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# Effect of social media platforms on consumer online purchase intention: A study of consumers of online products in South East, Nigeria

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## Article Information

## Abstract

### Keywords

Social media platforms, Facebook, Instagram, TikTok, YouTube, consumer online purchase

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*This research investigated the effect of social media platforms on consumer online purchase intention in South East Nigeria. A descriptive survey research design was adopted for the study. Three hundred and fifty (350) respondents, which formed the sample size of the study, were determined using Topman's formula, and copies of a validated and reliable research instrument were administered to the respondents. The stated hypotheses were tested at a 5% level of significance using multiple regression analysis with the aid of the Statistical Package for Social Sciences (SPSS) version 23.0. The study found that Facebook, Instagram, and TikTok have a significant influence on consumer online purchase intention in South East Nigeria. However, the study revealed that (Twitter) X and YouTube do not have any significant effect on consumer online purchase intention in this region. The study recommends that businesses should invest in targeted advertising on Facebook, Instagram, and TikTok to capitalize on their proven influence on consumer purchase intentions. It further recommends that businesses should better understand the potential efficacy of (Twitter) X and YouTube, as these platforms convey messages about products and services at a glance and possess the capacity to enhance consumer online purchase intention in South East Nigeria.*

## Introduction

The internet has grown tremendously over the decades and has shaped and reshaped the communication methods of billions of individuals and businesses across the world (Gautam & Sharma, 2017). Its emergence in the 21st century gave rise to a myriad of digital platforms, including social media platforms such as Facebook, Twitter (X), Instagram, LinkedIn, YouTube, TikTok, WhatsApp, etc. (Kaur et al., 2021). According to Cheung et al. (2019), the existence of social media platforms has changed the narrative in the marketing environment, as firms now utilize social media platforms (e.g., Facebook, Twitter (X), Instagram, LinkedIn, YouTube, TikTok, WhatsApp) to influence, inform, persuade, and retain existing customers

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while attracting potential ones. Similarly, Rastogi (2021) notes an astronomical increase in the usage of these social media and virtual platforms in the daily communication of firms and individuals today. Businesses now adopt social media as their primary means of communication for marketing products and services, while individuals interact and share ideas through these platforms (Cheung et al., 2020).

Each social media platform has a distinct strategy for marketing success. For instance, LinkedIn is known for its newsletters, while Instagram offers three main posting features: feed, stories, and reels. With the rise of the internet and the widespread use of mobile devices, both consumers and firms are heavily engaged in these platforms, dedicating significant time to them, thereby enhancing communication (Hutter et al., 2013; Schivinski & Dabrowski, 2015; Islam et al., 2018). The constant presence of consumers on these platforms presents both opportunities and threats to marketers who rely on them as their main source for disseminating product and service information. Most consumers, through peer interactions on social media platforms, make rational purchase decisions (Hutter et al., 2013). Social media platforms, therefore, enable firms and individuals to maintain two-way communication and reduce the effort required to search for information, as it can be accessed almost instantaneously through mobile devices (Davis, 2010; Laroche et al., 2013). The impact of social media platforms on consumer purchase intention is substantial.

Furthermore, purchase intention is seen as a response to the urge to meet individual needs (Sudaryanto et al., 2022). It remains part of consumer behavior in relation to consumption. Purchase intention precedes the actual decision to make a purchase and is often influenced by a firm's promotional activities (Peter & Olson, 2010). Consumer purchase intention is triggered by exposure to stimuli, such as a product or service that can satisfy a need or want. Thus, consumers may develop an interest in trying a product or service before forming the final desire to purchase and take possession of it (Kotler & Keller, 2009).

However, to the best of the researcher's knowledge, limited research has been conducted on the effect of social media platforms on consumer purchase intention in Southeast Nigeria. The Southeast region is known for its high population density and considerable internet penetration, making it an ideal location for studying the effect of social media platforms on consumer online purchase intention. The region also hosts a diverse range of businesses, from small and medium-sized enterprises (SMEs) to multinational corporations, which adds to the significance of studying the effect of social media platforms on businesses of different sizes.

While previous studies have explored social media's impact on consumer behavior globally, there is a lack of research focusing specifically on Southeast Nigeria, a region with unique socio-economic dynamics. Consumers in this region, despite being exposed to electronic devices and social media platforms, often lack a full understanding of how to effectively use these devices for online transactions. Many still prefer traditional in-person purchases despite the convenience of ordering products online and receiving doorstep delivery. This study addresses this gap in the literature and contributes to the body of knowledge on social media platforms and consumer online purchase intention in Southeast Nigeria. The main objective of this study is to investigate the effect of social media platforms on consumer online purchase intention in Southeast Nigeria. Specifically, the study aims to examine the

influence of Facebook, Instagram, Twitter (X), YouTube, and TikTok on consumer online purchase intention in this region.

