

## SOCIAL MEDIA MARKETING AND SALES PERFORMANCE OF FAST-FOOD RESTAURANTS IN ENUGU STATE, NIGERIA

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### **Abstract**

This study investigated the influence of social media marketing on sales performance of fast-food restaurants in Enugu state, Nigeria. The study aimed to examine how social media marketing techniques comprising Facebook marketing, Instagram marketing, YouTube marketing and Twitter marketing influence sales performance of fast-food restaurants in Enugu state. Descriptive survey research design was adopted. Data were collected using well-structured questionnaire. Purposive sampling was used to select a sample size of three hundred and twenty-five owners, management and staff from the fast-food restaurants in Enugu state. Descriptive and inferential statistics were used for the analysis. Multiple regression analysis was used to establish the influence of the independent variables on the dependent variable. It was observed that all the social media marketing techniques-Facebook marketing, Instagram marketing, YouTube marketing and twitter marketing have positive and significant influence on sales performance of fast-food restaurants in Enugu state. Based on the findings the researcher concluded that social media marketing has a positive and significant influence on sales performance of fast-food restaurants in Enugu state. The researcher recommended that management of fast-food restaurants should provide facilities, equipment, personnel, and communication materials that support their social media marketing to ensure effective customer interaction and engagement which will result to improved sales of organizational products. The implication is that if fast-food restaurants continue to engage in social media marketing activities, the tendency is that sales performance will also continue to increase.

**Keywords:** Social Media Marketing, Facebook, Instagram, YouTube, Twitter, Sales Performance

### **Introduction**

Currently, firms that are engaged in fast-food business in Enugu state, Nigeria are many and more are coming up every day. Due to the many existing firms and new entrants into fast-food business in Nigeria generally and Enugu state in particular, the industry has become very competitive. Due to the existing level of competition in the fast-food industry, fast-food firms are deploying corporate strategies designed for achieving competitive advantage and improving market performance, especially the level of sales.

Social media marketing has been recognized as one of the modern corporate strategies organizations can utilize for achieving competitive advantage. Research has linked social media marketing strategy with improved market performance of organizations (Alhameli, *et al.*, 2020).

Shrestha, *et al.*, (2023) aver that social media marketing can be seen as a new paradigm which integrates the critical aspects of marketing management and social media into a comprehensive concept where social media tools are used as a vehicle to reach the target audience that act within the social media space. Sales performance refers to the performance of a firm's products in the market which can be measured through sales revenue (Achmad,, Doddy, & Rachmawati, 2020). Studies have shown that firms engage social media to improve performance outcomes such as expand geographic reach to buyers (Gao& Hair, 2018), bolster brand awareness and improve customer base (Naylor & Blair, 2012), build closer connections with , customers and enhance sales performance (Rapp & Cunigan. 2013). Therefore, drawing insights from similar studies on extant literature (Ashraf, Rehman, and Masech, 2021; Neeil, and Nural, 2021), and integrating related variables from these studies, this study investigated the influence of social media marketing on sales performance of Fast-food Restaurants in Enugu state, Nigeria.

Prior studies have shown empirical investigations on the correlation between social media marketing and sales performance from different stand points and perspectives (Ashraf, Rehman, and Masech, 2021; Neeil, and Nural, 2021). However, these studies lack adequate knowledge for marketing managers in the Nigerian context on how social media affects firms' sales performance. This is because majority of these studies were not only conducted in the advanced economies of the Western and Asian world but also in developed and industrialized markets, (Mathew & Oliver, 2014). Also, there are disparities in the result of many of these studies. There are perhaps very few context specific empirical investigations regarding the influence of social media marketing on sales performance.

Hence, this study is poised at contributing to the debate towards narrowing the points of conflict and improving the understanding in respect to the influence of social media marketing on sales performance in Enugu state, Nigeria. The study aims to investigate whether there is a positive and significant influence of Social media marketing dimensions including Facebook marketing, Instagram Marketing, YouTube marketing and Twitter marketing on sales performance of fast-food restaurants in Enugu state, Nigeria.

