Use plans are driven by the laws of interest, supply, and challenge. A purchaser's maintenance of cutting edge correspondences can affect their use depiction. Thus, messages in online media may affect use designs (Boulianne, 2009). An item that acquires phenomenal help from a notable VIP or music craftsman, for instance, will more likely than not rouse purchasers to buy it a few times, driving in the development of a model.

#### **2.3.5.3 Consumer Referrals**

Buyer Referral is an advertising approach that includes acquainting new customers with items or associations through casual prizes. Despite the fact that associations can affect this through fitting components, such references happen every now and again and startlingly (Zhiling, 2012). Client references through verbal connections are maybe the most clear and all around perceived method for expanding deals (Jansen, Zhang, Sobel and Chowdury, 2009). Customer proposal has for quite some time been thought to considerably affect what individuals know, feel, and do. As per most of surveys, client reference is more incredible on purchaser lead than some other help oversight sources. Sheth (2011) found that a purchaser reference was a higher priority than promoting in discovering deficiencies with an item and narrowing the choice to attempt it. As indicated by Day (2011), this was because of source consistency and the transformation of social correspondence. He asserted that purchaser reference was similarly successful as publicizing at changing foreknowledge or sensible proclivities into driving viewpoints on particular events.

Client references can be changed in an assortment of ways, both naturally and deliberately. At the point when a thing, affiliation, or brand accomplishes customer resolute quality and commitment because of either an excited relationship with the brand/thing or the engaging highlights that a thing has, it is alluded to as a brand name purchaser reference. Intentional customer references are started by affiliation or brand advancement techniques. It very well may be made through an association that empowers and repays customers, just as a wide scope of different contacts, to propose items and associations from customer and B2B undertakings, both on the web and disconnected. The core of web reference showcasing is the association between customers (Zhiling, 2012). Electronic media is a run of the mill mode for referencebased advancing. Clients can examine their encounters, top picks, and experiences on the connection's own site just as via web-based media channels like LinkedIn, Facebook, Twitter, and Google+ (Schmidt, 2013). Sponsors may help the proposed parties by conveying prerecorded comments. Backing can give upgrade joins to their family members and accomplices, giving unique reference codes and notice information by means of messages, regions, and creations. At the point when promoters' family members and companions purchase through the alliance, the connection can give them grants (Berman, 2016). This empowers customer references in as when colossal multitude.

#### **2.3.5.4 Purchase Decision**

A purchaser's arrangement of choices preceding finishing a buy that starts once the client has set up a buying capacity (Kotler and Armstrong, 2016). The customer should next figure out where to buy, what brand, model, or size to buy, when to buy, the amount to spend, and what division way to deal with utilize (Mailer, 2014). By giving realities that could impact the customer's evaluation letter, the advertiser tries to convince their decisions. The buying area, as indicated by Phillips (2007), incorporates all people of the association who are taking an interest in the buy choice interaction in any way. They're alluded to as "buy alternatives."

Saylor (2009) follows the stages in the purchaser purchasing measure when taking a gander at the purchase choice cycle; at a specific time, somebody could be in some type of buying stage. Clients go through five stages while settling on buy choices specifically. Issue/Need Acknowledgment, Information Search, Alternative Evaluation, Purchase Decision, and PostPurchase Behavior are the five stages.

As per Davempot (2014), these stages are a system for dissecting a client's buying conduct before and after the buy exchange has been finished. Therefore, a customer won't generally utilize these procedures with each buy. For instance, if a client requires a pack of MandMs, the purchaser will initially perceive a necessity (stage one), then, at that point continue to coordinate four (purchase decision). There will be no convincing motivation to chase for data or gauge decisions regarding the matter.