## **Literature Review**

This section of this paper has been organized under the conceptual review, conceptual framework and theoretical framework.

## **Conceptual Review**

### *Social Media*

Social media is enjoying huge popularity among consumers and businesses globally. This unprecedented popularity has effectively changed traditional business and marketing systems (Nambisan & Baron, 2007; Turban et al., 2010). Consumers and businesses are increasingly engaged in using social media platforms like Facebook, YouTube, Twitter (X), LinkedIn, Instagram, and TikTok, spending ample time on these platforms, which results in increased communication through social media (Hutter et al., 2013; Schivinski & Dabrowski, 2015; Islam et al., 2018). According to Ewanlen and Denis (2023), social media has a wide range of business applications. They further maintain that the advent of social media has significantly altered the tools and approaches for communicating with customers.

However, Xiang and Gretzel (2010) assert that social media enables organizations to create and disseminate information to educate consumers about their products and encourage patronage. Therefore, customers constantly use social media to engage in online activities, share information, and create content (Ewanlen & Denis, 2023). Trinet (2012) notes that numerous benefits can be attributed to social media, including brand promotion, robust customer engagement, improved recruiting techniques, employee engagement, cost-effectiveness, information sharing, feedback seeking, and thought leadership development. Adeola (2019) posits that social media platforms offer various opportunities for interacting with customers and securing their patronage. Additionally, these platforms have built-in tools for measuring target audience engagement, assisting business owners in assessing the performance of their posts and activities over a specified period.

Furthermore, social media encompasses a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow for the creation and exchange of user-generated content (Arrigo, 2018). In light of the foregoing, it can be deduced that many social media platforms offer businesses and entrepreneurs ample opportunities to promote their brands, maintain close relationships with their target audience, and engage customers and potential customers meaningfully (Benson-Eluwa & Njoku, 2021). They further opine that different social media platforms such as Facebook, Twitter (X), LinkedIn, Instagram, YouTube, and TikTok provide diverse opportunities for engaging with customers, while platforms with a wide reach, multimedia capabilities, and long content lifespans create avenues for customer attraction and retention. Felix et al. (2017) argue that social media marketing is an interdisciplinary and cross-functional process that utilizes social media to achieve organizational goals by creating value for stakeholders. There are various benefits associated with the usage of social media platforms for businesses, including building brand reputation (Ngai et al., 2015), developing collaborative products (Mangold & Faulds, 2009), formulating marketing

strategies for brand management (Laroche et al., 2013), and offering additional channels to communicate with customers (Bouwman et al., 2017).

### *Facebook*

Adeola (2019) explains that Facebook remains one of the essential social media platforms, housing over two billion active users across various age categories. Facebook enables businesses and consumers to create their own pages, serving as a secondary website for businesses to share information and learn about their customers, while consumers can learn more about businesses by visiting these pages or joining as fans. Those with Facebook accounts can conveniently follow a firm's profile and distribute information and updates. Facebook, the world's largest and most popular social network, was launched by Mark Zuckerberg while he was a student at Harvard University on February 4, 2004, and is headquartered in Menlo Park, California. It holds significant promise for retailers by offering various ways to reach and attract new shoppers (Brightpearl, 2011). Facebook has grown steadily, acquiring Instagram in 2012 for \$1 billion and WhatsApp in 2014 for \$16 billion, as well as Oculus for \$2 billion in 2014. It was reported to have 750 million active users in 2011 and approximately 1.45 billion active users by the second quarter of 2015. Facebook ranks as the most-used social network platform worldwide (Taneja & Toombs, 2014).

Key statistics indicate that Facebook generated about \$116.8 billion in revenue in 2022, with approximately \$65 billion coming from the Facebook app. Notably, \$54.5 billion of Facebook's revenue was generated in the US and Canada, despite only 13% of Facebook users residing in that region. In 2022, Facebook recorded a net profit of \$23.1 billion, with over 5 billion downloads. As a universal platform, it boasts more than 3 billion active monthly users, hosting over a quarter of the global population and providing advertisers with an unparalleled opportunity to reach nearly anyone at any given time. Approximately two billion people access Facebook daily, either through the main app, Facebook Messenger, or the website. Research indicates that Facebook was downloaded 413 million times in 2022, a remarkable figure for an app that has existed for over a decade, with the majority of users being under 35 years of age. Furthermore, most Facebook users access the app exclusively on mobile devices, with only 1.7% using desktop only. An estimated 69% of US adults have used Facebook at some point, while 42% of teens in the US use Facebook, with only 2% choosing it as their favorite app. Facebook was estimated to have captured about 23.5% of US digital ad revenue in 2020, with 800 million monthly active users on the marketplace. Brands post an average of 2.37% of posts per day. Facebook does not engage in broadcasting; rather, it serves as a social platform for consumers and businesses, where one can only be a guest by invitation.

