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Determinants of Social Media Acceptance for Advertising Commercial Contents in South-western Nigeria

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Abstract:

The study analysed the factors responsible for the acceptance of social media in South-western Nigeria, such as receiving advertisement messages. It examined the variables of respondents that enhanced favourable disposition to using social media advertisement. Primary data were gathered with a structured questionnaire. The methodology used was a multi-stage sampling technique for the respondents in the study area. The results were extracted from 600 copies of fully filled questionnaires by respondents who were residents of the study locations. Both descriptive and inferential statistics were used to provide answers to the objectives and hypotheses of the research. The results from the study indicated that those who are favourably disposed to social media advertisements are young, high-income earners and the majority are female. The t-test analyses for the comparison of means for three ratio variables of respondents were significant for age ($t=2.295$; $p=0.022$), family size ($t=4.620$; $p=0.020$), and income ($t=9.202$, $p=0.000$). Three other characteristics measured on the nominal scale were tested with chi-square, and all were significant: gender $\chi^2=5.963$; $p=0.015$, education ($\chi^2=35.942$; $p=0.000$), and economic status ($\chi^2=13.976$, $p=0.003$). Binary logistic regression analyses with six variables (age, family size, gender, income, permission, and feeling) were the variables considered, and all were significant at $p<0.05$ in influencing the acceptance of social media advertisements. The research concluded that social media advertisement is a straight-to-target means of advertisement that has gained ground in Nigeria. This was supported by the fact that 77% of respondents had accepted social media advertisements for now, and there is a greater potential of being accepted by most people to enhance their marketing transactions and shopping behaviour. By way of recommendation, efforts should be geared towards improvement to facilitate extensive usage.

Keywords: Degrees of freedom, Fad, On-the-spot, Orchestrating, Shelf list, Up-to-date

1. Introduction

No technology in the evolution of mankind has been so close to man as much as mobile phones. It is this attribute that is being exploited by marketers and advertisers to reach out product offerings to their potential customers. Most product brands obey the typical bell-shaped product life cycle (PLC) curve that is identical to the normal distribution. However, models are short-lived, presenting their curve like an inverted letter 'v' that is typical of fad that manifests on the shelf space in a limited time frame, get adopted quickly and disappear in no time owing to continuous improvement in technology. This calls for the quickest means of decongesting product inventory into the vault of potential customers through sales. This is a strategy that can ensure that marketers recoup their huge investment in their product development efforts on time. The technology of mobile phones was first launched in Nigeria in July 2001. Since the time of its introduction in Nigeria, its spread has been very dramatic and has approached complete use by all. Development in the advertisement industry has moved in line with the development in technology development. This has resulted in new forms and strategies for deploying advertisements to target markets. The aim of the advertisement is to reach out and remind customers of an offer. Netsie (2007), the author, concluded that the extent of diffusion of mobile phones in most of Asia and the world is close to 100%. This is leading to developments of innovation across the globe in a way that has never been in the history of innovation.

The evolution of mobile phones has brought almost everybody together at any time and at any place (Marez et al., 2007). Irrespective of the simplicity or complexity of functions on any mobile phone, the ability to send and receive social media messages is unimpaired. Among the many social media platforms used for advertising commercial content are WhatsApp, Facebook, Twitter, and Instagram. From the foregoing, it can be observed that businesses currently perform

their functions in a way that is known by regular change and a high level of completion due to globalisation. On this note, different companies are targeting closer cooperation between their advertisement content and the market through the use of social media handles. While advertisement messages can be sent unwillingly, their reach to the target audience cannot be doubted, resulting in product recall if needed and eventually enhancing business revenue (Lee et al., 2007). Advertisements are a substitute for accessing buyers in a more modest and relationship-laden form, thereby enhancing a robust and personalised alliance with buyers (Altuna & Konuk, 2009). In the work of Zyman and Brott (2002), market dynamics in advertisement have strongly evolved, and customers now have multiple choice options on their shelf list with regard to products and services offered. This calls for the concerned business entity to become proactive in its approach to media coverage and remain very competitive through increased sales volume. This they do through the use of on-the-spot delivery means of advertisement such as social media marketing to reach out their offerings to the targeted market. Social media marketing goes beyond conventional advertisement as it enhances personalised, diffused, and public communication approaches. At the same time, the technology used in social media communication that gives access to personalised communication with the targeted audience keeps developing every time.