In a customer's purchase decision periods, there are five (5) steps. The issue/need affirmation is the initial phase in the purchase choice organization. This secret advancement is the most enormous of the purchase dynamic cycle's generally monstrous number of stages. Except if a need for an item is at first required, a purchase trade is beyond the realm of imagination. On account of John's car, the outside update of the vehicle's obstruction set off John's prerequisite for another vehicle. Abraham Harold Maslow proposed a chain of command of requirements and showed that an individual may just advance to the following stage until the entirety of their necessities have been met at a past stage. Customers likewise review that they require something for this situation (Bruner, 1988). Advertising specialists' errand is to expect customers' necessities and to allure them to satisfy those requirements, regardless of whether they are uninformed that they have them (Saylor 2009). The purchase dynamic cycle's subsequent advance is information search. The purchaser's information search is the way toward finding the best answer for the issue or prerequisite demonstrated in stage one. Customers are additionally underserved as far as getting what they need right now. They'd

probably start by consolidating information from various sources (Cohen 2013). John will before long scour the media and the Internet for as much data in regards to his uneasiness/need as could really be expected. Buyers, like John, would usually depend on TV promoting, radio plugs, and print notices to get data prior to making a buy (Livingstone, 2017). The third period of the purchase dynamic cycle includes alternative investigation. Subsequent to social occasion the important data, the purchaser should examine the few prospects accessible to him, figure out which are generally applicable to his requirements, and select the alternative that he accepts is best for him. To do as such effectively, he will take a gander at their properties from two points: Highlights and backing are remembered for the objective credits, just as energy, understanding, and the purchaser's impression of the brand's worth or status (Cohen, 2013). For his picking and purchaser buying decision cycle, every customer doesn't relegate corresponding worth to every attribution, and it stands apart beginning with one client and afterward continuing on to the following. Mr Smith would lean toward a thing for brand X's extras to somewhat more awesome yet lesser known thing. Mrs Johnson, then again, has a solid abhorrence for that unclear brand (Cohen, 2013). The client will next draw up various investigation guidelines, connecting with or required features, organize the different potential outcomes open, and survey which alternative has the most elevated likelihood of satisfying his needs, in view of the realities obtained just as his instinct or picture of a business (Cohen, 2013).

## **2.4 Empirical Review**

### **2.4.1 Social Media channels and use Pattern**

Thoene (2012) explored the effect of a long drive to a casual correspondence area on understudies' utilization designs. The appraisal recognized the quantitative assessment survey, which was directed to decide the effect of electronic media on understudies' use models at school establishment. The format apparatus zeroed in on Facebook and Twitter. As per

revelations, both Facebook and Twitter are being utilized to assemble information on deals and developments. Besides, sex affects both long and momentary social correspondence locales.

#### **2.4.2 Social Media Awareness and Referrals**

The connection between customer reference motivations and online media was analyzed by Lobel, Sadler, and Varshney (2015). The assessment adopted a quantitative strategy and included discretionary data. The assessment found that there was a solid connection between client reference motivators and the utilization of electronic media. Utilizing the case of the Iran Khodro association, Mehdi, Reza, and Leila (2014) confined the effect of online media on brand attitude and purchase target. The study utilized a quantitative examination strategy utilizing a selfadministered overview, and 210 respondents were shipped nearer to answer the review utilizing a convenience examination technique. The aftereffects of the secret condition exhibit that customary creating and online media immensely affect brand course.

#### **2.4.3 Social Media Communication and Purchase Decision**

Darban (2012) thought about the effect of an accommodating on the web communication on a customer's buying choice. By evaluating the starter exposures and consolidating them with hypotheses from the speculative arrangement, the appraisal approved the hypothetical strategy. They found that on account of food retailer stores, online loosened up associations had changing levels of impact on the improvement of clients' purchasing choice cycles. Prasaad, Totala, and Gupta (2014) took a gander at the connection between online media and customer buy choices. By utilizing a shaping study to show up at a goal result, the appraisal acknowledged the hypothetical assessment thinking. The examination tracked down that online media correspondence impacts customer purchase choices to the degree that accreditation, information search, decision evaluation, last purchase decision, and post purchase lead are totally affected by it.

#### **2.4.4 Social Media Communication**

Russo and Chaxel (2010) researched the impacts of a powerful message (exposure) on purchaser dynamic. The examination utilized an exploratory game-plan with 203 people isolated into five gatherings, two of which were uncontrolled and three of which were controlled, to research the limitation of a particular, recognizable cycle and the effect of an alluring message on dynamic. Notwithstanding the way that individuals think about advancing's close by sway on their choice, they don't think about its devious effect through a slanted investigation of the item realities, as per the examination.