### *Instagram*

Instagram was established in 2010 by software engineer Michel Krieger and computer programmer Kevin Systrom as an American photo and short video-sharing social network. Instagram remains the foremost social media platform for social interactions among users, functioning like real-life friendships (Kilipiri et al., 2023). As of January 2022, Instagram is the third-largest social networking site globally, following Facebook and YouTube, with 1.478 billion active users and is the preferred platform for marketing planned campaigns. The iOS release took place in October 2010, while the Android release occurred in April 2012. Video sharing was added to the photo-sharing app in 2013, inspired by the popular app Vine at the time.

Instagram Stories were launched in 2016, allowing active users to upload a short series of photos, which are deleted after 24 hours.

Instagram has consistently demonstrated a high level of engagement concerning shared content and has become a sought-after resource for inspiration and information. According to Suci (2020), as cited by Holtzman et al. (2023), Instagram, as a virtual-based social media platform, has more than 1 billion active users monthly, making it the third most popular social media network. Users can post photos, videos/reels, slideshows, stories, and live stream content (Holtzman et al., 2023). Instagram has played a pivotal role in the popular culture of the century, with prominent users dubbed “influencers.” These influencers have become a significant demographic for Instagram, and the app has opened up its platform with shopping and marketing tools to enhance the success of these users. However, Instagram has faced criticism for its role in this growing industry due to perceptions that it promotes photoshopped and fake images to sell products. In response, Instagram has added filters and tags to ensure that photoshopped items and product placements are correctly identified.

Key statistical data about Instagram includes that it generated an estimated \$51.4 billion in revenue in 2022, accounting for almost 45% of Facebook’s total revenue. Instagram’s largest market in terms of users is India, with over 300 million active users. Over 70% of Instagram users are under 35 years old, and Instagram was responsible for 44% of Meta’s revenue in 2022, expected to surpass Facebook as Meta’s main revenue source by 2025 (Iqbal, 2023). Instagram reached two billion active users in Q3 2021 and continues to grow at a steady pace, on track to reach 2.5 billion this year. Records show that almost half of all Instagram users are in the Asia-Pacific region, with India and Indonesia being two of the five largest markets in terms of active users. Gender demographics on Instagram are almost evenly split, although in the app’s largest market (India), over 65% of users are male. Instagram has been downloaded approximately 3.8 billion times and was the fourth most downloaded app in the 2010s. There are 500 million daily active users, accounting for approximately one-third of Instagram’s total audience. In the US, 84% of teenagers use Instagram, with 25% stating it is their favorite social media platform. In April 2012, Facebook acquired the service for approximately \$1 billion in cash and stock. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers.

#### *(Twitter) X*

Twitter (X) is a real-time microblogging platform that was publicly launched on March 21, 2006. At launch, its defining features were the tight limits placed on each post, known as a tweet. Originally, users could only use 140 characters, although this limit has been extended over the years. Formed by former Odeo employees Jack Dorsey, Noah Glass, Evan Williams, and Biz Stone, the site originally used SMS to send tweets to the network. Twitter (X) commenced with the tagline “What are you doing?” which was appropriate for its model in the early stages (Curran et al., 2011). The platform aimed for users to engage in discussions about their lives in real-time. However, as it grew, it began to evolve organically. Curran et al. (2011) stated that users of Twitter (X) started sharing information on a worldwide scale in real-time, with businesses seizing the opportunity to discuss their brands. News began to break through the social networking platform more quickly and efficiently than traditional

