

Managing Social Media Marketing Variables and Consumer Purchase of Electronics Products in Anambra State, Nigeria

Ezeh, M. U.; Anah S. A.; Arinze, E.; and Odunukwe, I. E.

Department of Business Administration, Faculty of Management Sciences, Chukwuemeka Odumegwu Ojukwu University, Anambra, Nigeria.

DOI: <https://doi.org/10.62154/ajmbr.2025.018.010586>

Abstract

This study examined the effect of social media marketing variables and consumer purchase of electronic products in Anambra State, Nigeria. The research objectives were to determine the effects of social media marketing interaction and collaboration on consumer purchase of electronic products. The study was grounded in the *Uses and Gratification* theory and used primary and secondary sources, with questionnaires administered randomly to the entire population of 622 users of electronic products, as it was less than 1000, yielding 592 retrieved and 587 were valid for analysis. Multiple regression analysis revealed that social media marketing interaction had a positive effect on consumer purchase of electronic products ($t=4.694$, $p=0.000 < 0.05$). Collaboration had a significant positive effect on consumer purchase of electronic products ($t=3.624$, $p=0.000 < 0.05$). Based on these findings the study concluded that social media marketing variables have a significant positive effect on consumer purchase of electronic products in Anambra State, Nigeria. The study recommended that electronic product companies should implement a personalized engagement strategy by responding to customers' comments and messages personally to foster trust and loyalty. Electronic product companies should collaborate with social media influencers in the electronics industry to promote products and reach a wider audience. Electronic product companies should collaborate with social media influencers in the electronics industry to promote products and reach a wider audience. Organize webinars and workshops on social media platforms to educate customers about electronic products.

Keywords: Social Media Variables, Social Media Marketing Interaction, Social Media Marketing Collaboration, Consumer Purchase of Electronic Products, Anambra State, Nigeria.

Introduction

The advent of social media has revolutionized the way businesses interact with their customers. Social media platforms have become an essential tool for businesses, enabling them to build relationships, promote products, and provide customer service (Aral, Dellarocas, & Godes, 2020). The transformative power of social media extends beyond marketing and consumer behavior, also influencing how businesses relate to workers and facilitate flexible relationships with remote talent (Di Gangi & Wasko, 2021).

Social media characteristics, such as information openness, collaboration, participation, interaction, advertising, sharing, and connectedness, have been identified as key factors influencing customer adoption intention (Yongbing, 2020). These characteristics enable

customers to access information, interact with businesses, and share experiences with others (Kaplan & Haenlein, 2021). Despite the benefits of social media, businesses face challenges in leveraging these platforms effectively. According to the Social Media Trends 2021 survey (Danish, 2022), businesses must rethink their social media strategies to engage customers and achieve organizational objectives. While social media presents numerous benefits for businesses, many small businesses in Anambra State struggle to leverage these platforms effectively, thereby, missing opportunities to engage customers, promote products, and drive sales. Although, existing studies have explored the relationship between social media adoption and business performance, is a dearth of research examining the specific challenges faced by small businesses in Anambra State, particularly, in relation to consumer purchase decisions. This study aims to address this research gap by investigating the effect of social media marketing on consumer purchase decisions in Anambra State, Nigeria.

Objectives of the Study

The main objective of this study is to understand the effect of social media marketing variables and consumer purchase of electronic products in Anambra State, Nigeria. The specific objectives are to:

- i. Determine the effect of social media marketing interaction on consumer purchase of electronic product in Anambra State, Nigeria
- ii. Evaluate the effect of social media marketing collaboration on consumer purchase of electronic product in Anambra State, Nigeria.

Review of Related Literature

Conceptual Framework

The advent of social media has revolutionized the way businesses interact with their customers. This literature review aims to critically evaluate existing studies on social media marketing variables and consumer purchase of electronic products.

Social Media marketing Variables

Social media marketing variables are a relatively new marketing strategy that enables businesses to reach millions of customers at a low cost (Hamoud, 2020). Social media marketing involves the use of social media websites and social networks to market a company's products and services (Xiang & Gretzel, 2021). Alves, Fernandes, and Raposo (2021) describe social media marketing as a complementary strategy to traditional marketing. Literature shows tentative agreement regarding the characteristics of social media. Authors such as Doyle, Sammon and Neville (2015), Odhiambo (2012), and Kaplan & Haenlein (2010) have highlighted similar characteristics of social media, including joint simultaneous creation of content, interaction, collaboration, and community building.

Social Media Marketing and Consumer Purchase

Several studies have investigated the relationship between social media marketing and consumer purchase. Nwakwo (2021) found that social media characteristics, such as information openness, interactivity, connectedness, conversation, and communality, had a positive impact on consumer product information search. Eleazar & Iyamu (2022) found that social media marketing had a positive and significant impact on the growth of small and medium enterprises (SMEs) in Benin City, Nigeria.

Social Media Marketing Interaction and Consumer Purchase

Social media has caused a significant change in the strategies and tools companies use for communicating with customers. Wang and Xie (2020) argue that "social media combines characteristics of traditional IMC tools (companies talking to customers) with a highly magnified form of word-of-mouth (customers talking to one another) whereby marketing managers cannot control the content and frequency of such information." Companies are limited in the amount of control they have over the content and distribution of information. Ignoring such user-generated content is not an option. Companies must be able to monitor and respond to conversations, both positive and negative, surrounding the brand. There are ways, however, that companies can influence discussions in a way that is consistent with the organization's mission (Lee et al., 2023). Social media marketing enables companies to achieve a better understanding of customer needs in order to build effective relationships. Effectively using social media within the business's marketing strategy requires that organizations have proper expertise. Neneh and Zubair (2022) and Tang et al. (2023) concur by stating that content quality, involvement, and integration with other media platforms are aspects that highly influence social media effectiveness. Content quality entails that the messages or communication posted on social media should appeal to consumers and meet customers' needs and wants.