#### **2.5 Gaps in Knowledge**

This present segment's place of combination was to go over past courses of action and work according to the issue of web media publicizing and its effect on purchaser lead. Electronic media, which is oneself overseeing variable in this assessment, and its sub-factors were broadly examined, similar to the normal increments of online media and their blemishes. Essentially, the possibility of purchaser direct, which is the dependent variable in this assessment, and its sub-factors were researched, just as central and enormous regions that have to do with online business. One angle that rises up out of the broadness of the examination is that there is a shortage of studies that consider the effect of web media on client direct among Toyota vehicle vendors. This evaluation means to close that hole.

## **CHAPTER THREE; METHODOLOGY**

### **3.1 Introduction**

This chapter centre on the methodology adopted in carrying out this study. It could be described as the road map that guides the direction to find answers to the stated research questions. The main issues include target population, sample size, sampling techniques, method of data collection Re-statement of hypothesis and method of data presentation and analysis.

### **3.2 Restatement of Research Questions**

The research will seek to answer the following questions:

1. What is the level of social media influence on the consumers buying behavior of Toyota brand of vehicle?
2. To what extent has social media awareness influenced referrals of Toyota brand of vehicle?
3. What specific social media advertising strategy influenced the consumers most towards their purchase decisions?

### **3.3 Restatement of Research Hypotheses**

The following hypotheses are formulated for testing:

- H<sub>0(1)</sub>: Social media channels do not have any effect on the buying behavior of Toyota brand of vehicle.
- H<sub>0(2)</sub>: Social media awareness does not significantly influence referrals
- H<sub>0(3)</sub>: Social Media communication does not significantly affect Purchase decision making of Toyota brand of vehicle.

### **3.4 Research Design**

The descriptive survey research design was adopted in this study. The reason for adopting the descriptive survey research design is due to the fact that there were many variables to be measured at the point in time the research was carried out and the researcher wants to ensure the collection of factual information that best describes the existing phenomena which is the effect of social media advertising on the buying behavior of Toyota brand of vehicle. The research is going to make use of the structured questionnaire to be able to gather valuable information from the respondents. This design had been applied in many previous studies (Esparto andPerreira, 2012; Grebitus, Yue, Bruhn and Jensen, 2007; Otugo, Uzuegbunam and Obikere, 2015; Ionas and Stoica, 2014). This research gathered data on each of the three- social media advertising elements to examine how it affects the three elements on consumer behaviour.

### **3.5 Population of the Study**

According to Agbe (1999), population of the study is that section of the report that gives a brief estimate of the number of people in the area of study, and which the researcher draws his sample. Study population is that group or class of subject, variables, concept of phenomenon about which information is sought. Thus the population for this study will be the car dealers in Ikorodu, Lagos state.

### **3.6 Sampling Technique and Sample Size**

Sample and sampling are distinct from each other. Sampling is the process used to obtain sample from the target population. A sample has to be a good representation of the entire population for effective conclusions to be arrived at. Sample is a sub group of observation from a large population in order to make inferences about the characteristics of the large population. Sample size is part of the population selected for closer look. Sampling technique on the other



hand, is the essential method of selecting sample from a population. According to Abdullah (2012), this study adopts Taro Yamane sampling method which is a probability sampling method in which respondents must possess some definite characteristics, on the basis of which they are grouped into various sample, and then samples are randomly selected. The purposive sample of 900 is considers the sample size to be used for this study is determined using the Taro Yamane sample size determinant:

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

Where: n: Sample size

N: Elements of population of the study: 900

e: Sampling error: 0.05

1: Constant value

$$= \frac{900}{1 + 900(0.05)^2}$$

$$= \frac{900}{1 + 900(0.0025)}$$

$$= \frac{900}{2.0}$$

$$n = 450$$

Therefore, the sample size for this study is 450

### 3.7 Sources of data

This research survey will be primary data, primary data is the use of questionnaire in getting the opinion and view of various individual on a particular subject, area, or issues, for research purposes. Questionnaire was used for this studies, and which contains two part, section A

and Section B, section A contain some few personal information of the respondent while section B contains question related to the project topic.

