

Influence of Facebook Advertising On the Patronage of Jumia Products: A Study in Warri

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Abstract

This work examined the influence of Facebook advertising on the patronage of Jumia products: a study in Warri. The objectives of the study are to find out if Jumia Facebook adverts has influence on the level of patronage of Jumia products amongst Warri residents and to ascertain whether Jumia Facebook adverts affects sales returns of advertised Jumia products. The design of the study is the descriptive survey method through which questionnaire was designed for respondents. The population of this study comprised of Warri residents who were 18years and above, put at 536,023 out of which a sample size of 120 was derived. The instrument used for data collection was the questionnaire and this was distributed to respondents who were users of Facebook and had knowledge of Jumia products. The instrument's content and face validity were verified through expert evaluation by professionals in mass communication. Reliability was determined through Cronbach's alpha, yielding a coefficient of [α = 0.81], validating the internal consistency of the tool. The data collection instrument used in collecting data was questionnaire on the influence of Facebook advertising on the patronage of Jumia products in Warri. The researcher administered 120 copies of the questionnaire to the respondents and 100 were retrieved and used as basis of analysis for this study. Data collected through the questionnaires were analyzed using descriptive statistics such as frequencies and percentages. Findings from the study showed that Jumia Facebook adverts affects sales returns and level of patronage of advertised Jumia products; thus, Facebook adverts is a formidable tool for creating awareness of the various Jumia products; thereby providing current information on available Jumia products. Jumia Facebook adverts therefore increases sales by causing the targeted audience (in this case Warri residents) to develop positive buying behavior towards Jumia advertised products. It was therefore recommended that advertisers and marketers of brands of products should adopt a holistic approach while designing their advertising campaigns; online and conventional media types should be used in their campaigns.

Keywords: Facebook, Facebook Advertising, Social Media, Jumia, product, patronage, buying behavior

Introduction

Recent developmental strides in the field of communication technology has taken marketing to a different height where every committed marketing enterprise should be proactive and concerned about their communication growth strategies if they are to remain competitive in contemporary marketing space. This is correct because a careful look at how marketing operations are conducted today, especially in the area of marketing communication and advertising, indicate that there is a significant paradigm shift in terms of advertising modus operandi and customer service strategies (Ebitu, 2016). According to Jashari and Brustemi (2017), internet and social media usage has revolutionized consumer behavioural pattern, methods of patronage, access to information and consumption. This calls for a serious concern to every dedicated marketing outfit. Social media advertising has significantly altered the communication equation among online users and other products consumers which ultimately influence their pattern of patronage. Few years ago, the practice of marketing was done offline and a great percentage of business organizations were successful without internet and social media advertising. Today, all of that have changed. Social media plays a significant role in contemporary business organizations both from the perspective of businesses and consumers.

The present era has been coupled with a massive technological advancement. Virtually all aspects of all walks of life have experienced some technological innovation. From Agricultural activities to Sporting activities, to business activities, the educational sectors and among others are all beneficiaries of these technologies. Without no doubt, one of the fields that has enjoyed massively with the introduction of technologies is the business sector. This is evident from the significant improvement of business activities and a greater number of innovative ideas that has pop-out with the advent of technologies. The internet has immensely changed the way information is shared and it has had a greater impact on business as far as e-marketing is concerned. Online marketing is becoming more powerful everyday as an increasing number of businesses is taking advantage of it (Ray and Jones, 2009).

In today's technology driven world, social media has become an avenue where business operatives can extend their marketing campaigns to a wider range of consumers. Aligwe et al. (2017), observed that the growth of social media has become important communication channels and virtual communities have emerged that may never meet in the physical world but nevertheless can affect behavior including purchasing decisions. Social media is commonly associated with social networks such as Facebook, My Space, LinkedIn (Boyd and Ellison, 2007). Additionally, social media has recently outpaced email as the most popular online activity and has enabled consumers to connect with others by sharing information, opinions and thoughts about products and brands (Achunam, 2018).