mainstream media services. Twitter received its first surge of users at SXSW 2007 when the founders showcased all the tweets hitting the network in real time. From there, Twitter expanded its user base to reach over 300 million monthly active users. It added new features but mostly retained the same look and feel as early Twitter, much to the chagrin of shareholders who wanted it to be more competitive with Facebook. However, on October 27, 2022, Elon Musk acquired Twitter (X) for \$44 billion after months of haggling over the price. Twitter (X) generated an estimated \$4.4 billion in 2022, with 90% of this revenue coming from advertising. According to Elon Musk, Twitter (X) has over 540 million monthly active users. Additionally, Twitter (X) generates about \$570 million from data licensing. Seventeen percent of Twitter (X) users are from the United States, which is also responsible for more than 50% of the company's revenues. Similarly, Twitter (X) had 368 million monthly active users in 2022, and the owner claimed that user figures reached 540 million in the second quarter (Q2) of 2023. It is reported that Twitter (X) users in the United States have declined over the past two years, from 70 million to 63 million. Twitter (X) maintains a near parity between the age brackets of 18 to 44 years, with 35-44 being the highest age bracket by a slight margin. It also has one of the greatest gender disparities among all social networks, with 68.5% of all users being male. The most followed account on Twitter (X) remains former United States President Barack Obama. Eighty percent of Twitter (X) users have mobile devices; therefore, Twitter (X) usage primarily occurs on mobile devices (Iqbal, 2023).

Twitter gained a lot of popularity because it offered new options such as microblogging and was used by some celebrities. It had about 200 million users as of 2011, and by the third quarter of 2015, the microblogging service averaged 307 million monthly active users. It provides users with the opportunity to "tweet" or share relevant information with their followers. Twitter (X) allows people to follow and unfollow at will, unlike Facebook, where users must mutually accept each other as friends. It also helps organizations view comments made on customers' positive or negative experiences through feeds (Adeola, 2019). Additionally, it provides organizations with the chance to send information while tagging Twitter (X) handles of relevant organizations that may help promote their products. According to Kalu (2020), Twitter (X) is a well-known microblogging site among celebrities and politicians, attracting a wide range of fans who respect and recognize them in their respective fields. It has over 500 million registered users, with over 400 million tweets sent each day. Twitter (X) allows users to post messages of 140 characters or less at a time. People use Twitter (X) to share their ideas and connect with one another, providing excellent opportunities for businesses to market their products and services. Tweets can include personal thoughts, quotes, news, picture links, brand links, and service links. Consequently, users typically start a Twitter (X) account to follow and feel connected to their favorite celebrities, media personalities, politicians, opinion leaders, sports figures, and role models. Similarly, businesses can sign up for a Twitter (X) account to keep track of industry leaders and stakeholders, as well as update customers with newsworthy tweets. Each registered user has an average of 208 followers who can retweet content if it is relevant and meaningful to them.

### *YouTube*

YouTube was founded by Chad Hurlley, Steve Chen, and Jawed Karim, former employees of PayPal, in 2005. They operated the company from an office above a small restaurant in San Mateo. The first video uploaded to the YouTube platform was

“Me at the Zoo,” featuring Karim. By the end of that year, YouTube was hosting nearly two million videos daily, with an average of over 20 million daily active users. However, Google acquired YouTube for \$1.65 billion in late 2006. Although this acquisition was initially seen as lacking the potential for profit, it later became one of the smartest acquisitions of the past two decades.

Furthermore, YouTube has experienced significant growth with the addition of features to serve content creators, such as ratings, comments, embed functionality, live streaming, and revenue sharing. Many celebrities have launched their careers on YouTube, with vlogging, gaming, and comedy being the most popular types of content. YouTube has grown tremendously and boasts hundreds of channels with millions of subscribers on almost every topic, with the highest-grossing channel of 2021 being a kid’s toy channel known as Ryan’s World. YouTube Premium was introduced in 2014 to curb revenue losses from ad-blocking, with 30 million subscribers in 2020, offering ad-free viewing bundled with YouTube Music. YouTube ventured into live streaming in 2020, aiming to counter Twitch, a platform for video entertainment and game streaming. Channels now interact with their audiences through YouTube’s live streams. Recently, YouTube introduced Shorts, a TikTok-like feature with a different interface and shorter videos.

The following key statistics can be traced to YouTube: It realized \$29.2 billion in revenue in 2022; It is estimated that 2.7 billion people access YouTube at least once a month; T-Series is the most subscribed channel on YouTube, with 24.1 million subscribers as of July 2023, while Mr. Beast earned the most revenue in 2021, totaling \$54 million; As of 2022, YouTube Premium had 80 million active users; It reached 2.7 billion active daily users in 2023, qualifying it as one of the most popular apps worldwide, behind Google and Facebook.