### **3.8 Method of Data Collection**

The study used primary data to gathered information. The study use structured questionnaire to collect the data. According to (Bryman, 2008) The researcher collected first-hand information. The preference for a questionnaire is based on the fact that respondents are able to complete it without help, anonymously, and it is cheaper and quicker than other methods while reaching out to larger sample. The questionnaire had been divided into 2 sections. Section (A) entails information on respondent's bio-data. While section (B) was used to solicit answers on statement of the research question, in a 5 point Likert scale format as exemplified below:

**Agree (A); Strongly Agree (SA); Undecided (U); Disagree (D) and Strongly Disagree (SD).**

### **3.9 Instrument Validation and Reliability**

According to Ojo (2003), Validity is defined as the degree to which a measuring instrument measures what it is designed to measure. In other to avoid threat to the validity of the research instrument, the researcher ensured that the questions contained in the questionnaire were in line with the research objectives, research questions and hypothesis and it was validated by the researcher's supervisor to ensure that the instrument measure what it intended to measure.

### **3.10 Method of Data Analyses**

Data is being analyzed with the aid of Statistical Package for Social Sciences (SPSSv25). Frequency tables and percentages are being adopted in the presentation and analysis of the data generated for the study.

### **3.11 Model Description and Justification**

The description and justification adopting Primary data were adopted, and using the questionnaire, and the data collected will be analyzed using frequency table, percentage and mean score analysis and Statistical Package for Social Sciences (SPSS) was used to perform the analysis. Analysis was based on the fact it is very easy and simple to compute and be interpreted for the researcher and the supervisor, or anyone who is not too good in complex. The researcher chose a descriptive research design because it can be undertaken using both qualitative and quantitative approaches to data collections (Bryman, 2012) and is well suited for case studies

### **3.12 Limitation of the Methodology**

It is pertinent to state the limitations to the study which are beyond the control of the researcher in the area of questionnaire administration and retrieval.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 INTRODUCTION

This chapter is divided into the presentation, analysis and interpretation of results based on the data generated from the respondents. Furthermore, the Pearson correlation analysis was employed to test the three hypotheses formulated. Also, the findings were explicitly discussed.

#### 4.2 PRESENTATION OF RESULTS

The data obtained from the respondents through the administration of the questionnaire is presented as follows:

<b>RESPONDENTS Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	298	66.2
Female	152	33.7
Total		100.0
<b>AGE</b>		
20 – 30 years	-	-
31 - 40 years	-	-
41 - 50 years	156	34.7
51 – 60 years	221	49.1
61 years above	73	16.2
Total	450	100.0

Educational qualification

Primary school certificate	83	18.4
secondary school certificate	89	19.8
Polytechnic	71	15.8
University	137	30.4
<i>Others (please Specify</i>	70	15.6
Total	450	100.0

*Source: Field Survey (2021)*

### **DEMOGRAPHIC CHARACTERISTIC OF THE RESPONDENT.**

**Gender** shows that majority of the respondents, which forms 66.2% of the total respondents were male. The remaining 33.7% of the respondents were females.

**Age group** showed the age distribution of respondents. 156(34.7%) of the respondents are 41-50. 221(49.1%) of the respondents are between 51-60 years of age and 73(16.2%) of the respondents are above 61 years of age. this implies majority of the respondents who participated in the study were sampled and are 51 – 60 years of age.

**Analysis of Educational qualification** showed the distribution of the educational qualification/Certificate of respondents. 83(18.4%) of the respondents possessed Primary school certificate, 89(19.8%) of them possessed secondary school certificate, 71(15.8%) of them possessed Polytechnic certificates, 137(30.4%) possessed University certificate, and 70 (15.6%) of them possessed others certificates.