It is widely believed that youths dominate Facebook accounts (Su, 2010) and Facebook is, therefore, seen as a good channel for advertisements of youth-oriented products. Water (2010) opines that, "Due to lack of censorship on the Internet, there has been a growing global concern about the nefarious activities of some Internet users which has made most people to avoid advertisements placed on the Internet".

In line with the above statement by Waters, many Internet users, including Facebook users, may be afraid to access advertisements placed on Facebook because of lack of trust or because the ads take them entirely away to a different site from Facebook where they are having social interactions. Knowing fully well that advertisers spend money to advertise their products on Facebook and if these products are not accessed or patronized, they will not get value for their money, the researcher therefore sought to investigate whether these advertisements are accessed by Facebook users; in this case, Warri residents, and whether the advertisements influence them to buy Jumia products.

It is evident from statistics that businesses can take a greater advantage of the internet and social media usage and reach out to more customers through online or internet marketing, cross-border e-commerce and others. As Dominick (2011) noted, "global e-commerce came to account for approximately \$250 billion online spending by 2008, from being non-existent in 1990s". E-commerce activities include advertising and other marketing activities are carried out online to sell products and services directly from websites such as Amazon, E-bay, Alibaba, Jumia, Konga and other platforms through which buyers can buy products. Through the Internet, businesses deal directly with the potential buyer without going through a middleman. And such is done in several ways including providing information, entertainment and also pushing advertisements to the user, while also providing the user the opportunity to interact with the product and the marketers. This forms the basis on which the research work is formed. Thus, this study will evaluate the influence of Facebook advertising on the patronage of Jumia products: a case study of Warri metropolis.

Statement of Problem

Advertising has remained an effective tool in boosting purchase intention and actual sales in every company. For this purpose, it has been used by several companies to attract buyers. Due to the high level of social media use among netizens, it becomes a good place to make online adverts with the intent to increase patronage, sales and in the end maximize profit-making. Social media advertising is an imperative modern marketing strategy adopted by business organizations to massively advertise their products, create awareness, encourage customer preference and customer patronage. The reason social media advertising is so powerful is because it is a two-way communication which allows consumers not only to read or view campaigns, but to also forward or share the campaign to their friends and families, thereby enhancing the credibility degree of the advertising appeal (Ellen, 2012). As a social networking site, Facebook provides people with the tools and opportunity to be of international communities that share opinions and contents and communicate directly with one another or to other large communities (Akpan et al., 2015).

However, a major challenge here is that the products advertised on these social media platforms (for example, Facebook) may not be same in quality or quantity as portrayed during adverts online (Facebook). This variation tends to minimize the possibility of online buyers to patronize products advertised online. More so, this may lead to increasing sales returns, as the products purchased may seem not to appeal well to user(s), differing in quality or quantity as against how it was initially portrayed in online adverts. This is also applicable in the case of Jumia and adverts of Jumia products under categories such as home & office, phones & tablets, health & beauty, electronics, computing, grocery, garden & outdoors, automobile, sporting goods, gaming, and baby products. Thus, this study intends to examine the influence of Facebook advertising on the patronage of Jumia products among residents in Warri, Delta State.

Objectives of the Study

The general objective of the study is to examine the influence of Facebook advertising on the patronage of Jumia products. However, the specific objectives of the study are:

1. To ascertain how effective Facebook advert is in promoting and creating awareness of products
2. To find out if Jumia Facebook adverts boost patronage of Jumia products
3. To determine whether Jumia Facebook adverts affect sales of advertised Jumia products

Research Questions

The following research questions were formulated from the objectives of the study thus:

1. How effective is Facebook advert in promoting and creating awareness of products?
2. Do Jumia Facebook adverts boost patronage of Jumia products?
3. To what extent do Jumia Facebook adverts affect sales of advertised Jumia products?