### **Social Media Marketing**

Neeil, and Nural, (2021), refer to social media marketing as the use of social media websites and networks to market a company's products and services which provides companies with a mechanism to attract new customers, engage with existing customers, and promote their desired culture and mission. Ashraf, Rehman, and Masech, (2021) aver that social media marketing offers new and innovative ways to communicate and network via internet presently in various

platforms such as Facebook, Google plus, LinkedIn, YouTube, Skype my site, What Apps and twitter in strategic marketing of products and services (Aventajado, 2023). Social Media Marketing is any form of marketing communication using social media platforms such as social networking sites (Facebook, LinkedIn), microblogging platforms (Twitter), video and photo sharing platforms (YouTube, Instagram), consumer review platforms (Yelp), blogging platforms (Tumblr) or search-and discovery based services (Foursquare), (McGrath & O'Connor, 2015).

### **Sales Performance**

Sales performance describes the comparison of a company's income in a certain period, which if there is an increase in profits, then the company's management will become easier (Zia & Shahzad, 2015). Sales performance is a critical metric for any organization that relies on selling goods or services to generate revenue. It reflects the effectiveness of the sales team in meeting organizational goals, driving revenue growth, and maximizing profitability. Sukwadi, Indrawati, and Wong (2016) state that sales performance is the number of outputs or products sold that are reported every month, with an integrated recording system, making it easier for companies to plan and formulate strategies in determining sales targets that must be achieved within a certain time (Nzioka & Waithaka, 2021).

### **Theoretical Foundations and Hypotheses Development**

Zelina and Eriana (2022) posit that effective implementation of marketing activities through the social media platforms including Facebook, Instagram, Youtube and Twitter assist firms in ensuring customer feedback, communication, content sharing, and customer relationships which enables them to improve their performance in the market especially sales revenue. These firms utilize the insights from customer feedback, communication, content sharing, and customer relationships to develop customer focused strategy required for generation of market knowledge for achieving long term success.

### **Facebook Marketing and Sales performance**

In today's digital age, social media has emerged as a pivotal channel for marketing, with Facebook leading the way due to its massive user base and advanced targeting capabilities (Bernard, 2020). As businesses increasingly allocate significant portions of their marketing budgets to Facebook, understanding the relationship between Facebook marketing and sales performance becomes essential. Studies on marketing literature have revealed positive correlation between effective Facebook marketing strategies and improved sales performance. Tuten and Solomon (2015), aver that businesses that engage users through compelling content

and interactive advertisements in Facebook see higher levels of engagement, which can translate into greater sales conversions. Following this review, it is hypothesized that;

**H<sub>1</sub>** There is a positive and significant influence of Facebook marketing on Sales Performance of Fast-food Restaurants in Enugu state, Nigeria.

### **Instagram Marketing and Sales Performance**

In the digital age, social media platforms have become critical channels for brands to connect with consumers, and Instagram, with its visually-driven content, has emerged as a powerhouse for marketing of organizational products and services. Research indicates that consumers respond positively to visual marketing; according to a study by Viddedit, social media posts with images produce 650% higher engagement than text-only posts (Viddedit, 2021). Brands that successfully utilize Instagram's features, such as Instagram Stories and Shopping tools, can effectively showcase their products in an engaging way that resonates with their audience thereby improving sales (Bhatia, 2021). In line with this review, it was hypothesized thus;

**H<sub>2</sub>** There is a positive and significant influence of Instagram marketing on Sales Performance of Fast-food Restaurants in Enugu state, Nigeria.

### **YouTube Marketing and Sales Performance**

In recent years, YouTube has transitioned from a video-sharing platform to a powerful marketing tool for businesses aiming to enhance their sales performance. With over 2 billion logged-in monthly users, YouTube presents unparalleled opportunities for brand exposure, customer engagement, and ultimately, sales (Statista, 2023). Video content has emerged as a dominant form of digital communication, significantly influencing consumer behavior. Wyzowl (2023), posit that 84% of consumers have been convinced to make a purchase after watching a brand's video showing the compelling nature of video as a medium that can effectively convey product benefits. Inmar (2023) found that businesses that traced leads from YouTube saw a remarkable 15% increase in conversion rates when video content was part of the customer journey. Based on this review, it was hypothesized that;

**H<sub>3</sub>** There is a positive and significant influence of YouTube marketing on Sales Performance of Fast-food Restaurants in Enugu state, Nigeria.