**TABLE 2: Respondents' Opinion on Social Media Channels**

<b>S/N</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Remark</b>
1.	Consumers tend to use the social media platforms everyday	450	3.28	0.42	Effective
2.	Social media channels like Facebook, Twitter and Instagram are good platforms for advertising	450	3.16	0.41	Effective
3.	It is easy for a product to gain a wide reach on Social media channels like Facebook, Twitter and Instagram	450	3.29	0.54	Effective
4.	Social Media channels are good platforms to influence buying patterns of users	450	3.07	0.83	Effective
	<b>Cluster</b>	<b>450</b>	<b>3.19</b>	<b>0.58</b>	<b>Effective</b>

Source: Author's Computation from Field Survey 2021.

Table 4.2 shows the opinions of respondents on social media channels in four areas. It should be noted that the benchmark mean-point is 2.50. Items whose mean exceeded the benchmark of 2.50 were considered effective and those whose mean is below 2.50 was considered ineffective.

A look at table 4.2 showed that all the four items were effective. This implies that the respondents agreed that social media channels affect consumer buying behaviour. The cluster mean of 3.19 indicates that all the respondents collectively agreed that social media channels affect consumer buying behaviour of Toyota brand of vehicle.

**Table 4.5: Respondents' Opinion about Social Media Awareness**

<b>S/N</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Remark</b>
1.	It is easier for consumers to be aware of products that is advertised on social media	450	3.22	0.63	Accepted
2.	Awareness campaigns on social media are always a success	450	3.20	0.67	Accepted
3.	Awareness campaigns on social media are effective	450	3.19	0.71	Accepted
4.	It is easier to create awareness through social media than any other platform	450	3.26	0.77	Accepted
	<b>Cluster</b>		<b>3.20</b>	<b>0.66</b>	<b>Accepted</b>

Source: Author's Computation from Field Survey 2021.

Table 4.5 supplied information on the opinions of respondents about social media awareness. The mean scores of the items are above the cut-off mark of 2.50 that was regarded as acceptable limit as indicated by the researcher. Therefore, all the items under social media awareness were considered acceptable. The cluster mean of 3.20 indicates that the respondents unanimously agreed that the social media awareness has significant effect on buying behaviour of Toyota brand of vehicle.

**Table 4.6: Respondents' Opinion about Social Media Communication**

<b>S/N</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Remark</b>
1.	A company can effectively communicate their brand value through social media platforms	450	3.19	0.75	Accepted
2.	Effective communication on social media helps consumers to know about products	450	3.31	0.57	Accepted
3.	Consumers trust brands that communicate with them on social media	450	3.39	0.49	Accepted
4.	It is easy to create a bond with your customers through social media communication	450	3.28	0.62	Accepted
	<b>Cluster</b>	<b>450</b>	<b>3.28</b>	<b>0.64</b>	<b>Accepted</b>

Source: Author's Computation from Field Survey 2021.

Table 4.6 provided information on the opinions of respondents about the social media communication. All the items have mean-scores above the benchmark of 2.50. Therefore, all the items under social media communication were considered acceptable. The cluster mean of 3.28 connotes that the respondents jointly agreed that social media communication has significant effect on buying behaviour of Toyota brand of vehicle.



**Table 4.7: Respondents' Opinion on Consumption Pattern**

<b>S/N</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Remark</b>
1.	Consumers buy products based on the adverts they see on Social media channels	450	3.17	0.60	Effective
2.	Consumers are easily influenced to buy a product that is trending on social media channels	450	3.11	0.82	Effective
3.	Consumers always buy products they see on social media channels	450	3.31	0.47	Effective
4.	Consumption pattern can be determined through social media channels	450	3.18	0.65	Effective
	<b>Cluster</b>	<b>450</b>	<b>3.19</b>	<b>0.58</b>	<b>Effective</b>

Source: Author's Computation from Field Survey 2021.

Table 4.7 provided information on the opinions of respondents about the consumer pattern. All the items have mean-scores above the benchmark of 2.50. Therefore, all the items under consumer pattern were considered acceptable. The cluster mean of 3.28 connotes that the respondents jointly agreed that consumer pattern has significant Influence on buying behaviour on Toyota brand of vehicle.