Conceptual Meaning of Facebook Advertisement

Facebook advertising is an incredible advertising system that uses a giant social network coupled with advanced technology to serve ads. It allows businesses to create catchy and well-designed ads and tailor them to a precisely targeted audience at a low cost. Facebook's advertising model functions on the ubiquitous "pay-per-click" model which has become the single biggest system for internet advertising. The reasons why PPC is important are also the same benefits of Facebook advertising: it's affordable, effective, and fast (Fahad, 2023).

Facebook Ads is the advertising platform of the social network Facebook that aims to promote products and services through publications or ads of text, image or video. It is a marketing channel widely used by companies due to its large audience (about 2,200 million people) and its great possibilities of segmentation. Its operation is simpler than that of search engine advertising, so it has become a tool widely used by small businesses looking for limited promotions geographically and over time. However, as with any digital marketing channel, it is more effective for an expert to design and monitor campaigns in Facebook Ads. There are several advertising formats on Facebook recommended to use depending on the objectives pursued by the advertiser (Neil, 2021). It is worthy to note that Facebook Ads are characterized by certain benefits and limitations.

Theoretical Framework

The Cognitive Response Theory was the theoretical framework on which this study was built. The cognitive response model of persuasion locates the most direct cause of persuasion in the self-talk of the persuasion target, rather than the content of the message. Anthony Greenwald first proposed the theory in 1968. The cognitive response theory is a theory postulating that attitude change occurs primarily as a function of people's evaluative responses to attitude-relevant information. Such responses include inferences generated about the information, assessments of its validity, and other evaluative reactions that may or may not be cognitive in nature (e.g., emotional responses). This theory holds that it is primarily the number and valence of these responses, rather than memory for the information itself, that determines the magnitude and duration of attitude change (Kenrick et al, 2009).

Research supporting the model shows that persuasion is powerfully affected by the amount of self-talk that occurs in response to a message. The cognitive response model suggests that effective messages should take into account factors that are likely to enhance positive cognitive responses to the receivers. Counterarguments, in contrast, are negative cognitive responses that prohibit persuasion. Factors that reduce counterarguments include communicator expertise and insufficient time and ability to formulate counterarguments. Such tactics are often used in interrogations (Eagly and Chaiken, 1993). The implication of the cognitive response model to this study suggests that effective messages (Facebook adverts) should take into account factors that are likely to enhance positive cognitive responses to the receivers. To this effect, the Jumia Facebook adverts tends to alter the level of patronage of the advertised Jumia products. Thus, the Facebook advertisements will enlighten its target online audience (Warri residents) on the availability of Jumia products, thereby increasing the level of sales and patronage of Jumia advertised products.

Methodology

The research design used in this project was the descriptive survey research design. The population size was put at 536,023 and constitute residents in Warri Metropolis who were 18years and above. The sample size of 120 was gotten from the population of the study in such a way that it will be a representative of four chosen areas in Warri metropolis which are: Deco Road, Ubeji Road, Edjeba Road and Ajamimogha Road. In order for the sample to adequately represent the population and to enable the researcher draw a valid conclusion based on the sample studied, the simple random sampling method was used by the researcher. In this case, selected members of the public (residents of Warri metropolis) were randomly selected for the study. The major instrument of data collection used in this research study was questionnaire with the title 'Influence of Facebook Advertising on the Patronage of Jumia Products'. The questionnaire covered all related areas and contained different types of questions in order to create varieties that may interest the respondents so as to elicit relevant data of this study. The data collected was presented in a tabulated form in order to enable the researcher determine the results. Data collected was analyzed by use of simple percentage analysis.

Results

The researcher administered 120 copies of the questionnaire to the respondents, only 100 were retrieved and used as basis of analysis for this study.

Table 1: Warri residents are familiar with Jumia Facebook adverts

Responses	No of Respondents	Percentage (%)
Strongly agree	30	30
Agree	25	25
Undecided	10	10
Disagree	15	15
Strongly Disagree	20	20
Total	100	100

From the table above, it shows that 30(30%) strongly agree that Warri residents are familiar with Jumia Facebook adverts, 25(25%) agree, 10(10%) are undecided, 15(15%) disagree while 20(20%) strongly disagree. This table shows that majority of the respondents (30%) strongly agree that residents of Warri are familiar with Jumia Facebook adverts.