YouTube Shorts garnered approximately 50 billion views daily in February 2023, marking a 66% increase from the previous year. The most viewed YouTube video, with about 13.1 billion views as of July 2023, is “Baby Shark Dance” by Pinkfong Kids' Songs and Stories. YouTube has been downloaded over five billion times, with a male-to-female viewer ratio of 11:9. Over 35,000 YouTube channels have reached the one million subscriber milestone, and the average length of a video is 12 minutes. The Nike advert featuring footballer Ronaldinho was the first to reach one million views, while PSY’s “Gangnam Style” was the first to hit one billion views.

### *TikTok*

TikTok is also known as Douyin in China, where it was launched in September 2016. Initially, it served as a short-form video-sharing platform for lip-syncing and dancing videos but has since evolved into a comprehensive video service, providing easily accessible content for all types of viewers. TikTok became accepted in markets outside China due to the acquisition of Musical.ly in November 2017 for \$1 billion. Other similar apps like WeChat struggled to succeed outside China. This acquisition increased TikTok's users to 80 million, especially in the U.S. Its popularity surged in 2019 and 2020, with approximately 693 million downloads in 2019 and 850 million downloads in 2020. Despite being launched in 2017, TikTok was recognized as the seventh-most downloaded app of the 2010s, positioning it as a serious rival to Facebook in the Western social networking environment. However, despite this unprecedented growth, TikTok faced criticism for encouraging immorality, which led to bans in India and Pakistan in 2019. TikTok experienced further bans in India between June 2020 and January 2021, giving rise to several TikTok clones that

captured market share in the country. Despite the slowdown in downloads due to the ban in India, even Facebook and Snapchat launched clones of TikTok; the app remains one of the fastest-growing applications in the world today, with expectations of surpassing 1 billion monthly active users by the end of 2021

Statistically speaking, TikTok generated an estimated \$9.4 billion in revenue in 2022, which represents a 100% increase year-on-year. Additionally, TikTok had 1.7 billion monthly active users in 2023, with expectations of increasing to two billion active users by the end of 2024. TikTok is also accessed by over 780 million daily users in China and has been downloaded over three billion times since its inception. In the same vein, TikTok enjoys high usage across all regions, with over 500 million users in the Asia-Pacific region, excluding China and India. The majority of TikTok's active users are within the age bracket of 30 years, with women using it more than men. However, that gap is gradually closing as the app loses its stigma of being primarily for teenagers and dancing. The largest markets for TikTok outside China are the US, Indonesia, and Brazil, which collectively have over 750 million daily active users. TikTok can also boast 190 million users in India, making it the second-largest market behind China.

### *Consumer Online Purchase Intention*

This stage in the purchasing process is where consumers form their choices among numerous brands included in their consideration set (Sudaryanto et al., 2022). Purchase intention arises when a customer receives a stimulus regarding the existence of a product; from there, interest develops in trying the product, leading to the final desire to purchase and use the product (Kotler & Keller, 2016, as cited by Sudaryanto et al., 2022). There is a likelihood that consumers will take action before making a purchase decision, which can manifest as transaction interest, referential interest, preferential interest, or exploratory interest. Therefore, purchase intention comes to the forefront due to the urge to meet individual needs triggered by the pressure of unmet needs.

### **Research Hypotheses**

The following research hypotheses were formulated as well as stated in their null form and will be tested at 5% level of significance.

**H01:** Facebook does not have any significant influence on consumer online purchase intention in South East, Nigeria

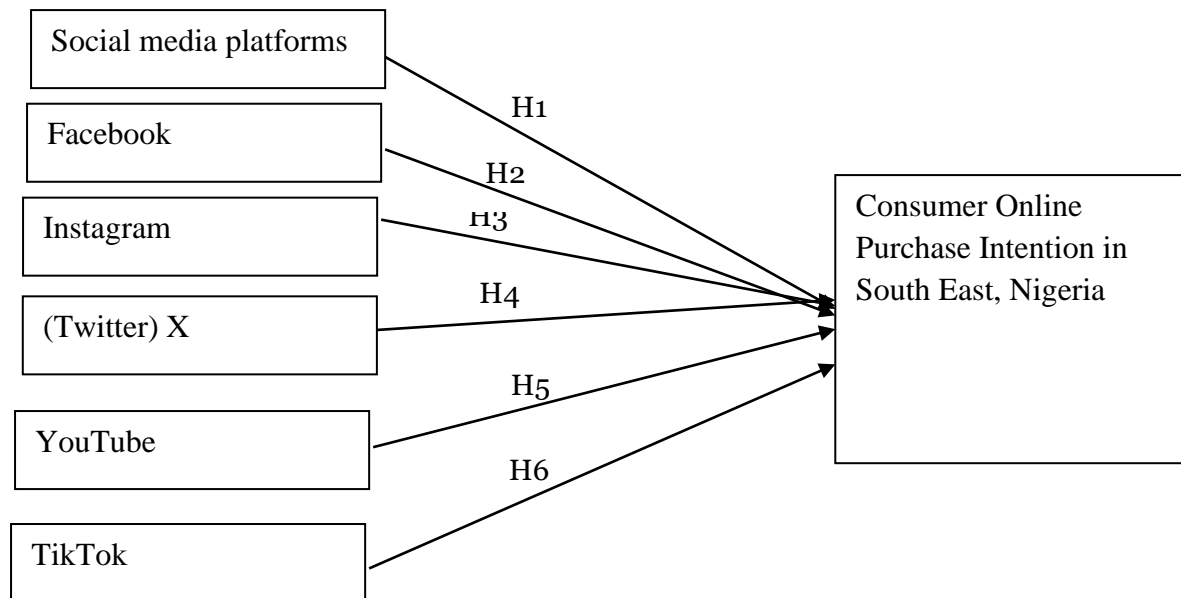
**H02:** Instagram does not have any significant effect on consumer online purchase intention in South East, Nigeria.