Social Media Collaboration and Consumer Purchase

One of the most distinctive characteristics of social media is its participatory nature that allows interested parties an opportunity to engage in interaction. By encouraging contributions and feedback from everyone who is interested, social media blurs the line between media and audience (Smith, 2021). Emphasizing the "social" element of social media, Baker (2020) argued that social media allows people to share and engage with each other so that content shared becomes more democratized than ever before. While varying in the degree of participation, social media has been employed by a number of organizations in order to facilitate a participative culture (Thompson et al., 2021). Social media marketing not only intensifies existing firm-to-customer and customer-to-firm relationships but also creates new variations on traditional options, enhancing firms' abilities to engage in firm-customer exchanges while strengthening their communications. There are fundamental changes in the ease of contact, volume, speed, and nature of interactions (Gallaughar & Ransbotham, 2021).

Empirical Review

Series of studies have been conducted to explain social media marketing variables and consumer purchase of electronic products in Anambra State, Nigeria.

Nwakwo (2021) conducted a study on influence of social media characteristics on consumers' product information search. The study employed information openness, interactivity, connectedness, conversation and communality as proxies for social media characteristics. The descriptive survey study employed a self-developed questionnaire distributed to 398 students in Federal Universities in South-East Nigeria. A regression model and results showed that social media characteristics (SMC) explained about 99% of product information search for students in federal universities in south-east Nigeria. The coefficient of regression revealed that openness (33%), Interactivity (4.7%), connectedness (4.1%) and Communality (2.1%) had a positive contribution to product information search of consumers. It is therefore recommended that consumers should exploit their social media in enhancing their information search for products to satisfy identified human need. Miki (2021) assessed the effect of social commerce on SMEs business performance in Tanzania: A case of Arusha City. The study was conducted in Arusha City involving SMEs especially those dealing with mobile phone business. The study employed descriptive survey research design and quantitative research approach. Data were collected, coded and then entered in software (SPSS version 22) whereby frequency and percentage were used to analyze the demographic characteristics of respondents and descriptive statistics such as mean and standard deviation were used to analyse data from the three research questions. Findings revealed that to a higher extent business owners use social commerce due to accessibility of the internet, because it is a customer's choice. The study concluded that social commerce was effective among SMEs in the study area. The study recommended that to increase the number of business owners who use social commerce, internet should be stable and accessed with affordable prices and information openness should be their criterion. It was recommended that Tanzania Communication Regulatory Authority should address issues relate to cyber such as hacking and forgery.

Eleazar and Iyamu (2022) examined the effect of social media marketing on the growth of business: Evidence from selected small and medium enterprises (SMEs) in Benin City, Nigeria. The study adopted a cross-sectional research design and data was gathered using a specially prepared questionnaire which was scored on a 5-point Likert scale. Four aspects of social media marketing were chosen to be studied: Facebook, Instagram, Twitter, and YouTube. The population of the study includes all SMEs in Benin City, Nigeria. The study's sample size was 500 selected SMEs. The acquired data were analysed using descriptive and inferential statistics. Facebook, Instagram, Twitter, and YouTube were all found to have a positive and significant impact on the growth of SMEs. Based on the findings of the study, we urge that SMEs be encouraged to embrace social media marketing in order to compete in the global market. SME owners should also keep their social media accounts updated with content that educates, informs, and persuades customers to buy their products. In

addition, SMEs owners should use social media marketing feedback as a catalyst for innovation and expansion.

Adoyi et al. (2022) examined the influence of social media on market performance of SMEs in Nigeria. The objective of this study was to investigate the effect of the use of social media on the market performance of SMEs in South-East Nigeria. The study specifically sought to ascertain the effects of the use of Facebook on brand awareness, Instagram on brand loyalty, Youtube on sales performance, LinkedIn on customer satisfaction, and Google+ on brand awareness of SMEs in South East Nigeria. The survey involved four hundred (400) samples from a population of 6,327,963 registered SMEs in South East Nigeria. A five-point Likert scale questionnaire ranging from strongly agreed (5) to strongly disagreed (1) was used as a data collection instrument. The Cronbach Alpha method, provided by Statistical Packages for Social Sciences (SPSS), was used to test the reliability of the instrument. The reliability was found to be high, (0.76) showing that there is consistency in the items of the survey. The data was analyzed using descriptive statistics (tables, percentages, and means) and inferential statistics (Spearman rank order correlation). The study found that there was a significant and positive relationship between the use of Facebook and brand awareness, Instagram and brand loyalty, YouTube and sales performance, LinkedIn and customer satisfaction, and Google+ and brand awareness of SMEs in South East Nigeria. The study concluded that social media represents a potential vehicle to help SMEs create better brand awareness, build strong customer relationships, and also increase sales. The study recommended, among other things, that, in order to build brand awareness, SMEs should invest in social media advertising and choose appropriate channels to advertise their brands. SMEs should also prioritize leveraging social media channels to provide consumers with the most recent, up-to-date, and accurate information and trends.

Nzoja, Berine and Zacharia (2023) investigated the relationship between utilization of social media and performance of SMEs in Dodoma City, Tanzania. The specific objectives of the study were to examine the effect of effect of social media on SMEs performance, and the relationship between social media use and innovation and branding in SMEs. Data were collected from 336 systematic randomly selected SMEs using a structured questionnaire. Data analysis involved the use bivariate correlation analysis, structural equation model and confirmatory factory analysis. It was found that use of social media has significant effect on SMEs performance as it contributes to cost effectiveness, customer easy access to information, satisfaction and market performances. Similarly, use of social media also positively affects innovation and branding of SMEs. Thus, SMEs should be encouraged to fully exploit and use various available and affordable social media networks for marketing and networking purposes to rapidly increase performance and their growth.