Previous studies from developed economies about this approach to communication indicated that its use is possible to incite responses that are so high to the tune of 40%. This is significant compared to a 3% response from direct mail and as low as 1% with internet banner advertisements (Jelassi & Enders, 2004). Looking at this special innovation, the advertisement industry is gradually enhancing the deployment of advertisements through mobile phones. This is done through the different applications that are used with mobile phones. Almost all forms of mobile phones now have facilities well above voice communications, which is now an advantage for advertisers and marketers to reach their markets so easily. Worldwide brands such as Coca-Cola have come to understand the significance of social media advertising and have implemented it into their advertisement communications mix (Sultan & Rohm, 2005). In Nigeria, variety stores, supermarkets and a host of other business ventures have resulted to sending social media messages to customers via their profile deducted on first contact to inform them of up-to-date inventories and new arrivals awaiting purchase. The significance of social media advertisement can also be deduced from its use in social relations as employees in the common workplace invite each other for programmes such as weddings, funerals, housewarming and birthdays. Likewise, invitations to meetings, interviews and other formal communications are occasionally communicated through social media handles to the concerned. Despite this scenario, its acceptance in the face of Nigerians needs detailed examination from a research viewpoint, hence this study.

1.1. Research Question

Arising from the above is the following research question:

- Is there any significant difference between the socio-economic characteristics of respondents who are favourably disposed to social media advertisement and those who are not?

1.2. Objective of the Study

The study's main objective is to examine social media and Nigerians' acceptance of advertising.

1.3. Hypothesis of the Study

The study hypothesises that there is no significant difference in the socio-economic characteristics of respondents who are favourably disposed to receive social media advertisements and those who are not.

2. Literature Review

Advertisement has been traditionally defined as a unidirectional communication from source to receiver without the possibility of feedback. This is a major drawback upon which social media has mediated. The receivers of the advertisement messages now have the prerogative to respond to the social media content to reach out to the company or send the company feedback. Thus, social media advertisement is friendlier and more specific to the recipient than the conventional form of advertisement. Nan and Faber (2004) attempted their study to evaluate the key elements to know what attributes make social media advertisement a different approach from traditional advertising and how these can be complemented in their study. The researchers concluded in their work that advertising has at least four components: consumer scepticism, repetition, message coordination, and a cluttered and competing environment that differentiates advertising from other forms of communication. Consumer scepticism attempts to study how customers try to understand advertisers' motives, approaches, and styles and thus learn not to believe all advertising. Advertising is highly repetitive in nature, and studies have shown that a consumer needs to see the advertisement several times before it may incite his/her decision-making process. Advertising information is becoming more and more congested since the volume of advertising messages, in general, has increased, and so has the number of competing brands on the shelf space, thus causing congestion. This accounts for why advertisers are searching for alternative media (such as social media) to arrest customer interest by avoiding congestion. In addition, there are also explanations and descriptions that emphasise the features that make social media advertising different from traditional forms of advertising. For example, Barwise and Strong (2002) focused on the flexibility and real-time nature and the fact that the small screens of phones restrict the length and size of the message. Barnes (2002) orchestrates the interactive nature of social media advertising wherein the respondents might respond as soon as possible upon receiving the message. Yuan and Tsao (2003) emphasised the ability to personalise the message to fit respondents' social profiles. These features are allowed by the platform upon which the messages are being sent. In other words, social media devices and telecommunication platforms and infrastructures serve the purpose of information exchange. This is because, in today's world, people have established a bond with their mobile

phones (Lewis & Bridger, 2000). Mobile phones are always taken along with them everywhere they go and are kept within the reach of their owners. Hence, the concept of the closest companion to man among all forms of technology developed by man.