**H03:** There is no significant impact between (Twitter) X and consumer online purchase intention in South East, Nigeria.

**H04:** YouTube does not have any significant influence on consumer online purchase intention in South East, Nigeria.

**H05:** There is no significant effect between TikTok and consumer online purchase intention in South East, Nigeria.





*Fig 1. Conceptual framework of the study*  
*Source: Researchers' Conceptualization, 2024.*

## Theoretical Framework

Several theoretical frameworks have been used to explain the effect of social media platforms on consumer purchase intention. One of the most widely used frameworks is the Technology Acceptance Model (TAM), which suggests that the perceived usefulness and ease of use of a technology are key determinants of its adoption and use (Davis, 1989). To this end, perceived usefulness and ease of use serve as major determinants of the usage of these social media platforms by the respondents in this study. Other theories that have been used to explain the effect of social media platforms on consumer purchase intention include the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), which emphasize the roles of attitudes, subjective norms, and perceived behavioral control in shaping behavior (Ajzen & Fishbein, 1980; Ajzen, 1991). Additionally, the Uses and Gratification Theory suggests that users should have the freedom to choose the media that will help satisfy their needs. Therefore, the theoretical foundation of this current study is built on the Uses and Gratifications Theory, as propounded by Katz et al. (1974). This theory helps in understanding why and how people actively seek out specific media to satisfy their needs. The Uses and Gratifications Theory enhances the consumer's power to choose what media to consume, leading to the conclusion that the consumer has a clear intent and purpose (Halpern et al., 2019). It is a well-thought-out framework that demonstrates how personal differences determine the use of media concerning social media addiction (Ferris, Hollenbaugh & Sommer, 2021). Therefore, anchoring this study in the Uses and Gratifications Theory is appropriate because the consumers, in this case, the respondents, have the power to choose the social media platform that provides the satisfaction they seek.

## Methodology

The descriptive survey research design was adopted for the study. According to Okpara, Njoku, and Udodirim (2021), the survey design is typically used to assess

and analyze the views, reactions, and opinions of a large number of people on a limited topic. The study was conducted in the South East region of Nigeria. The choice of this area is justified because it is densely populated, with a significant industrial, educational, and commercial presence, as well as a cosmopolitan lifestyle conducive to research. The target population/sample frame for the study includes civil servants, lecturers, students, businesspersons, transporters, farmers, and the self-employed who can understand and respond to questions related to social media platforms and consumer online purchase intention. However, as the population is unknown, a sample size of 350 respondents was determined using Toppan's formula. The researchers adopted a convenience non-probability sampling technique to administer the questionnaire seamlessly based on convenience. A structured questionnaire using a 5-point Likert scale was adopted for the study and was administered to the respondents of interest through an online Google Form using the WhatsApp social media platform.