Abdulla and Mahiuddin (2019) examined the impact of social media on the consumer adoption process in Bangladesh. The study aims to identify the impact of social media on each stage of the consumer adoption and interaction process for new products/services. The research was conducted by developing a structured questionnaire which was distributed among 330 respondents who use social media for communication with virtual

communities. A simple random sampling technique was applied to select respondents from those who are studying at the graduation level or above and regularly use social media in Bangladesh. Reliability and validity of the items were checked by Cronbach's alpha value, and expert opinions. Subsequently, Pearson correlations, and multiple regression analyses were conducted. The results show that social media has a significant positive impact on each stage of the consumer adoption process due to information openness (easy access to details and friendly to use apps). Findings also ascertain that social media has the most significant impact on the awareness that is subsequently followed by adoption, interest, evaluation, and trial in the consumer adoption process. The social media boom has drastically changed the traditional marketing strategies. Hopefully, the findings of this study will come in handy for marketers in the case of developing effective social media marketing strategies in the future.

Firdous (2018) accessed the impact of SMS marketing on consumer behavior. This study revolves around the impact of SMS on consumer behavior which includes dependent and independent variables. SMS is considered as independent variable and dependent variables focuses on consumer attitudes, intentions to purchase, and consumer behavior in general. More precisely four independent variables include entertainment, informativeness, irritation, and credibility. One major reason of text messaging is entertainment, fun for the people as there is no other means that could be fast and less expensive. Informativeness is another element that is considered important for consumers' behavior. People are attracted by different advertisement messages that may contain important information for the products and services companies offer. Information may include products applications, performance, design and others. Irritation is an element which makes consumers unhappy, dissatisfied and annoyed. Consumers may feel the messages manipulated, insulting and unwanted. Credibility is the fourth element and is equally considered important for consumers' behavior. People may feel that messages they receive from different companies are not trustworthy, honest and true. This may be because consumers perceive brands as inferior quality and rejected. The study has used a quantitative approach of over 300 sample size from Rawalpindi, Islamabad. The targeted population is all those individuals that may use mobile phones. People of age group from 21 to 60 years are selected. Data is collected through questionnaires which consist of a 5-point Likert scale is used ranging from strongly disagree to strongly agree. The study concludes that SMS marketing has a strong impact on consumer behavior if they believe messages are entertaining. Most of the consumers feel that marketing messages are very useful and very informative. On the other hand, consumers may feel irritating if they perceive messages as misguided and manipulated. Another important element is credibility which mainly focuses on trustworthiness and reliability.

Sanduni, Krithombu, Dulshan and Danisha (2022) assessed the impact of social media on business performance: With reference to small and medium enterprises, Western Province, Sri Lanka. This study aims to identify the impact of social media on the marketing aspect of

small and medium-scale enterprises (SMEs) in Sri Lanka. It involves conducting empirical research to test the hypothesized relationships between SMEs and social media based on the conceptual framework developed after reviewing the relevant literature. The data were gathered by distributing a structured questionnaire among a sample of 101 respondents from the Western Province of Sri Lanka who operate their businesses along with an established social media presence. In the course of analyzing the data, the hypotheses were tested using the method of multiple regression analysis. The results reveal that the incorporation of social media in advertising helps SMEs boost their awareness of customer perspectives and strengthen their customer relations and thereby having a significant impact on their business performance.

Tajvidi and Karami (2021) investigated the influence of social media on firm performance with mediating role of marketing capabilities in the UK, hotel industry. In this research, a structural equation modelling method has been employed for data analysis. The survey data has been collected by mail survey from a sample of 384 hotels in the UK. Results from the data analysis demonstrate the positive and significant relationship between social media use and firm performance. However, the findings highlighted that marketing capabilities, namely branding and innovation (creating easy access vital information about product and services) positively and significantly mediate the association between social media use and firm performance.

Hamzeh Ahmad Mustafa Alawamleh & Narasimha, (2019). The effect of social media on business performance of tourism sector in Jordan: An empirical study. This study aims to identify the impact of social media dimensions namely, information openness, online community, conversation on the business performance of tourism sector. 550 copies of the questionnaire was distributed, the research data were collected through questionnaire sent to managers -supervisors in tourism firms around Jordan. A stratified random sampling was used 550 questionnaire was distributed. The study has focused on the most important social media dominations, namely, information openness, online community, conversation, in order to find out the extent of their impact on the firms performance. The study shows a significant effect of information openness, online community, conversation of social media on satisfaction, where has no positive relationship between information openness, conversation on rapid adaptation while there is positive relationship between online community and rapid adaptation. Lastly the result also showed there is no relationship between openness, online community of social media and innovation.