### **Twitter Marketing and Sales Performance**

Twitter has established itself as a vital tool for businesses looking to connect with their audiences. The ability to share bite-sized content, engage in real-time conversations, and leverage trends makes Twitter a unique environment for marketing. The link between Twitter

marketing and sales performance can be understood through improved brand engagement on Twitter which correlates with higher sales figures. Campbell and Tufekci (2018) indicated that brands that actively engage with customers on Twitter experience a notable increase in sales. Furthermore, Kumar *et al.* (2016), posit that metrics such as click-through rates (CTR), conversion rates, and return on investment from Twitter campaigns can provide concrete evidence of sales performance enhancement. Such analyses enable companies to refine their marketing strategies based on actionable insights (Sinha, 2021). Sequel to this review, it is hypothesized that:

**H<sub>4</sub>** There is a positive and significant influence of Twitter marketing on Sales Performance of Fast-food Restaurants in Enugu state, Nigeria.

### **Theoretical Framework**

This study is anchored on Chaffey's theory. The theory, according to Chaffey (2012), views social media marketing as a casual marketing strategy. The theory holds that the foundation of human behaviour, and ultimately customer behaviour, is communication and human networking. Therefore, to promote positive engagement with a company and its brands and to create commercial value, monitoring and facilitating customer interaction, participation, and sharing through social media is necessary. Interactions may take place on a business website, social media platforms, and other outside websites. Thus, social media marketing makes use of these social media channels including Facebook, Instagram, YouTube and Twitter, to sway users' perceptions of various goods and services, encourage purchases, and even encourage brand loyalty. This theory is used on social media as a tool for fostering relationships (Heinze, *et al.* 2016). The theory is relevant to this study because it helps to understand and explain the importance and need for firms to use the internet and social media platforms for effective marketing of their products and services to target consumers spread all over the country or the entire globe. The target consumer responds positively if they expect to receive values and benefits from the products they purchase, which will lead to the firms achieving their planned marketing performance goals.

### **Empirical Review**

Nayana and Abhishek (2023) examined the impact of YouTube marketing on consumer purchase decisions in Bengaluru. The research collected data from 80 respondents using a survey method. The data were analyzed using descriptive statistics and the chi-square test. The results showed that YouTube marketing has a positive impact on consumer purchase decision in Bengaluru. The majority of the respondents agreed that they watch YouTube advertisements daily, which influence their purchase decisions, and a considerable number of respondents have made a

purchase after watching a YouTube advertisement. Therefore, businesses can leverage YouTube marketing strategies to reach their target audience and increase their sales.

Rezma, Elsa and Zahrotun (2022) investigated the influence of Facebook advertising on the increase in sales of Micro, Small and Medium Enterprises (MSME) in Bandung. Quantitative research methods with descriptive studies were employed to reach several respondents, especially those in the city of Bandung. The results revealed that using Facebook marketing strategies to advertise a product is sufficient to influence product sales. However, it was revealed that some improvements are needed in the design of advertising campaigns so that the audience can be interested when they see the products to be marketed. Of course, in this case it proves that the influence of Facebook Ads as a promotional medium can affect sales increases so that it can make it easier for other businessmen to promote their products.

Zelina and Eriana (2022) obtained empirical evidence related to the development of social media marketing activities to improve sales performance through Instagram as the main marketing channel. This study used a deductive approach and descriptive design. Primary data collection is done internally through sales and online questionnaires to consumers. The data analysis technique used descriptive statistics and inferential statistics through a paired test on the action research results carried out. The results showed that the development of social media marketing activities through customer feedback, communication, content sharing, and customer relationships led to increase in the sales performance of the business. Yang, *et al* (2021) examined YouTube advertising to check its effectiveness and benefits gained. A descriptive research design that used questionnaire for data collection was adopted. Simple linear regression analysis was performed on the data representing the YouTube advertising budget and the sales data of the company. Furthermore, a new statistical distribution was developed to provide the best description of the YouTube advertising data. The result of this research shows that YouTube is an effective medium for advertising and has a strong relationship with sales.