Table 2: Jumia Facebook advert affects sales returns of advertised Jumia product

Responses	No of Respondents	Percentage (%)
Strongly agree	40	40
Agree	45	45
Undecided	-	-
Disagree	10	10
Strongly Disagree	5	5
Total	100	100

From the table above, it shows that 40(40%) strongly agree that Jumia Facebook advert affects sales returns of advertised Jumia product, 45(45%) agree, 10(10%) disagree, while 5(5%) strongly disagree. This table shows that majority of the respondents (45%) agree that Jumia Facebook adverts affects sales returns of advertised Jumia products.

Table 3: Warri residents develop positive buying behaviour towards Jumia products as a result of Jumia Facebook adverts

Responses	No of Respondents	Percentage (%)
Strongly agree	27	27
Agree	39	39
Undecided	5	5
Disagree	19	19
Strongly Disagree	10	10
Total	100	100

From the table above, it shows that 27(27%) strongly agree that Warri residents develop positive buying behaviour towards Jumia products as a result of Jumia Facebook adverts, 39(39%) agree, 5(5%) are undecided, 19(19%) disagree while 10(10%) strongly disagree. This table shows that majority of the respondents (39%) are of the opinion that Warri residents develop positive buying behaviour towards Jumia products as a result of Jumia Facebook adverts.

Table 4: Jumia Facebook adverts has influence on the level of patronage of Jumia products amongst Warri residents

Responses	No of Respondents	Percentage (%)
Strongly agree	21	21
Agree	28	28
Undecided	2	2
Disagree	32	32
Strongly Disagree	17	17
Total	100	100

From the table above, it shows that 21(21%) of the total respondents strongly agree that Jumia Facebook adverts has influence on the level of patronage of Jumia products amongst Warri residents, 28(28%) agree, 2(2%) are undecided, 32(32%) disagree while 17(17%) strongly disagree. This table shows that majority of the respondents (32%) disagree with the notion that Jumia Facebook adverts has influence on the level of patronage of Jumia products amongst Warri residents.

Table 5: Jumia Facebook adverts is a formidable tool for creating awareness of the various Jumia products amongst Warri residents

Responses	No of Respondents	Percentage (%)
Strongly agree	23	23
Agree	30	30
Undecided	12	12
Disagree	16	16
Strongly Disagree	19	19
Total	100	100

From the table above, it shows that 23(23%) of the total respondents strongly agree that Jumia Facebook adverts is a formidable tool for creating awareness of the various Jumia products amongst Warri residents, 30(30%) agree, 12(12%) are undecided, 16(16%) disagree, while 19(19%) strongly disagree. This table shows that majority of the respondents (30%) agree that Jumia Facebook adverts is a formidable tool for creating awareness of the various Jumia products amongst Warri residents.

Table 6: Jumia Facebook adverts provides current information on available Jumia products

Responses	No of Respondents	Percentage (%)
Strongly agree	40	40
Agree	45	45
Undecided	5	5
Disagree	5	5
Strongly Disagree	5	5
Total	100	100

From the table above, it shows that 40(40%) strongly agree that Warri residents feel that Jumia Facebook adverts provides current information on available Jumia products, 45(45%) agree, 5(5%) are undecided, 5(5%) disagree while another 5(5%) strongly disagree. This table shows that majority of the respondents (45%) are in support of the opinion that Jumia Facebook adverts provides current information on available Jumia products.