Graham's (2001) study of mobile phone advertising concluded that 60% of those interviewed had an interest in receiving social media advertisements, and this makes them more familiar with their choice brands for the advertised product. According to their study, 84% concluded that they would recommend such a service to friends, and 63% also concluded that they already replied or taken action due to receiving the advertisement. The authors emphasised the relevance of social media content as relevant to encourage people to take action. In conclusion, the authors indicated that social media advertisement was more favourable to consumers. According to Enpocket (2002) reports, 94% of respondents read social media advertisement messages, and 23% of them extended the messages to friends. Rettie et al. (2005) analysed the acceptance of social media advertisements. Their study concluded that acceptance of social media advertisements was 44 percent. Rettie et al. concluded that interest and relevance were among the main reasons that encouraged consumers' acceptance. Carroll et al. (2007) find that permission, control, content, delivery, and wireless service providers' control are the main features behind consumers' acceptance of social media advertising.

Tsang et al. (2004) concluded that respondents frown at receiving social media advertisements without permission because they regarded such actions as unpleasant behaviour. However, respondents claimed that their behaviour would be positive if the advertisements were sent with previously granted permission. Rettie and Burm (2001) report that 90% of people found it unacceptable to receive social media advertisements from sources that they do not know, while 49% found it acceptable to receive from internet service providers they had subscribed to. Since the national culture significantly differs from country to country, this study intends to investigate the attributes of respondents that are favourably disposed to social media advertisement from the Nigerian perspective.

3. Methodology

The study took place in some major cities in the south-western geopolitical zone of Nigeria using the survey method. The effectiveness of the study in industrial and business locations like the cities and towns of the South-western part of Nigeria attests to the richness of the result generated because of its commercial, economic, and industrial concentration. Original data were collected through the administration of a questionnaire to respondents. The purpose of the survey was to collect opinions about the attitudes and perceptions of respondents towards social media advertisements. Both closed-ended and open-ended questions were included in the instrument. The close-ended questions included statements on a five-point Likert scale (Strongly (disagree, Disagree, Disagree, Undecided, Agree and Strongly Agree); (Yes, No) or options on a ratio scale such as age. Targeted respondents were made up of varied categories of people like businessmen, people in public service, and students. The sampling technique through the convenience method was used to gather data from respondents. A total of 600 respondents were selected for this study.

4. Results and Discussions

Most social science researchers have always established their underpinning on the personal characteristics of respondents. In essence, they are mainly household/microeconomic studies on which macroeconomic studies and decisions are hinged. Various socio-economic characteristics of respondents applicable to this study are presented and discussed below. The first category concerns data measured on the nominal scale, while the second category concerns data measured on the ratio scale.

4.1. Use Classifications of Respondents

We attempted to summarise the data based on the degree of use of social media applications. Four major social media applications were identified as being used by respondents: WhatsApp, Facebook, Twitter, and Instagram. In order to model favourable disposition in this study, we focused on those respondents who used all four. Along this line, we omitted respondents who only use one or more combinations of the four listed social media applications. Table 1 summarises the level of use of these social media applications.

4.2. Descriptive Statistics about Nominal Characteristics of Respondents

Gender classification is a natural demarcation. The outcome of this analysis indicated that both gender categories were fairly equally represented. Males accounted for 59.5%, and female representation was 40.5%, as presented in table 2. For the category that was favourably disposed to social media advertisement, male representation was higher. This category had more than 63% males, while less than 37% were females. Work status in this work was taken to mean classification on the basis of respondents' income-earning capacity and workplace decision-making power. This is clearly presented in table 2. The result presented respondents on the basis of whether they are dependents or independents. Four categories were identified in this study: students, paid employees, self-employed, and full housewives. A more compact classification might put full housewives and students into one group. This is because both categories may be taken to be dependents as they are wholly dependent on some other members of their homes for upkeep and economic survival. The majority of respondents in this study (68.50%) were salary earners, while the self-employed category was responsible for 12.33%, as depicted in table 2. Although the salary earner category maintains the lead in the proportion of respondents in the two categories (pooled and favourably disposed), the value of these statistics was slightly lower in the favourably disposed category relative to the pooled sample. This can be seen as 68.50%, which decreased slightly to 60.64%. However, other intervals within the favourably disposed category recorded an upward proportion in representation when compared with the pooled sample. The third variable under data classification in this study measured on the nominal scale

was education. The analysis showed that almost 80% of respondents were graduate, graduate equivalent and post-graduate qualifications. In terms of the adoption of mobile phone advertisement, the result was that the more the educational qualification of respondents, the less the favourable disposition towards mobile phone advertisement acceptance decision, as indicated in table 2.