### *Model Specification*

Specifically, the researchers state the model of the study in a form of multiple regressions as shown below:

$$\text{COPI} = F(\text{SMP}) \text{-----} (1)$$

Decomposing SMP into its core components, we have;

$$\text{SMP} = F(\text{FB}, \text{INS}, \text{TX}, \text{YT}, \text{TK}) \text{-----} (2)$$

Then, the earlier function becomes;

$$\text{COPI} = F(\text{FB}, \text{INS}, \text{TX}, \text{YT}, \text{TK}) \text{-----} (3)$$

Thus, translating the above function to its linear form, we have;

$$\text{COPI} = \alpha_0 + \alpha_1\text{FB} + \alpha_2\text{INS} + \alpha_3\text{TX} + \alpha_4\text{YT} + \alpha_5\text{TK} + \mu \text{-----} (4)$$

Where:

COPI = Consumer Online Purchase Intention, SMP = Social Media Platforms, FB = Facebook, INS = Instagram, TX = (Twitter) X, YT = YouTube, TK = TikTok and  $\mu$  = Error Term,  $\alpha_0$ ,  $\alpha_1$ ,  $\alpha_2$ ,  $\alpha_3$ ,  $\alpha_4$ ,  $\alpha_5$  are parameters of the model. The theoretical expectations of the model based on the literature review are as follows:  $\alpha_1 > 0$ ,  $\alpha_2 > 0$ ,  $\alpha_3 > 0$ ,  $\alpha_4 > 0$  and  $\alpha_5 > 0$ .

Variables identified in the study from the various reviews in the literature include, consumer online purchase intention (Dependent variable) and social media platforms (Independent variable) were measured using five constructs: Facebook, Instagram, (Twitter) X, YouTube, and TikTok. The data collected were initially edited to detect and correct any omissions and errors to ensure consistency and completeness. Thereafter, the edited data were coded and analyzed through the use of Analysis of Variance (ANOVA) and regression analysis with the aid of Statistical Package for Social Sciences (SPSS) version 23.0. The ANOVA was specifically used in order to establish the overall goodness of fit of the model.

### **Results**

350 copies of questionnaire were distributed, properly filled, returned and found usable for the study at hand. This shows a response rate of 100%. The results of the model are presented below.

**Table 1: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.759 <sup>a</sup>	.685	.549	.80927	2.118

a. Predictors: (Constant), TikTok, Instagram, TwitterX, YouTube, FaceBook

b. Dependent Variable: Consumer Online Purchase Intention

Source: SPSS 23.0 Computation, 2024

Table 1 above indicated the summary of the model. The  $R^2$  value of 0.685 which shows the goodness of fit of the model is statistically significant. The adjusted  $R^2$  value of 0.549 is also statistically significant which indicates that after taking into cognizance, the number of regressors, the model explains about 55% of the variations in consumer online purchase intention. Again, the absence of serial auto correlation is indicated by the Durbin Watson value of 2.118, which is larger than the lower bound in tables and within the acceptable limit.

**Table 2: Analysis of Variance (ANOVA)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.496	5	37.899	57.869	.000 <sup>b</sup>
	Residual	225.292	344	.655		
	Total	414.789	349			

a. Dependent Variable: Consumer Online Purchase Intention

b. Predictors: (Constant), TikTok, Instagram, TwitterX, YouTube, FaceBook

Source: SPSS 23.0 Computation, 2024.

Table 2 above showed the analysis of variance (ANOVA) of the model. The F-Statistic which measures the overall goodness of fit and linearity of relationship in the model at 57.869 and its probability of 0.000 is statistically significant at all levels of significance. This indicates that there was a simultaneous linear relationship between the dependent variable (Consumer Online Purchase Intention) and all the explanatory variables (Facebook, Instagram, TwitterX, YouTube, and TikTok) combined.

### Test of Hypotheses

Five hypotheses were formulated for the study. These hypotheses are tested below based on the results obtained from the regression model in table 3.

**Table 3: Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.830	.426			6.649	.000
	FaceBook	.473	.046	.491		10.321	.000
	Instagram	.084	.045	.082		1.872	.020
	TwitterX	.007	.042	.007		.170	.865
	YouTube	.059	.045	.061		1.304	.193
	TikTok	.293	.054	.291		5.452	.000

a. Dependent Variable: Consumer Online Purchase Intention

Source: SPSS 23.0 computation, 2024.

The regression equation of the model can be shown thus;

$$\text{COP1} = 2.830 + 0.473\text{FB} + 0.084\text{INS} + 0.007\text{TX} + 0.059\text{YT} + 0.293\text{TK}.$$

**Hypothesis One:** Facebook does not have any significant influence on consumer online purchase intention in the South East of Nigeria. The regression model in Table 3 showed that the coefficient of Facebook (FB) is positive. This conforms to the a priori expectation, which specifies that Facebook has a significant influence on consumer online purchase intention in the South East of Nigeria ( $\beta = 0.49$ ,  $t = 10.32$ ,  $p < 0.01$ ). The T-value of the coefficient of FB is 10.321, with a probability of 0.000, which is statistically significant at the 5% level. Thus, we reject the null hypothesis that Facebook does not have any significant influence on consumer online purchase intention in the South East of Nigeria.