Alvarez, *et al.*, (2020) assessed the use of social media marketing in the marketing actions of supermarkets in Riobamba city. The study used a case study research design. Data were collected by using questionnaire. The study found that social media marketing improves marketing activities of the supermarkets. The study concluded that social media marketing such as creation of info graphics (personalized content) creates good relationships with customers, creates fans for the supermarkets, allowing traffic and possible conversion of customers to the business website and social networks thereby improving sales.

## Methods

The study adopted a descriptive survey research design. This was selected due to the need to determine the respondents' opinions and characteristics. The study population was owners/ managers/staff of fast-food restaurants in Enugu state. A sample size of 384 owners/ managers/staff was determined using Cochran's formula and purposive sampling was used for their selection. The instrument for data collection was a structured questionnaire. All the items were adequately assessed on a five-point balanced likert scale which ranges from strongly agree represented by 5, to strongly disagree represented by 1. For instrument validation, content validity was utilized wherein selected respondents were asked about the arrangement and content of the questionnaire to eliminate any doubt or misunderstandings. The questionnaire was subsequently revised slightly. Furthermore, expert opinions from a few research experts were gathered, and discriminant analysis was conducted using correlation to verify construct validity. Reliability was confirmed by assessing the internal consistency of the items representing each construct, using Cronbach alpha index. All items yielded reliable scores, exceeding the recommended and acceptable minimum coefficient value of 0.6. Data analysis was carried out using both descriptive and inferential statistics. Descriptive statistics were used to outline the respondents' characteristics aided by SPSS (version 26.0), while multiple regression analysis was employed to test the hypotheses' significance.

## Results

### Demographic Data of Respondents

Out of the three hundred and eighty four (384) copies of questionnaire administered to the sampled respondents, three hundred and twenty five (325) copies could be retrieved from the respondents, while fifty nine (59) were not. As shown in table 1 above, out of the 325 respondents who responded favourably in the survey, 184(56.6%) were males while 141(43.4%) were females. Likewise, 165(50.8%) were married while 161(49.2%) were single. In terms of the ages range, 99(30.5%) were < 18years old, 82(25.3%) were 18 – 27years old, 58(17.8%) were 28 – 37years old, 56(17.2%) were 38 – 47years while 30(9.2%) were ≥ 48years old. Then, 36(11%) were WAEC/GCE holders, 98(30.2%) were OND/NCE holders, 105(32.3%) were B. Sc/HND holders, 54(16.6%) were M.sc and MBA holders while 32(9.9%) were PhD holders. Also, 30(9.2%) have been employed in the company since 1-2years, 56(17.2%) since 3-4years, 99(30.5%) since 5 – 6years, 82(25.3%) since 7 – 8years while 58 (17.8%) have been employed for more than 9years. On social media platform used, 99(30.5%) use Facebook, 89(27.0%) use Instagram, 67(21.0%) use YouTube, 55(16.0%) use Twitter

while 15(5.5%) use other social media platforms. The table below shows the demographic data of the respondents.

**Table 1: Respondents' Demographic Data**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
Male	184	56.6	Married	165	50.8
Female	141	43.4	Single	160	49.2
<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Education</b>	<b>Frequency</b>	<b>Percentage</b>
<25yrs	99	30.5	WAEC/GCE	36	11.0
25-34yrs	82	25.3	OND/NCE	98	30.2
35-44yrs	58	17.8	B.SC/HND	105	32.3
45-54yrs	56	17.2	Postgraduate	54	16.6
>55yrs	30	9.2	Professionals	32	9.9
<b>Length of employment</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Social Media Use</b>	<b>Frequency</b>	<b>Percentage</b>
< 2yrs	30	9.2	<b>Facebook</b>	99	30.5
3 – 4yrs	56	17.2	<b>Instagram</b>	89	27.0
5 – 6yrs	99	30.5	<b>YouTube</b>	67	21.0
7– 8yrs	82	25.3	<b>Twitter</b>	55	16.0
≥ 9yrs	58	17.8	Others	15	5.5