4.3. Descriptive Statistics about Ratio Characteristics of Respondents

This study measured the monthly income earned by respondents in their day-to-day endeavours. This is because income is a strong determinant of the buying and shopping behaviour of people. Without money, purchases will be on the low ebb, and the urge to respond to any form of advertisement will also be zero. From this study, most of the respondents (44.67%) were found within the income range (₦240,000- ₦310,000), as depicted in table 3. This income range was also the interval where the mean income (₦272,104) of all respondents was found. The other two class intervals below the mean class interval were approximately equally distributed, around 10% each, as depicted in table 3. The income range on the upper side of the mean was slightly higher in representation compared to the interval at the lower side of the median income. It, however, recorded 18% representation as in table 3. By comparing the favourably disposed group of respondents to see if this group distinctly stands out from the pooled sample, the result indicated that the favourably disposed category of respondents had, on average, approximately 16% more income compared to the pooled sample, i.e. from (₦272,104) to (₦315,129). In terms of comparing the individual class intervals, the analyses indicated that higher income was positive in disposition towards social media advertisement acceptance, while lower-income led to a reduction in unfavourable disposition towards social media advertisement acceptance. The mean age of respondents in this study corresponded to 31.26 years. The age bracket 25 years to 35 years accounted for more than 58% of respondents, as presented in table 3. For the category that was favourably disposed to mobile phone advertisement, the mean age was also found to be 60.54. The interval that contained these attributes in the pooled sample also translated to the interval that contained these same statistics in the favourably disposed category. However, this characteristic was slightly lower in value, with the value being 30.54 years.

This result is in line with Dickinger et al. (2004), who state that young people are heavy users of mobile services. For them, mobile devices have become as much of a fashion accessory as they are a communication device (Robins, 2003). A proportion of the respondents were found in the age bracket of 25 years and below, with the proportion rising from 17% in the pooled sample to 19.15% in the favourably disposed category. Respondents in the age range 26 years to 35 years also recorded an increase in the proportion that favoured mobile advertisement, with the increase being from 58.1% in the pooled sample to 60.28% in the favourably disposed sample, as it is in table 3. The other two age intervals both recorded a decrease in the proportions of their membership, from 22.7% to 18.44% for the age range 36 years to 45 years and from 3.83% to 2.13% for the age 46 years and above. Thus, the result supports the fact that age increases led to a reduction in favourable disposition to social media advertisement acceptance in Nigeria. Household size: The most predominant view of family is a married heterosexual couple. In most studies, the presence of children was critical to many of the respondents' views of family. From this study, family size ranged from one person (bachelors/spinsters) to eight people. The average family size for the study was 4.62 people, as shown in table 3. This result was in line with that of Caldwell and Caldwell (1987), who estimated family size in sub-Saharan Africa to be 4.45 people. The range accommodating the average family size in this study accounted for 55% of respondents. Next in order of importance by representation is the family size with slightly higher membership (6 people and above). This range accounted for 30% of respondents in this study. The remaining 15% of the respondents were single (bachelors and spinsters) or young couples. A comparison of the favourably disposed sample with the pooled statistics indicated that the same modal value as it was in the pooled statistics was also the modal value but with more representation in the class interval with the modal value. The proportion for this class interval (59.93%) is indicated in table 3. The mean and median were also identified to occur for this class of respondents as they were for the overall sample. With the further comparison of members that are favourably disposed to social media advertisement class against the pooled statistics, the result indicated that with an increase in family size, the favourable disposition diminishes. This is to say that lower family membership favoured a positive disposition to social media advertisement. This can be viewed from table 3, where all family sizes below the modal class recorded an increase in their proportion.