Fred (2022) studied on social media influencers and impact on consumer buying behaviour in the United Kingdom. This study aims to gain a better understanding of how SMIs function by: (1) identifying the personality and content features elicited by SMIs; (2) demonstrating the mechanism by which SMIs can influence choice imitation via the enhancement of customer loyalty; and (3) determining whether demographic factors such as gender, income, and education levels influence the relationship between SMIs and choice imitation. People in the United Kingdom between the ages of 18 and 65 are the target respondents. In order to analyze the research questions, questionnaires were sent using the platform

MTurk. Specifically, this study identifies the effectiveness of SMIs on the selective imitation of their followers. The study indicates that there are two key components of SMIs that influence decision imitation, namely personality and content traits, by factor analysis. In comparison to regular celebrity endorsers, SMIs minimize followers' persuasion knowledge and increase purchase intent. This study also demonstrates that customer loyalty mediates the positive effect of SIMs on decision imitation. Due to the fact that SMIs establish a parasocial relationship with their followers. The consumer loyalty of the followers will increase, and they will be more likely to adopt the recommended lifestyles and purchase the recommended products. This study demonstrates that an increase in affluence will increase the influence of SMI content characteristics on decision imitation. It can be explained by the greater effort expended by higher income groups in elaborating more complex information and messages provided by SMIs. In addition, this study refutes the influence of gender on the link between SMI personality traits and choice imitation. Lastly, this study refutes ideas that the level of education may influence the association between SMIs and choice imitation. Collectively, the findings contribute to marketing literature regarding the personality and content characteristics of a SMI. In addition, this study reveals the method via which SMIs influence choice imitation via customer loyalty. In addition to their theoretical significance, the findings have management implications for digital marketing communication with SMIs.

The existing literature on social media marketing has identified various factors that influence consumer behavior and business performance. However, a critical evaluation of the current research reveals several gaps that justify the need for this study.

Gaps in Existing Literature

- i. Limited focus on social media marketing interaction: While previous studies have examined the impact of social media marketing on consumer behavior, few have explored the role of social media marketing interaction in shaping consumer purchase decisions.
- ii. Lack of emphasis on social media marketing collaboration: The existing literature has primarily focused on the individual effects of social media marketing variables, neglecting the potential synergies that can arise from collaborative social media marketing efforts.
- iii. Insufficient attention to the Anambra State context: Most studies on social media marketing have been conducted in developed countries or urban areas, leaving a knowledge gap regarding the specific challenges and opportunities faced by businesses in rural or developing regions like Anambra State. To address these gaps, this study proposes a conceptual framework that integrates social media marketing interaction and social media marketing collaboration. The framework posits that social media marketing interaction (e.g., responding to customer inquiries, engaging in online discussions) and social media marketing collaboration

(e.g., partnering with influencers, running joint promotions) can jointly influence consumer purchase decisions.

Theoretical Underpinnings

This framework is grounded in several theoretical perspectives, including:

- i. **Social exchange theory:** This theory posits that individuals engage in social interactions based on the expectation of reciprocal benefits.
- ii. **Relationship marketing theory:** This theory emphasizes the importance of building and maintaining relationships with customers to drive loyalty and retention.
- iii. **Collaboration theory:** This theory highlights the benefits of collaborative efforts between businesses and other stakeholders to achieve common goals. By addressing the gaps in existing literature and drawing on relevant theoretical perspectives, this study aims to contribute to a deeper understanding of the role of social media marketing interaction and collaboration in shaping consumer purchase decisions in Anambra State.

Methodology

Research Design

This study adopted the survey method to enable the researcher to objectively and empirically evaluate the social media marketing variables and consumer purchase of E-products in Anambra state, Nigeria through communication with respondents the use of a questionnaire. The quantitatively survey research design is such that numerical data generated with a number of questionnaires administered to several respondents. It is adjudged to be appropriate because it helps in asking questions from which the study elicit responses to answer research questions. It describes the characteristics of certain groups; it determines the proportion of consumers who behave in a certain way upon exposure to social media variables. It makes specific predictions and determines relationships between variables (Atijosan, 2010).

To address potential biases and justify methodological choices in this study, several factors should be considered.

Sampling Bias: The study employed a census approach, which included all 622 electronic dealers in the population. However, this approach may not be representative of the entire population of electronic dealers in Anambra State, as it only focused on three main cities: Onitsha, Awka, and Nnewi.

Response Bias: The study relied on self-reported data through questionnaires, which may be subject to biases. Respondents may have provided answers that they thought were socially acceptable or desirable, rather than their true opinions.

Social Desirability Bias: The study's focus on social media marketing variables may have led respondents to provide answers that they thought were desirable or expected, rather than their true opinions.

Justification of Methodological Choices

Survey Method: The study adopted the survey method to enable the researcher to objectively and empirically evaluate the social media marketing variables and consumer purchase of e-products. This method was chosen because it allows for the collection of numerical data, which can be analyzed statistically.

Census Approach: The study employed a census approach because the population size was relatively small (less than 1000). This approach allowed for the inclusion of all members of the population, which can provide a more accurate representation of the population.

Questionnaire Instrument: The study used a questionnaire as the main research instrument because it is a suitable tool for exploratory researches. The questionnaire was designed to examine the relationships between variables and to collect numerical data.

Area of Study

Anambra State is one of the 36 states in Nigeria, located in the southeastern region of the country. It is bounded by Delta State to the west, Imo State and Rivers State to the south, Enugu State to the east, and Kogi State to the north. Anambra State has a rich cultural heritage and is known for its commercial and industrial activities. The study focused on Anambra State, with particular emphasis on the three main cities: Onitsha, Awka, and Nnewi. Onitsha is a major commercial center, Awka is the state capital, and Nnewi is a prominent industrial hub. These cities are strategically located and play a significant role in the state's economy, making them ideal locations for this study.

Population of the Study

Target population

The targeted population of this study comprises all the electronic dealers of various electronic products (e-products) in Anambra State who operate and engage in social media marketing activities.

Population Size

The total population of the study is 622 electronic dealers.