**Table 4.8: Respondents' Opinion about Referrals**

<b>S/N</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Remark</b>
1.	Consumers find it easy to refer products to other consumers on social media	450	3.25	0.61	Accepted
2.	Consumers always refer products they see advertised on social media	450	3.11	0.77	Accepted
3.	It is easier for consumers to trust a product referred to on social media channels	450	3.19	0.81	Accepted
4.	Referrals are hugely influenced by social media awareness	450	3.14	0.88	Accepted
	<b>Cluster</b>		<b>3.20</b>	<b>0.66</b>	<b>Accepted</b>

Source: Author's Computation from Field Survey 2021.

Table 4.8 supplied information on the opinions of respondents about the referral. The mean scores of the items are above the cut-off mark of 2.50 that was regarded as acceptable limit as indicated by the researcher. Therefore, all the items under referral were considered acceptable. The cluster mean of 3.20 indicates that referral has significant Influence on buying behaviour of Toyota brand of vehicle.

**Table 4.9: Respondents' Opinion about Purchase Decision Making**

<b>S/N</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std. Dev</b>	<b>Remark</b>
1.	It is easy to purchase a product or service that communicates with me on social media channels	450	3.26	0.83	Accepted
2.	My purchase decisions are based on my social media chats with prospective sellers	450	3.32	0.52	Accepted
3.	Chatting with a brand increases my trust in the brand	450	3.23	0.59	Accepted
4.	Social media communication influences my purchase decision making	450	3.24	0.67	Accepted
	<b>Cluster</b>	<b>450</b>	<b>3.28</b>	<b>0.64</b>	<b>Accepted</b>

Source: Author's Computation from Field Survey 2021.

Table 4.9 provided information on the opinions of respondents about purchase decision making. All the items have mean-scores above the benchmark of 2.50. Therefore, all the items under purchase decision making were considered acceptable. The cluster mean of 3.28 connotes that the respondents jointly agreed that purchase decision making has significant effect on buying behaviour in Toyota brand of vehicle.

### **4.3 TESTING OF HYPOTHESES**

The Pearson correlation coefficient is employed to test the three stated hypotheses. Pearson correlation coefficient is used to ascertain the degree of linear interrelationship between two or more variables.

#### **Hypothesis One**

H<sub>0</sub>: Social media channels do not have any effect on the buying behaviour of Toyota brand of vehicle.

H<sub>1</sub>: Social media channels have any effect on the buying behaviour of Toyota brand of vehicle.

**Table 4.13: Correlation between Social Media Channels and buying behaviour of Toyota brand of vehicle.**

		<b>Consumption Pattern</b>	<b>Social Media Channels</b>
Consumption Pattern	Pearson	1.00	.772
sign.	Correlation		.015
	(2-Tailed)		
	N	450	450
Social Media Channels	Pearson	.772	1.00
	Correlation sign.	.015	
	(2-Tailed)		
	N	450	450

Source: SPSS Result Output

The table above showed the correlation between social media channels and buying pattern. The results showed that there is 77.2% positive correlation between social media channels and buying pattern. This implies that social media channels and buying pattern are strongly correlated. Since the probability value of the correlation coefficient, which is 0.015, is less than the critical 0.05 at 5% significance level, the alternative hypothesis ( $H_1$ ) is accepted that Social media channels have any effect on buying behaviour of Toyota brand of vehicle.

## Hypothesis Two

H<sub>0</sub>: Social media awareness does not significantly influence referrals.

H<sub>1</sub>: Social media awareness does not significantly influence referrals.

**Table 4.14: Correlation between Social Media Awareness And Influence Referrals**

		<b>Influence Referrals</b>	<b>Social Media Awareness</b>
Influence Referrals	Pearson	1.00	.896
Correlation sign.			.002
	(2-Tailed)		
	N	450	450
Social Media Awareness	Pearson	.896	1.00
Correlation sign.		.002	
	(2-Tailed)		
	N	450	450

Source: SPSS Result Output

The table above showed the correlation between social media awareness and influence referrals. The results showed that there is 89.6% positive correlation between social media awareness and influence referrals. This implies that social media awareness and influence referrals are strongly correlated. Since the probability value of the correlation coefficient, which is 0.002, is less than the standard 0.05 at 5% significance level, the alternative hypothesis

(H<sub>1</sub>) is accepted that Social media awareness significantly influence referrals on buying behaviour of Toyota brand of vehicle.