Number of Applications Being Used	Frequency	
	Absolute*	Relative (%)
Only one	521	83.8
Two	465	77.5
Three	384	64.0
All four	282	47.0

Table 1: Level of Use of the Indicated Social Media Applications by Respondents

Source: Field Survey, 2023

*= Multiple Response

Data Category	Data Classification	Frequency Pooled Sample (n=600). Favourably Disposed Sample (n=282)	
		Parentheses are for the favourably disposed respondents	
		Absolute	Relative (%)
Gender	Male	357 (180)	59.5 (63.83)
	Female	243 (102)	40.5 (36.17)
Work status	Students	96 (60)	16.00 (21.28)
	Salary earners	411 (171)	68.50 (60.64)
	Self-employed	74 (39)	12.33 (13.83)
	Full housewife	19 (12)	3.17 (4.26)
Education	Secondary	48 (27)	8.00 (9.57)
	NCE/ND	86 (62)	14.33 (21.99)
	HND/Graduate	388 (169)	64.67 (59.93)
	Postgraduate	78 (24)	13.00 (8.51)

Table 2: Socio-Economic Characteristics of Respondents (Nominal Variables)
Source: Field Survey, 2023

Data Category	Data Classification	Frequency Pooled Sample (n=600). Favourably Disposed Sample (n=282)	
		Parentheses are for the favourably disposed respondents	
		Absolute	Relative (%)
Income range (₦)	≤ 30,000	69 (9)	11.50 (3.19)
	30,000-170,000	58 (23)	9.67 (8.16)
	170,000-240,000	97 (31)	16.17 (10.99)
	240,000-310,000	268 (144)	44.67 (51.06)
	>310,000	108 (75)	18.00 (26.60)
Age (years)	< 25	102 (54)	17.00 (19.15)
	25-35	339 (170)	58.10 (60.28)
	36-45	136 (52)	22.70 (18.44)
	> 45	22 (6)	3.83 (2.13)
Household size (no.)	Bachelor/spinster	39 (27)	6.50 (9.57)
	Young couple	51 (21)	8.50 (7.45)
	3-5	330 (169)	55.00 (59.93)
	6 and more	180 (65)	30.00 (23.05)

Table 3: Socio-Economic Characteristics of Respondents (Ratio Variables)
Source: Field Survey, 2023

4.4. Effect of Respondents' Socio-economic Characteristics on Intention to Accept Social Media Advertisement

The influence of individual-specific characteristics (socio-economic characteristics) was considered in this analysis. The model used was a binary logistic regression. This was because the dependent variable (decision to favour social media advertisement was measured as a dummy variable). The independent variables considered were the three nominal variables earlier analysed (age, household size, and income), two attitude variables (permission and feeling) and one nominal variable measured earlier (gender). All the six variables, gender, household size, income, permission, age, and feeling (GHIPAF), were significant at the 5% level and were thus explained in sequence. The result about the influence of gender towards acceptance of social media advertisement was significant but with an inverse relationship to the dependent variable. The meaning here is that the target group (favourably disposed to social media advertisement) tend to have more of those coded "0" (females) than those coded "1" (males), as presented in table 4. This may be explained on the following three grounds: Household purchase decision studies concluded on the relative roles that members play in buying. On this note, purchase is higher for the spouse who is more involved in a purchase than the partner (Qualls, 1987). This is applicable in all product categories. Additionally, it explains why the husband is more dominant in the purchase of products like homes, automobiles and other products in the complex buying category. It may also mean that men are saddled with the responsibility of making money for the family while women are financially equipped to spend the money on and for the needs of the home. One of the avenues through which the wife can get products and services for the comfort of the home is through social media advertisements. This accounts for why more women (those coded "0") are obtainable from our analysis. The second explanation is based on work structures in current corporate and formal organisations, which are time and energy, and that is not in line with what it takes to raise a family. Since women take custody of children

in most of the single-parent households during the children's growth stage, and simultaneously, women are responsible for the most parenting obligations in most two-parent households, they thereby become unqualified or fall short of appointment into job placements by many employers.