Source: Field Survey, 2025

### Reliability and Validity Analyses

The test of reliability calculated shows that, Facebook marketing, 0.886; Instagram marketing, 0.932; YouTube marketing, 0.875; Twitter marketing, 0.799; and sales performance, 0.872. All the variables have Cronbach Alpha Coefficients higher than the recommended and accepted 0.6. The results of the reliability test for all the concepts were above the recommended and accepted level of 0.6. The results of the reliability test are presented in the table 2 below.

**Table 2: The Reliability Statistics of the variables**

<b>S/N</b>	<b>ITEM</b>	<b>NO OF ITEMS</b>	<b>CRONBACH'S ALPHA</b>
1	Facebook marketing	5	.886
2	Instagram marketing	5	.932
3	YouTube marketing	5	.875
4	Twitter marketing	5	.799
5	Sales Performance	5	.872

Source: Field Survey, 2025

After content validity, correlation analysis was used to ascertain the discriminant validity of the constructs. All correlations were significant at the 0.01 level. Table 3 below shows all correlations and their level of significance.

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**Table 3: Correlations and test of discriminate validity**

Variable	FBKM	INTM	YTBM	TWTM	SALP
FBKM	1	.683**	.546**	.501**	.597**
INTM	.683**	1	.521**	.446**	.536**
YTBM	.546**	.521**	1	.521**	.483**
TWTM	.501**	.446**	.521**	1	.511**
SALP	.597**	.536**	.483**	.511**	1

\*\* Correlation is significant at the 0.01 level (2-tailed)

FBKM (Facebook Marketing), INTM (Instagram Marketing), YTBM (YouTube Marketing), TWTM (Twitter Marketing), SALP (Sales Performance)

As shown in table 3 above, all items representing theoretical concepts had a sufficiently positive and significant level of correlation where Facebook marketing and Instagram marketing held the highest correlation of 0.683. Facebook marketing and sales performance exhibited a positive and significant correlation with sales performance ( $r=0.597$  \*\*  $P<.01$ ), Instagram marketing, also exhibited a positive and significant correlation with sales performance ( $r = .536$ \*\*  $P<.01$ ), YouTube marketing exhibited a positive and significant correlation with sale performance ( $r = .483$ \*\*  $P<.01$ ), and Twitter marketing exhibited a positive and significant correlation with sales performance ( $r=.511$ \*\*  $P<.01$ ).

### Regression Analysis and Test of Hypotheses

To ascertain the influence of the independent variable which comprises social media marketing dimensions including Facebook marketing, Instagram marketing, YouTube marketing and Twitter marketing on sales performance which is the dependent variable, regression analysis was employed. This also assisted in testing the hypotheses of the study.

**Table 4: Multiple Regression Analysis of Social media marketing dimensions and sales performance**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
Constants	2.327	.019	-	2.13	0.000
Facebook Marketing	.423	.017	.397	8.23	0.000
Instagram Marketing	.367	.016	.326	7.26	0.000
Youtube Marketing	.207	.019	.186	6.45	0.000
Twitter Marketing	.412	.021	.387	3.23	0.000

a. Dependent Variable: Sales Performance

**Table 5: Model Summary**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Standard Error	F Change	Change ST Df	Sig
1	0.763 <sup>a</sup>	0.716	0.821	3.91561	36.945	5	0.000

a. Dependent variable: Sales Performance

b. Predictors: (constant), Facebook marketing, Instagram marketing, YouTube marketing and Twitter marketing

As table 5 above indicates, the social media marketing dimensions -Facebook marketing, Instagram marketing, YouTube marketing and Twitter marketing together had a 71.6 percent influence on sales performance. The R<sup>2</sup> for the five variables indicates that these variables have a strong influence on sales performance. The changes in the F value (36.9561) are significant, implying that the model is robust and fit.