**Hypothesis Three**

H<sub>0</sub>: Social Media communication does not significantly affect Purchase decision making of Toyota brand of vehicle.

H<sub>1</sub>: Social Media communication significantly affect Purchase decision making of Toyota brand of vehicle.

**Table 4.15: Correlation between Social Media Communication and Purchase Decision Making of Toyota brand of vehicle**

		<b>Purchase Decision Making</b>	<b>Social Media Communication</b>
Purchase Decision Making	Pearson	1.00	.772
Correlation sign.			.015
(2-Tailed)			
	N	450	450
Social Media Communication	Pearson	.772	1.00
Correlation sign.		.015	
(2-Tailed)			
	N	450	450

Source: SPSS Result Output

The table above showed the correlation between social media communication and purchase decision making. The results showed that there is 77.2% positive correlation between social media communication and purchase decision making. This implies that social media communication and purchase decision making are strongly correlated. Since the probability value of the correlation coefficient, which is 0.015, is less than the critical 0.05 at 5% significance level, the alternative hypothesis ( $H_1$ ) is accepted that Social Media communication significantly affect Purchase decision making of Toyota brand of vehicle.

#### **4.4 DISCUSSION OF FINDINGS**

The results revealed that respondents believed that social media channels affect consumer buying behaviour of Toyota brand of vehicle; The social media awareness has significant effect on buying behaviour of Toyota brand of vehicle; social media communication has significant effect on buying behavior of Toyota brand of vehicle; The consumer pattern has significant Influence on buying behaviour on of Toyota brand of vehicle; The referral has significant Influence on buying behaviour of Toyota brand of vehicle; The purchase decision making has significant effect on buying behaviour in Toyota brand of vehicle.

The results of the correlation analysis showed that there is positive and significant relationship between social media channels and buying pattern ( $r=0.772$ ;  $p<0.05$ ). Furthermore, a positive and significant relationship between social media awareness and referrals ( $r=.896$ ;  $p<0.05$ ). A positive and significant relationship between social media communication and Purchase decision making ( $r=0.772$ ;  $p<0.05$ ). This implies that social media advertising are crucial factors and strong predictors of buying behaviour of Toyota brand of vehicle.



## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND POLICY RECOMMENDATIONS**

#### **5.1 SUMMARY OF FINDINGS**

The study examined social media advertising and buying behaviour of Toyota brand of vehicle, The geographical location of the study will be Ikorodu, Lagos state. The study employed the survey design and the purposive sampling technique to select 450 students across all car dealers. A well-constructed questionnaire, which was adjudged valid and reliable, was used for collection of data from the respondents. The data obtained through the administration of the questionnaires was analyzed using the Pearson correlation analysis.

The results showed that there is positive and significant relationship between social media channels and consumption pattern ( $r=0.772$ ;  $p<0.05$ ). Furthermore, a positive and significant relationship between social media awareness and referrals ( $r=.896$ ;  $p<0.05$ ). A positive and significant relationship between social media communication and Purchase decision making ( $r=0.772$ ;  $p<0.05$ ). The results were found to be consistent with empirical findings of past studies in literature.

Thus, social media advertising are crucial factors and strong predictors of buying behaviour of Toyota brand of vehicle.

#### **5.2 CONCLUSION**

Purchase intention is the most reliable indicator of the link between a consumer's interest and a consumer's actual purchase. In the context of social media, this study identifies and incorporates antecedent factors that influence consumer purchase intent. In the age of social media, an increasing number of businesses in Nigeria are turning to social media to expand

their reach and increase profits. In the hopes of providing some insight for the company so that it can be more effective in social media marketing and gaining returns on investment.

In conclusion, social media advertising has a significant effect on buying behaviour of Toyota brand of vehicle.