Likewise, applicants for job placements can be grouped into evolutionary and psychological categories, which is the idea that explains why women are underrepresented in job placement. Men and women are simply different; men operate in a very competitive environment, while women prefer a secure and less challenging environment. This responsibility considers the role that testosterone plays in the body system of men and the role oxytocin plays in the body system of women. Another important cause of female underrepresentation in workplaces is what is termed the glass ceiling phenomenon, which focuses on preference for men, where employers tend to associate male characteristics with job placement. It can be concluded that with a marginalised female placement in job places, females tend to have enough time to them compared to men. This scenario, together with improved education for the girl child, will lead to a higher response to technology and innovation consumption as is needed for social media interaction. The third explanation here is to infer that social media advertisements are strictly for simple and inexpensive consumable home products and items that are strictly on women's shopping lists. The non-inclusion of products where male purchases are dominant might, as a matter of fact, marginalise male use tendency. When household size was considered an influence on the acceptance of social media advertisements, it was found that the higher the number of people that constitute a family, the more frequent the shopping decision is expected to occur. This is because planning becomes more difficult as identifying and remembering the needs and desires of each member becomes more difficult. This should lead to a greater chance of social media advertisement acceptance because various models of a product of the same brand are frequently made available. While this variable was significant in the acceptance behaviour of respondents towards social media advertisement, it was contrary to a priori expectation in that the variable was observed to be negatively related to the target group variable (social media advertisement acceptors), table 4. This implied that respondents with more family members have a lower propensity to adopt social media advertisements. This may stem from economic reasons, such as more-membered households having a higher income depletion relative to low-membered households, holding all other factors constant. In this line, a once-and-for-all 'erosion' of income generated by the household head would have taken place, especially if the working members of the family were low in number.

The consequence of the urge to respond to incitements by advertisers to new products and new arrivals by way of social media advertisement would be on the low ebb. This is because the possibility of backing up such a response by demand will be very low if not zero. It may also mean that a large-membered family still have the majority of members in the dependent category that require more attention in the upbringing stage of life as it is in nursing and raising infants or in the case of adults who majorly need medical attention. The competition with time due to caring for the various needs of these little fragile members of the homes and adults may also present a low response to social media advertisement messages observed for this variable, as depicted in table 4. From this study, it was observed that as income increases, the acceptance of social media advertisements decreases. However, increased family income is expected to lead to more buying and, thus, a high incidence of shopping. The outcome of this study implies that aggregate shopping that is expected to grow with the income levels and diversify in terms of the objects of consumption is rather declining with composition moving towards mono product. This may be because households with higher incomes also have higher competition for time because of workplace requirements, thus making them unwilling to spend time on purchase trips.

This then leads to a reduced frequency of shopping trips. Another inference that can be deduced is that men, who are mostly the principal income earners, might be at the active stage of involvement in the purchase decisions of the family. Their involvement in products like housing, cars, insurance, and long-term investments always requires one lump sum that may take away more than a decade of savings. With fully utilised household income, sensitivity to product range through social media is wiped off. Permission influence on the acceptance of social media advertisement was modelled in this study as the extent to which a respondent had given the go-ahead to advertisers to send them advertisement messages. It was responded to on a five-point Likert Scale, with figure "5" being strongly agreed while "1" represented strongly disagreed. All four modelled categories were significant at the 5% level. In contrast to the work of Tsang et al. (2004), where the authors concluded that permission was seen as a key driver of acceptance of mobile phone advertisement, the negative coefficients here imply that permission was not seen as any key factor in the decision to be favourably disposed to acceptance for social media advertisement as presented in table 4. It can, therefore, be concluded that random delivery of social media advertisement messages to mobile respondents leads to the favourable disposition that people have for social media advertisement content. Age as an influence on the acceptance of social media advertisement content model was found to be significantly important but negative to the acceptance behaviour of respondents to social media advertisement as presented in table 4. This is to say that for every unit increase in the age of respondents, there is a decrease in the propensity of social media advertisement acceptance, holding all other independent variables constant. This was in line with a priori expectation as older people (respondents) face a number of hurdles in adjusting to development in the technology and innovation world. Venkatesh et al. (2003) found the age effect to be negatively high for older workers in terms of willingness to adopt new IT products. Researchers have attributed such inverse relationship along age to be the result of difficulty by aged people in learning new things, health complexities, vision challenges, neck, hands, and spinal cord, as well as difficulty in processing complex stimuli and allocating attention to information (Plude & Hoyer, 1985). The fantasy is attributable to some instinct as it is in the use of mobile phones, and all the applications drop with age increases (Table 4). Likewise, as age increases, respondents are likely to have established leverage for how things are done. This may mean that some of the respondents would have contracted most of their needs in the hands of domestic servants or wards. Other people would consider alternatives like their wives and children for their purchase consideration. Age increase might have also construed the focus of respondents to workplace

challenges rather than purchase focus as is expected in the response to an advertisement. In general, feeling refers to the positive or negative cognitive dispositions that one person holds towards a referent. This research work indicated that the variable that modelled feeling was significant. The implication is that a positive cognitive disposition to an issue will have a favourable disposition on its acceptance (Table 4).