## Discussion

The study investigated the influence of social media marketing on sales performance of fast-food restaurants in Enugu state, Nigeria. The study adopted four variables as the constructs of social media marketing (Facebook marketing, Instagram marketing, YouTube marketing and Twitter marketing). The results of the correlation analysis relating to all the four dimensions of social media marketing understudy indicated positive correlation coefficient values among the measures. This shows that the variables are appropriate dimensions of social media marketing. The results from the multiple regression analysis indicated a positive and significant influence of social media marketing on sales performance. The four variables of social media marketing understudy including Facebook marketing ( $\beta = .397$ ;  $P < 0.01$ ), Instagram marketing, ( $\beta = .326$ ;  $P < 0.01$ ), YouTube marketing ( $\beta = .186$ ;  $P < 0.01$ ), and Twitter marketing ( $\beta = .387$ ;  $P < 0.01$ ) exhibited statistically positive and significant influence on sales performance.

The regression analysis indicated that there is statistically positive and significant influence of Facebook marketing on sales performance ( $\beta = .397$ ,  $P < 0.01$ ). The result provided support for the H<sub>1</sub> test result which stated that there is statistically positive and significant influence of Facebook marketing on sales performance of fast-food restaurants in Enugu state Nigeria. This finding is consistent with Aral (2021), which established that Facebook has the ability to target specific demographics through established user data, which allows businesses to personalize their advertising efforts, thereby increasing the likelihood of conversions.

Similarly, the regression analysis indicated that there is statistically positive and significant influence of Instagram marketing on sales performance ( $\beta = .326$ ,  $P < 0.01$ ). The result provided support for the H<sub>2</sub> test result which stated that Instagram marketing has a statistically positive and significant influence on sales performance of fast-food restaurants in

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Enugu state, Nigeria. This is consistent with Sprout Social (2022) which found that 70% of teenagers believe that Instagram is the best platform for discovering new products, indicating that user engagement can lead to purchase intentions.

Furthermore, the findings indicated that there is a statistically positive and significant influence of YouTube marketing on sales performance ( $\beta = .186, P < 0.01$ ). The result provided support for H<sub>3</sub> which stated that YouTube marketing has a statistically positive and significant influence on sales performance of fast-food restaurants in Enugu state, Nigeria. The result is consistent with Nielson (2021) which established that the content marketing approach of YouTube not only increases brand awareness but also builds customer trust and drives engagement, which are crucial for improving sales performance.

Likewise, the findings indicated that there is a statistically positive and significant influence of Twitter marketing on sales performance ( $\beta = .387, P < 0.01$ ). The result provided support for H<sub>4</sub> which stated that Twitter marketing has a statistically positive and significant influence on sales performance of fast-food restaurants in Enugu state, Nigeria. The result is in consonance with González and Morales, (2019), which established that Twitter uses hashtags to categorize and organize tweets which allow businesses to join trending conversations, increase visibility, and reach a wider audience which leads to increase in sales.

## **Conclusion**

The study investigated the influence of social media marketing on sales performance of Fast-food Restaurants in Enugu state, Nigeria. This study has shown that social media marketing is an effective model with which to measure sales performance in organizations especially fast-food restaurants. The measurement of sales performance through social media marketing adoption can provide specific data that can be utilized in quality management. A better understanding of how various dimensions of social media marketing influence overall sales performance would enable organizations to efficiently design their marketing strategy. Therefore, the study concludes that there is a significant influence of the social media marketing dimensions including Facebook marketing, Instagram marketing, YouTube marketing and Twitter marketing on sales performance of Fast-food Restaurants in Enugu state, Nigeria.

## **Recommendations**

With respect to the review of related literatures and the findings of the study, the following recommendations were made:

1. Management of Fast-food Restaurants should ensure improvement in the utilization of Facebook marketing for improved sales performance in the organization.

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2. They should develop a robust plan for enhanced Instagram marketing activities to ensure improvement in the organization's sales performance.
3. Management of fast-food restaurants should ensure increase in the extent of involvement in YouTube marketing to foster improved customer interaction which will result to improved sales performance in the organization.
4. They should be consistent in utilization of Twitter marketing to stimulate robust customer engagement required for improved sales performance in the organization

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