Table 1: Population Distribution of the Select

S/N	Town	Numbers of electronic products
1	Awka	
	LG	22
	Samsung	20
	Sony	47
	Panasonic	58
	Hisense	51
	Sub- total	198
2	Onitsha	
	LG	38
	Samsung	35
	Sony	43
	Panasonic	70
	Hisense	58
	Sub- total	244
3	Nnewi	
	LG	23
	Samsung	34
	Sony	25
	Panasonic	56
	Hisense	42
	Sub- Total	180
	Total	622

Source: Staff Department, 2024

Table 2: List of electronic products used for the study

S/N	Names of Electronic Products	Address
	Awka	
1	LG, Awka	Anambra
2	Samsung, Awka	Anambra
3	Sony, Awka	Anambra
4	Panasonic, Awka	Anambra
5	Hisense, Awka	Anambra
	Onitsha	
6	LG, Onitsha	Anambra
7	Samsung, Onitsha	Anambra
8	Sony, Onitsha	Anambra
9	Panasonic, Onitsha	Anambra
10	Hisense, Awka	Anambra
	Nnewi	Anambra
11	LG, Nnewi	Anambra
12	Samsung, Nnewi	Anambra
13	Sony, Nnewi	Anambra
14	Panasonic, Nnewi	Anambra
15	Hisense, Nnewi	Anambra
	Total	622

Source: Author’s compilation

Sample Size Determination and Sampling Technique

Since the population size is less than 1000, the study employed a census approach, where all 622 electronic dealers in the population were considered for the study.

Sampling Technique

Due to the relatively small population size, a total enumeration sampling technique was used, where all members of the population were included in the study.

Sources of Data

The researcher used both primary and secondary sources for data collection. The primary sources consist of structured questionnaire while secondary source consist of textbooks, published journals and company bulletin.

Instrument for Data Collection

The questionnaires were the main research instrument adopted in this study for the requisite data collection. Saunders et al (2009), argued that the questionnaire is the most suitable instrument for exploratory researches, in order to examine the relationships

between variables. The Likert scale used in this study were categorized between 1 and 4, where, strongly agree = 4, Agree = 3, strongly disagree = 2, disagree = 1. The questionnaires contain two sections, namely A and B. Section A, has statements on demography (age, gender, education, marital status, occupation etc.), while the section B includes the statements on explanatory variables, which influence marketing of consumer purchase.

Method for Data Collection

The data generated from the study were analyzed through the following statistical tools: Statistics, such as frequency count and percentages were use in the analysis of personal characteristics, while research hypotheses were tested, using multiple regression analysis. The research hypotheses were tested at 0.05 level of significance. Analysis was carried out with the aid of Statistical Package for Social Sciences (SPSS version 23).

Analysis and Interpretation of Result

Demographic Characteristics of the Respondents

This section analyzes the demographic features of the respondents to provide detailed information about their backgrounds. This analysis helps determine the categories of electronic product dealers' study and ensures that respondents have the capacity to effectively discuss issues related to managing social media marketing variables and consumer purchase of electronic products in Anambra State, Nigeria.

Table 4.1: Gender of the Respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	295	49.7	50.3	50.3
	Female	292	49.2	49.7	100.0
	Total	587	98.8	100.0	

Source: Computed by the researcher

Table 4.1 above reveals that the two hundred and ninety-five (295) of the respondents which represents 50.3% were male respondents, while two hundred and ninety-two (292) respondents which represent 49.7% were female respondents. By implication, male respondents were more than female respondents by 0.6% in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire.

Table 4.2: Age Bracket of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	72	12.1	12.3	12.3
	31-40	169	28.5	28.8	41.1
	41-50	246	41.4	41.9	83.0
	Above 50	100	16.8	17.0	100.0
	Total	587	98.8	100.0	

Source: Computed by the researcher

Table 4.2 above depicts the age bracket of the respondents. The distribution shows that 12.3% of the respondents are between the age brackets of 21 to 30 years while 28.8% respondents are within the age bracket of 31-40 years. On the same note, 41.9% of the respondents are within the age bracket of 41 - 50 years. More so, 17.0% of the respondents are within the age bracket of 50 and above.

Table 4.3: Educational Qualification of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE	151	25.4	25.7	25.7
	HND/BSC	382	64.3	65.1	90.8
	MSC/MBA	50	8.4	8.5	99.3
	OTHERS	4	.7	.7	100.0
	Total	587	98.8	100.0	

Source: Computed by the researcher

The table above indicated that one hundred and fifty-one (151) respondents which representing 25.7% maintain to acquire have acquired SSCE, while 65.1% of the respondents which represents three hundred and eighty-two (382) acquired HND/MBA. However, fifty (50) which represent 7 percent either have MSC/MBA. The respondents that have others are numbered four (4) which represent 7%. This is one of the demographic items which helped us to identify the education qualification of the respondent.

Table 4.4: Respondents Business Experience (in years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5yrs	110	18.5	18.7	18.7
	6-10yrs	176	29.6	30.0	48.7
	11-15yr	201	33.8	34.2	83.0
	over 16yrs	100	16.8	17.0	100.0
	Total	587	98.8	100.0	

Source: Computed by the researcher

Table 4.4 above shows that respondents who have been engage in business experience for a period of 1-5 years, one hundred and ten (110) which represents 18.7%. This is followed by those in service between 6-10 years with one hundred and seventy-six (176) which represents 30.0%. Again, those that fall in service gap between 11-15 years with two hundred and one (201) which represents 34.2%. Lastly, this is followed by those in service between over 16 years with one hundred (100) which represents 17%. The implication of years in-service is to enables us have a clear view of those who have been in service for a particular period of time.

Data Analysis

Question 1

How does social media interaction affect consumer purchase of electronic product in Anambra State, Nigeria? The responses of the respondents are shown in the table below.