**Hypothesis Two:** Instagram does not have any significant effect on consumer online purchase intention in the South East of Nigeria. The regression model results from Table 3 revealed that the coefficient of Instagram (INS) is positive. This conforms to the a priori expectation, which states that Instagram has a significant effect on consumer online purchase intention in the South East of Nigeria ( $\beta = 0.08$ ,  $t = 1.87$ ,  $p < 0.05$ ). Again, the T-value for the coefficient of INS is 1.872, with a probability of 0.020, which is statistically significant at the 5% level. Therefore, we reject the null hypothesis that Instagram does not have any significant effect on consumer online purchase intention in the South East of Nigeria.

**Hypothesis Three:** There is no significant impact between Twitter (X) and consumer online purchase intention in the South East of Nigeria. The results of the regression model from Table 3 showed that the coefficient of Twitter (X) is positive. This conforms to the a priori expectation, which implies that there is a significant impact between Twitter (X) and consumer online purchase intention in the South East of Nigeria ( $\beta = 0.007$ ,  $t = 0.17$ ,  $p = 0.87$ ). However, the T-value for the coefficient of X is 0.170, with a probability of 0.865, which is statistically insignificant at the 5% level. Therefore, we accept the null hypothesis that there is no significant impact between Twitter (X) and consumer online purchase intention in the South East of Nigeria.

**Hypothesis Four:** YouTube does not have any significant influence on consumer online purchase intention in the South East of Nigeria. The regression model result in Table 3 disclosed that the coefficient of YouTube (YT) is positive. This conforms to the a priori expectation that specifies that YouTube has a significant influence on consumer online purchase intention in the South East of Nigeria ( $\beta = 0.06$ ,  $t = 1.30$ ,  $p = .93$ ). The T-value of the coefficient of YT is 1.304, with a probability of 0.193, which is statistically insignificant at the 5% level. Therefore, we accept the null hypothesis that YouTube does not have any significant influence on consumer online purchase intention in the South East of Nigeria.

**Hypothesis Five:** There is no significant effect between TikTok and consumer online purchase intention in the South East of Nigeria. The regression model in Table 3 revealed that the coefficient of TikTok (TK) is positive. This conforms to the a priori expectation, which specifies that there is a significant effect between TikTok and consumer online purchase intention in the South East of Nigeria ( $\beta = 0.29$ ,  $t = 5.45$ ,  $p < 0.01$ ). However, the T-value of the coefficient of TK is 5.452, with a probability of 0.000, which is statistically significant at the 5% level. Thus, we reject the null

hypothesis that there is no significant effect between TikTok and consumer online purchase intention in the South East of Nigeria.

## Discussion

The study found out in hypotheses one, two and five that Facebook, Instagram and TikTok have a significant influence/effect on consumer online purchase intention in South East, Nigeria. This finding is validated by the findings of Karunasingha and Abeysekera (2022) and Nasiketha et al., (2024) that social media has a significant influence on online purchase intention and that Facebook has the capacity of creating contents to attract consumers to purchase online. Again, their intention towards online purchasing is boosted with social media campaigns.

However, hypotheses three and four are statistically insignificant, with the report that there is no significant impact between (Twitter) X and consumer online purchase intention in South East, Nigeria, as well as no significant influence between YouTube and consumer online purchase intention in South East, Nigeria. The insignificance of these social media platforms can be traceable to user demographics or platform specific features. This finding is closely related to the finding of Khaleeli (2020); Saima and Khan (2020) that social media sales promotion and online purchase intention has no significant relationship. Again, trustworthiness, information quality and entertainment value of the social media platforms mentioned above have significant indirect effects on the purchase intention of consumers.

## Conclusion

The conclusion of this study is drawn from the findings and salient responses of the respondents, that Facebook, Instagram and TikTok have a significant effect on consumer online purchase intention in South East, Nigeria, while (Twitter) X and YouTube have no significant effect on consumer online purchase intention in South East, Nigeria.

## Recommendations

Drawing our strength from the findings and conclusion of this study, we recommend that businesses should invest in targeted advertising on Facebook, Instagram and TikTok to capitalize on their proven influence on consumer purchase intentions in this region. We also recommend that there should be enough emphasis on the grasp of the efficacy of (Twitter) X and YouTube, as social media platforms that carry messages concerning products and services at a glance by the consumers and equally possess the capacity of enhancing consumer online purchase intention in the study area.

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