### **5.3 POLICY RECOMMENDATIONS**

Based on the findings of the study, the following policy recommendations are suggested:

1. Companies should conduct extensive online market research in order to better understand the market and make informed social media decisions and strategies in order to increase manufacturing sales by satisfying customers.
2. Marketing and sales managers should receive adequate training on the most recent social media platforms used by the majority of consumers, as this will enable them to establish effective relationships that will increase customer interest and company sales.
3. Marketing and sales managers should implement well-thought-out social media strategies that will help them increase sales and compete more effectively.
4. Companies should be more open and quick in providing information, answering questions, and solving problems for customers to reduce the perceived risk they pose to them.

## References

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356. Crossref
- Ali, D., Ballantine, R.W., and Stephenson, R.J. (2011). Help me, I'm fat! Social support in online weight loss networks. *Journal of Consumer Behaviour*, 10 (6), 332-337.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology and Marketing*, 32(1), 15-27. DOI: 10.1002/mar.2076 Crossref
- Ashley, H. (2015) Exchanging value within individuals' networks: Social support implications for health marketers. *Journal of Marketing Management*, 27, 316-335.
- Barkus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52-68. Crossref
- Berton, P., Pitt, L., & Campbell, C. (2008). Ad lib: When customers create the ad. *California Management Review*, 50(4), 6–31. Crossref
- Boulianne, S. (2009). Does internet use affect engagement? A meta-analysis of research. *Political Communication*, 26 (2), 193-211.
- Boulianne, S. (2015). Social media use and participation: A meta-analysis of current research. *Information, Communication and Society*, 18 (5), 524-538.
- Bruhn, M., Schoenmueller, V., & Schafer, D. (2012). Are social media replacing traditional media psychological brand equity creation? *Management Research Review*, 35(9), 770–790. Crossref

- Campelo, A., Aitken, R., Thyne, M., & Gnoth, J. (2014). media of place: The importance for destination branding. *Journal of Travel Research*, 53(2), 154-166. Crossref
- Celine, A. (2012). *Social media marketing benefits for businesses*. London, UK: Macmillan.
- Chaffey, D. (2016, February 24). 2016 Global social media research summary. Retrieved from <http://www.smartinsights.com/social-mediemarketing/social-media-strategy/new-global>
- Christodoulides, G. (2009). Branding in the post-internet era. *Marketing Theory*, 9(1), 141–144. Crossref
- Do-Hyung, E., Jumin, L., and Ingoo, H. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125-148.
- Fulgoni, G. (2014). Uses and misuses of online-survey panels in digital research: Digging past the surface. *Journal of Advertising Research*, 54(2), 133-137. Crossref
- Fuller, J., Muhlbacher, J., Matzler, K.& Jaweck, G. (2009). Empowerment through internet-based co-creation. *Journal of Management Information Systems*, 26(3), 71–102. Crossref
- Furlow, N. (2011). Find us on Facebook: How cause marketing has embraced social media. *Journal of Marketing Development and Competitiveness*, 5, 61–64.
- Hautz, J., Fuller, K., Hutter, K., & Thurridl, C. (2013). Let users generate your video ads? The Influence of video source and quality on consumers' perceptions and intended behaviors. *Journal of Interactive Marketing*, 28(1), 1-15. Crossref

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., and Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of interactive marketing*, 18(1), 38-52.
- Hershey, T., and Blanchard, Y. (2017). *Business Dictionary*. New York: Web Finance Inc
- Ho-Dac, N., Carson, S., & Moore, W. (2013). The effects of positive and negative online customer reviews: Do brand strength and category maturity matter? *Journal of Marketing*, 77, 37-53. Crossref
- Hollebeek, L., Glynn, M., & Brodie, R. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. *Journal of Interactive Marketing* 28(2), 149-165. Crossref
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The Influence of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook, *Journal of Product & Brand Management*, 22(5/6), 342-351. Crossref
- Hutton, G., and Fosdick, M. (2017). The globalization of social media: Consumer relationships with brands evolve in digital space. *Journal of Advertising Research*, 51, 564–570.
- Jahn, B., and Kunz, W. (2012). How to transform consumers into fans of your brand. *Journal of Service Management*, 23, 344–361
- Kahr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When hostile consumers wreak havoc on your brand: The phenomenon of consumer brand sabotage. *Journal of Marketing*, 80(3), 25-41. Crossref
- Kaplan, A. M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53 (1), 59-68.