Table 4.2.1: Effect of social media interaction on consumer purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	177	29.8	30.2	30.2
	SD	31	5.2	5.3	35.4
	A	155	26.1	26.4	61.8
	SA	224	37.7	38.2	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.1 above indicates that one hundred and seventy-seven (177) respondents which representing 20.2% disagree that they can recommend their product online and customers will buy it, while 5.3% of the respondents which represents thirty-one (31) strongly disagreed to that. One hundred and fifty-five (155) respondents which represent 26.4% agreed. Finally, two hundred and twenty-four (224) respondents which represent 38.2% maintain that they can recommend their product online and customers will buy it.

Table 4.2.2: You can to recommend a product to your online community and they will purchase it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	55	9.3	9.4	9.4
	SD	85	14.3	14.5	23.9
	A	162	27.3	27.6	51.4
	SA	285	48.0	48.6	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.2 above indicates that fifty-five (55) respondents which representing 9.4% disagreed that they can recommend a product to your online community and they will purchase it, while 14.5% of the respondents which represents eighty-five (85) strongly disagreed to that. One hundred and sixty-two (162) respondents which represent 27.6% agreed. Finally, two hundred and eighty-five (285) respondents which represent 48.6% strongly agreed that they can to recommend a product to your online community and they will purchase it.

Table 4.2.3: Brand’s social media presence influences your customers purchasing decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	48	8.1	8.2	8.2
	SD	90	32.0	12.4	40.5
	A	274	29.3	49.6	70.2
	SA	175	29.5	29.8	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.3 above indicates that forty-eight (48) respondents which representing 8.2% disagreed that brand’s social media presence influences the customers purchasing decision, while 12.4% of the respondents which represents ninety (90) agreed to that. Two hundred and seventy-four (74) respondents which represent 49.6% agreed that brand’s social media presence influences the customers purchasing decision. Finally, one hundred and seventy-five (175) respondents which represent 29.8% strongly agreed that brand’s social media presence influences the customers purchasing decision.

Table 4.2.4: You experience any form of anxiety while using social media platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	75	12.6	12.8	12.8
	SD	53	8.9	9.0	21.8
	A	257	43.3	43.8	65.6
	SA	202	34.0	34.4	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.4 above indicates that seventy-five (75) respondents which representing 12.8% disagreed that they experience any form of anxiety while using social media platforms, while 9.0% of the respondents which represents fifty-three (53) agreed to that. Two hundred and fifty-seven (257) respondents which represent 43.8% agreed. Finally two hundred and two (202) respondents which represents 34.4% strongly agreed that they experience any form of anxiety while using social media platforms.

Table 4.2.5: Has social media interaction increase your sales

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	74	12.5	12.6	12.6
	SD	95	16.0	16.2	28.8
	A	204	34.3	34.8	63.5
	SA	214	36.0	36.5	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.5 above indicates that seventy-four (74) respondents which represent 12.6% disagreed that social media interaction increase your sales, while 16.2% of the respondents which represents ninety-five (95) agreed to that. Two hundred and four (204) respondents, which represent 34.8% agreed to that. Finally, two hundred and fourteen (214) respondents which represent 36.5% strongly agreed social media interaction increase your sales.

Question 2

To what extent does social media collaboration affect consumer purchase of electronic product in Anambra State, Nigeria? The responses of the respondents are shown in the table below.

Table 4.2.6: You are satisfied with the use of social media in educating your customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	83	14.0	14.1	14.1
	SD	45	7.6	7.7	21.8
	A	220	37.0	37.5	59.3
	SA	239	40.2	40.7	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.6 above indicates that eighty-three (83) respondents which represent 14.1% disagreed that they are satisfied with the use of social media in educating your customers, while 7.7% of the respondents which represents forty-five (45) strongly disagreed to that. Two hundred and twenty (220) respondents, which represent 37.5% agreed. Finally, two hundred and thirty-nine (239) respondents which represent 40.7% strongly agreed that they are satisfied with the use of social media in educating your customers.

Table 4.2.7: You felt comfortable participating in this past week online collaboration activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	84	14.1	14.3	14.3
	SD	103	17.3	17.5	31.9
	A	194	32.7	33.0	64.9
	SA	206	34.7	35.1	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.7 above indicates that eighty-four (84) respondents which represent 14.3% disagreed that they felt comfortable participating in this past week online collaboration activities, while 17.5% of the respondents which represents one hundred and three (103) strongly disagreed to that. One hundred and ninety-four (194) respondents, which represent 33.0% agreed. Finally, two hundred and nine (209) respondents which represent 35.1% strongly agreed that they felt comfortable participating in this past week online collaboration activities.

Table 4.2.8: Social media helps to keep me up-to-date about the new product release by my company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	48	8.1	8.2	8.2
	SD	114	19.2	19.4	27.6
	A	234	39.4	39.9	67.5
	SA	191	32.2	32.5	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.8 above indicates that forty-eight (48) respondents which represent 8.2% disagreed that social media helps to keep me up-to-date about the new product release by my company, while 19.4% of the respondents which represents one hundred and fourteen (114) strongly disagreed to that. Two hundred and thirty-four (234) respondents, which represent 33.9% agreed. Finally, one hundred and ninety-one (191) respondents which represent 32.5% strongly agreed that social media helps to keep me up-to-date about the new product release by my company.

Table 4.2.9: This past week online collaboration activities helped me accomplish the assignment with higher quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	66	11.1	11.2	11.2
	SD	50	8.4	8.5	19.8
	A	281	47.3	47.9	67.6
	SA	190	32.0	32.4	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.9 above indicates that sixty-six (66) respondents which represent 11.2% disagreed that this past week online collaboration activities helped me accomplish the assignment with higher quality, while 8.5% of the respondents which represents fifty (50) strongly disagreed to that. Two hundred and eighty-one (281) respondents, which represent 47.9% agreed. Finally, one hundred and ninety (190) respondents which represent 32.4% strongly agreed this past week online collaboration activities helped me accomplish the assignment with higher quality.