Table 7: Warri residents patronize Jumia products due to Jumia Facebook adverts seen on social media platforms

Responses	No of Respondents	Percentage (%)
Strongly agree	32	32
Agree	38	38
Undecided	8	8
Disagree	10	10
Strongly Disagree	12	12
Total	100	100

From the table above, it shows that 32(32%) strongly agree that Warri residents patronize Jumia products due to Jumia Facebook adverts seen on social media platforms, 38(38%) agree, 8(8%) are undecided, 10(10%) disagree while 12(12%) strongly disagree. This table shows that majority of the respondents (38%) agree that Warri residents patronize Jumia products due to Jumia Facebook adverts seen on social media platforms.

Table 8: Jumia Facebook adverts on social media platforms increases the sales of the advertised products

Responses	No of Respondents	Percentage (%)
Strongly agree	40	40
Agree	45	45
Undecided	-	-
Disagree	10	10
Strongly Disagree	5	5
Total	100	100

From the table above, it shows that 40(40%) strongly agree that Jumia Facebook adverts on social media platforms increases the sales of the advertised products, 45(45%) agree, 10(10%) disagree, while 5(5%) strongly disagree. This table shows that majority of the respondents (45%) agree that Jumia Facebook adverts on social media platforms increases the sales of the advertised products.

Discussion of Findings

Findings from table 1 revealed that majority of the residents of Warri are familiar with Jumia Facebook adverts and must have come across these adverts while on Facebook. Findings from study by Akpan et al. (2015) agrees with findings from the study in which it was asserted that a majority of the respondent's access advertisements on Facebook and see them as being targeted at the youths. Another supporting study done by Christian et al. (2024) agrees with the present study which opined that social media like Facebook, Twitter, Instagram, YouTube, and WhatsApp have been increasing day by day and the acceptance rate has been on the increase. Aligwe et al. (2017) asserted that knowledge of online advertising and purchases among social media users in South-East, Nigeria, is related to their use of social networking platforms and the level of knowledge about online advertising among social media users in South-East, Nigeria is not significantly related to their patronage of advertised products.

The findings from table 2 show that majority of the respondents are of the opinion that Jumia Facebook adverts affects sales returns. This aligns with findings from Okolo et al. (2018) who highlighted that online advertising has no significant influence on consumer brand recall. Another supporting study conducted in Okorie et al. (2020) revealed that the level of awareness of online marketing, the factors that influence online shopping behavior of consumers, the level of patronage of the online stores and the degrees of challenging faced by online customers of Jumia and Konga, used to influence online marketing of Jumia and Konga on Consumer Purchasing Behaviour.

Findings from table 3 revealed that majority of the respondents within Warri metropolis opined that they do not develop positive buying behaviour towards Jumia products as a result of Jumia Facebook adverts. This disagrees with study done by Chandwani and Bhome (2018) who asserted that consumers have moved away significantly from the traditional method of advertising to social media adverts as they are currently more interested in social advertising. Customers are more comfortable with social media because it brings about brand awareness and brand image can be endorsed on that platform. Another study done by Ellen (2012) showed that social media marketing enables companies to achieve a better understanding of customer needs in order to build effective relationships. Another study by Moriarty et al (2009) opined that "social networking sites are so attractive and appealing to marketers because they engage the power of relationships as a result, network members are more likely to respond to message on the sites, including advertisements, if they are effective at becoming part of the social context. Marketers are interested because these relationships also are influential in consumer decision making".

From table 4, it was revealed that Jumia Facebook adverts do not really have great influence on the level of patronage of Jumia products amongst Warri residents. This is consistent with study done by Ellen (2012) who insisted that social media advertising had a significant positive effect on customer patronage of cosmetics in Detroit. Another study done by Christian et al. (2024) do not align with studies from the present study. It was opined that there is no significant relationship between Facebook marketing and consumer patronage of fast foods in Calabar Metropolis; also, there is no significant relationship between Instagram marketing and consumer patronage of fast foods in Calabar Metropolis; that there is significant relationship between YouTube marketing and consumer patronage of fast foods in Calabar Metropolis; specifically, that there is significant relationship between WhatsApp marketing and consumer patronage of fast foods in Calabar Metropolis.