Variables	B	Df	Sig
Gender(1)	-.840	1	.000
Household size	-.187	1	.000
Income		4	
Income(1)	-1.948	1	.001
Income(2)	-3.390	1	.012
Income(3)	-1.901	1	.000
Income(4)	-1.012	1	.001
Permission		4	.000
Permission(1)	-2.514	1	.000
Permission(2)	-2.580	1	.000
Permission(3)	-2.273	1	.000
Permission(4)	-2.662	1	.000
Age	-.043	1	.002
Feeling		4	
Feeling(1)	1.748	1	.035
Feeling(2)	.586	1	.003
Feeling(3)	1.975	1	.000
Feeling(4)	.099	1	.031

Table 4: Factors Responsible for the Adoption of Social Media Advertisement
Source: Data Analysis

4.5. Test of Hypothesis

There is no significant difference between the socio-demographic characteristics of respondents who favoured social media advertisements and those that are not favourably disposed to social media advertisements. The identified socio-demographic characteristics were age, family size, income, education, gender, and work status. Different test statistics were employed to find answers to the hypothesis depending on the type of data available. The three variables, age, household size, and income, were data presented on a ratio scale, and a student t-test, which tests the difference between two means, was employed. The finding, as indicated in table 5, pointed out that there was a significant difference between the ages of respondents ($t=2.295$; $p=0.022$). Household size was also considered as another socio-demographic variable among the respondents. This variable was measured on a ratio scale. This study thereafter made use of a t-test to analyse the difference between these statistics. The result established that there existed a significant difference in the family size of respondents who favoured social media advertisement and those who did not favour it ($t=4.620$; $p=0.020$). The result can be seen as presented in table 5. Income was also measured on a ratio scale, and thus, the variable was analysed with t-test statistics, and the result ($t=9.202$; $p=0.000$) was significant, as presented in table 5. Other socio-demographic variables identified for this hypothesis test were gender, education, and work status. These variables were measured on the nominal scale, and this presents the use of Chi-square as the appropriate test statistic for decision-making. The result for gender comparison ($\chi^2=5.913$; $p=0.015$) was significantly different between respondents. Education was also analysed with the aid of chi-square statistics, with the result being ($\chi^2=35.942$; $p=0.000$). The result was a significant difference in terms of the educational attainment of respondents. Work status characteristics were also analysed in this segment using chi-square statistics. The result from the analysis, as presented in table 5, was ($\chi^2=13.976$; $p=0.003$). On the basis of significant differences among the six variables of respondents, the result rejects the null hypothesis that there is no significant difference in these statistics.

Socio-demographic Variables	Statistical Test	Result	P-value	Decision
Age	t-test	2.295	0.022	All Hypothesis rejected
Family size	t-test	4.620	0.020	
Income	t-test	9.202	0.000	
Gender	Chi-square	5.913	0.015	
Education	Chi-square	35.942	0.000	
Economic status	Chi-square	13.976	0.003	

Table 5: Test of Hypotheses

5. Conclusion

Social media advertisement is an established means of advertisement in Nigerian households. It is a communications tool which is applicable to all areas of marketing simple and inexpensive household consumables. It is a promising means of advertisement, and its awareness in Nigeria is not in contention; what is left is to design effective strategies towards its acceptance by the majority as a tool that can enhance customers' shopping behaviour. Efforts to get

this advertisement across to all Nigerians should be designed through the implementation of strategies that can erase the challenges. Marketers and advertisement agencies are, therefore, enjoined to carefully select targeted respondents on the basis of their socio-economic characteristics. This is because those who are favourably disposed to this means of advertisement are significantly different from those who do not show a favourable disposition towards it.

6. References

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