Table 4.2.10: This past week online collaboration activities helped me learn more efficiently than if I were working alone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	71	12.0	12.1	12.1
	SD	68	11.4	11.6	23.7
	A	210	35.4	35.8	59.5
	SA	238	40.1	40.5	100.0
	Total	587	98.8	100.0	

Sources: Computed by the researcher

Table 4.2.10 above indicates that seventy-one (71) respondents which represent 12.1% disagreed that this past week, online collaboration activities helped me learn more efficiently than if I were working alone, while 11.6% of the respondents which represents sixty-eight (68) strongly disagreed to that. Two hundred and ten (210) respondents, which represent 35.8% agreed. Finally, two hundred and thirty-eight (238) respondents which represent 40.5% strongly agreed This past week online collaboration activities helped me learn more efficiently than if I were working alone.

Multiple Regression Analysis

Multiple regression result was employed to test the effect of independent or explanatory variables on the dependent variables. The result of the multiple regression analysis is presented in the tables below.

Table 4.14: Summary of the Regression Result

The result of the multiple regressions formulated presented in the tables below.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.746 ^a	.556	.552	.65160	.556	121.191	6	580	.000	1.792

- a. Predictors: (Constant), SMI, SMCB
- b. Dependent Variable: CPS

Table 4.14 shows that R² co-efficient of determination which measures the strength of the effect of independent variables on the dependent variable has the value of 0.55. This implies that 55% of the variation in social media marketing on consumer purchase is explained by variations in Social Media Interaction and social media collaboration. This was supported by adjusted R² of 0.55%. Test for autocorrelation: This is used to test whether errors corresponding to different observations are uncorrelated. If the value of the durbin-watson

from the regression result is close to 2 no autocorrelation in that regression result, but if it deviates significantly then there is autocorrelation. The Durbin-Watson statistic (D.W) of 2 reveals no autocorrelation in the model. Hence, the result is good for business analysis because the Durbin Watson result is 1.792 which indicates that the study is free from the problems of autocorrelation.

Table 4.15: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.738	6	51.456	121.191	.000 ^b
	Residual	246.261	580	.425		
	Total	554.998	586			
a. Dependent Variable: CPS						
b. Predictors: (Constant) SMI, SMCB						

The f-statistics value of 121.191 in table 4.15 with f-statistics probability of 0.000 shows that the independent variable has significant effect on dependent variable such as Social Media Interaction and social media collaboration can collectively explain the variations in social media variables on consumer purchase.

Table 4.16: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	2.467			.413	
	SMI	.254	.054	.265	4.694	.000	.148	.361
	SMCB	.285	.100	.270	2.851	.005	.482	.089
a. Dependent Variable: CPS								

A’piori Criteria: This is determined by the existing business theories; it also indicates the signs and magnitude of the business parameter under review. In table 4.16 above, we found out that social media interaction has a positive sign given its value as 0.25; this implies that a unit increase in social media interaction increases the consumer purchase by 25%, this conforms to the a’ priori expectation. Social media collaboration has a positive sign given its value as 0.285; this implies that a unit increase in social media collaboration increases the consumer purchase by 28%, this conforms to theoretical expectation.

T- Statistics: The t-test is used to measure the individual statistical significance of the explanatory parameters in the model. From table Coefficients above social media interaction is 4.694, this is statistically significant, this suggest that it contribute significantly to consumer purchase. Social media collaboration is 2.851 this is statistically

significant; this suggest that it contribute significantly to consumer purchase of electronic product at 5% level of significant.

Test of Hypotheses

Here, the two hypotheses formulated in chapter one was tested using t-statistics and significance value of the parameter variables in the regression result. The essence of this is to ascertain how significant the effect of individual independent or explanatory variables on the dependent variables.

Test of Hypothesis One

Ho₁: Social media marketing interaction has no significant positive effect on consumer purchase of e-product in Anambra State, Nigeria.

Social media marketing interaction has a t-statistics of 4.694 and a probability value of 0.000 which is statistically significant. Therefore, we accept the alternative hypothesis and reject the null hypotheses which state that social media marketing interaction has significant positive effect on consumer purchase of e-product in Anambra State, Nigeria.

Test of Hypothesis Two

Ho₂. Social media marketing collaboration has no significant positive effect on consumer purchase of e-product in Anambra State, Nigeria

In testing this hypothesis, the t-statistics and probability value in table above is used. Social media marketing collaboration have a t-statistics of 3.624 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that social media marketing collaboration has significant positive effect on consumer purchase of e-product in Anambra State, Nigeria.

Discussion of Research Findings

This research examined the social media marketing and consumer purchase of e-product in Anambra State, Nigeria. Data were sourced from the dealers of the selected E-products firms. The data generated were subjected to statistical analysis and the following output was ascertained.

Social media marketing interaction and consumer purchase: The study found that social media marketing interaction has a positive effect on consumer purchase of electronic product in Anambra state. The implication of these findings is that, for consumer purchase to be functional to achieve their aim and purposes, the social media marketing interaction need to satisfy the expected needs of the electronic products, and must be seen to be fair or equitably satisfying to the consumer. Social interaction occurs when there is a flow of interaction between participants involved in the social media site. Active participation of the users fosters a strong relationship between the participants. The findings of this study

are in line with the study of Eleazar and Iyamu (2022) who examined the effect of social media marketing interaction on the growth of business: Evidence from selected small and medium enterprises (SMEs) in Benin City, Nigeria. Facebook, Instagram, Twitter, and YouTube were all found to have a positive and significant impact on the growth of SMEs.