From table 5, it was shown that Jumia Facebook adverts is a formidable tool for creating awareness of the various Jumia products amongst Warri residents. This finding is consistent with Okolo et al. (2018) that asserted that online advertising significantly influences customers brand awareness. Another study done by Isreal and Oguche (2018) asserted that there is a relationship among perception, knowledge and advertising based on social media message by students of Kogi State University Anyigba. Findings from the present study is consistent with findings from study done by Ellen (2021) who highlighted that while considering the various advantages of social media adverts, business organizations all over the world are now harnessing social media platforms like Facebook, WhatsApp, Twitter, Instagram, YouTube, and micro blogs to advertize their products and services to intended targets.

From table 6 shows that Jumia online adverts help in providing current information on available Jumia products. This aligns with study done by Ellen (2012) who asserted that the advantage for advertisers is that their advertisements can reach people who are interested in the product or service, while the advantage for users is that they can see advertisements that appeal to them. Another study carried out by Can and Kaya (2016) opined that Facebook advertising is the principal component of integrated marketing communications that bring information about a product, service or brand to the target and/or mass media audience. Another study by Okorie et al. (2020) in agreement with the present study, asserted that the objectives of advertising, include: to inform target market about any pertinent information, to build interest in new products, new technology, and new companies, to be a constant reminder to customers.

Table 7 portrayed that Warri residents patronize Jumia products due to Jumia Facebook adverts seen on social media platforms. This finding tallies with those of Jimada (2018) who iterated that there is significant difference in the perception of consumers towards online fast food shopping. Advertising on Facebook and Twitter messages influence consumer patronage (Okolo et al., 2018). Also, Nyekwere et al. (2013) observed that goods and services advertised on social media attract huge consumer patronage. A different study conducted by Chukwu and Ifediora (2014) revealed that social media (Facebook and Twitter messages) influenced consumer patronage of online shops significantly.

Result from table 8 showed that Jumia Facebook adverts on social media platforms increases the sales of the advertised products. A study done by Christian et al. (2024) agrees with those of the present study. The study revealed that using social media offers opportunities for businesses because of the significant user base and because social media supports interaction with consumers, employees, and other stakeholders versus traditional media, which is one-way communication. Another study done by Gangadharbatla (2008) argues that Facebook is funded by sales of advertisement specially targeted to the person.

Conclusion

Social media marketing is considered one of the effective ways of promoting business, and when it is on popular social media platforms, Facebook is widely used. It is not just a saying that Facebook is the most popular social networking platform. Facebook has become a powerful advertising platform for businesses. From the statistics as well, we get clear evidence of the accuracy of what is claimed. Among the social media platforms, Facebook was the first to cross one billion registered accounts and it has currently over 2.89 billion monthly active users. Facebook's daily active user count increased a little from the first quarter of 2022 to 1.96 billion during the second. There is plenty of statistical data standing as clear evidence of the popularity of Facebook. Small businesses are choosing Facebook and advertisers actively using it to promote their businesses.

In order to maximize market share, a business must take its advertising to the next level and move into commercials on social media platforms. Commercials on social media platforms are used to spark interest in a product or service; without advertisement, the majority of companies, products and services would not maximize their ability to reach mass markets. To globalize a product or to demonstrate a strong market presence, companies will pay for advertising space to effectively reveal their products or services to the general public. In conclusion, the Jumia Facebook adverts prompts high patronage of the advertised products.

Recommendations

From the study undergone, the researcher therefore proffers these recommendations as follows:

1. Advertisers and marketers of brands of products should adopt a holistic approach while designing their advertising campaigns. Online and conventional media types should be used in their campaigns.
2. Adequate research efforts should be carried out by advertisers and owners of brands of products to determine appropriate media types to use, and online websites which they can use to expose their brands of products to their potential users.
3. Besides advertising through their own websites, advertisers can also carry out campaigns on popular blogs and online publications for adequate exposure and reach to the diverse users of the Internet.

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