4.3.2.2 Social media marketing collaboration and consumer purchase: The study found that social media marketing collaboration has a significant positive effect on consumer purchase of electronic product. The implication is that Collaborations occur in groups of people, with users that organize themselves and have common interests and share the same values. Trust is the most important value which drives the participants together. Social media involves content sharing amongst users. The findings of this study are in line with the study of He et al. (2017), who maintain that content sharing depends on whether customers find the business's content interesting and entertaining, whether the content is helpful to other people, whether the content creates thoughtful ideas for discussion, or whether the content promote the user's ideas or beliefs.

Conclusion and Recommendations

The main objective of this research was to examine the social media marketing variables and consumer purchase of e-product in Anambra State. The study adopted the survey research design, through the distribution of structured questionnaire to achieve the stated objectives. Multiple regression analysis was used to test the hypotheses at 0.05% level of significance. Based on the empirical findings, social media marketing interaction has a significant positive effect on consumer of electronic products ($t=4.694$, $p=0.000$). Social media marketing collaboration has a significant positive effect on consumer purchasing of electronic products ($t=3.624$, $p=0.000$). Based on these findings the study concluded that social media marketing variables have a significant positive effect on consumer purchase of electronic products in Anambra State, Nigeria. The study further concludes that every electronic product (e-products) firm needs to be aware of and implement factors that bring about positive experience while their social media site is being used by consumers, in order to exert a positive and desired influence on consumer purchasing behavior.

Recommendations

The study has showed that social media marketing variables leads to enhanced performance of the firm. In view of this assertion; the following recommendations were made:

- i. Electronic product companies should collaborate with social media influencers in the electronics industry to promote products and reach a wider audience.
- ii. Electronic product companies should collaborate with social media influencers in the electronics industry to promote products and reach a wider audience. Organize webinars and workshops on social media platforms to educate customers about electronic products.

Policy Implementation and Future Research Directions

- i. **Social Media Marketing Strategies:** The study's findings can guide the development of effective social media marketing strategies for electronic dealers in Anambra State.
- ii. **Consumer Purchase Behavior:** The study's findings can also inform policies aimed at understanding consumer purchase behavior and preferences in the context of e-products.

References

- Abdulla, A.H., & Mahiuddin, S. M.D. (2019). Impact of Social Media on the Consumer Adoption Process in Bangladesh. *The Comilla University Journal of Business Studies*, 6(1), 67-83.
- Adeola, O., Hinson, R. E. & Evans, O. (2020). *Social media in marketing communications: A synthesis of successful strategies for the digital generation*. 61-81 in *Digital Transformation in Business and Society*: Springer.
- Anderson, E.W., & Fornell, C. (2020). Foundations of the American Customer Satisfaction Index. *Total Quality Management*, 11(7).
- Baker, F. B. (2017). *The Basics of Item Response Theory (2nd Ed.)* USA: ERIC Clearinghouse on Assessment and Evaluation.
- Boaria, F., & Da Cunha, A. A. (2020). The management of social media and the relationship with the client from the perspective of the managers of small hotels in a City in Brazil. *Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector: IGI Global*. Pp. 385-403
- Boyd, D. M. & Ellison, N. (2017). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Bristor, J. (2018). Enhanced Explanations of Word of Mouth Communications: The Power of Relationships. *Research in Consumer Behavior*, 4(1), 51-83.
- Chukwu, B. I. & Uzoma, I. C. (2015). Impact of social media networks on consumer patronage in Nigeria: A study of Jumia and Konga Nigeria Limited. *European Journal of Business and Management*, 6(30), 55-56.
- Duffett, R., Petroşanu, D. M., Negricea, I.C., & Edu, T. (2019). Effect of YouTube marketing communication on converting brand liking into preference among millennials regarding brands in general and sustainable offers. Evidence from South Africa and Romania. *Journal of Sustainability*, 11(3), 604
- Ekwueme D., & Okoro, U. (2018) "Introducing Cobras: Exploring Motivations for Brand Related Social Media Use," *International Journal of Advertising*, 30(1), pp. 13-46
- Eleazar, C. G. & Iyamu, G. O. (2022). Examined the effect of social media marketing on the growth of business: Evidence from selected small and medium enterprises (SMEs) in Benin City, Nigeria. *Journal of Enterprise and Development*, 4(1), 77-78
- Falahat, M., Ramayah, T., Soto-Acosta, P., & Lee, Y.Y. (2020). SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance. *Technological Forecasting and Social Change* (21), 119-120.
- Ghose, A., Ipeiritos, P.G., & Li, B. (2019). Modeling Consumer Footprints on Search Engines: An Interplay with Social Media. *Management Science*. 65(3):1363-85.
- Grieve, R., Indian, M., Witteveen, K., Tolan, G. A., & Marrington, J. (2019). Face-to-face or Facebook: Can social connectedness be derived online? *Computers in Human Behavior*, 29(3), 604-609.

- Ileck, M. (2018). The role of social media marketing in the small business environment in Mkhondo. School of Management IT and Governance, College of Law and Management Studies University of Kwazulu-Natal
- Mosweunyane, L., Rambe, P. & Dzansi, D. (2021). Use of Social media in Free State tourism small, medium and micro enterprises to Widen Business Networks for Competitiveness. *South African Journal of Economic and Management Sciences*. 22(1), 1-10.
- Ndife, C. F. (2022). Influence of Social Media on the Performance of Small and Medium Scale Enterprises. *African Scholar Journal of Humanities and Social Sciences*, 19(6), 223-233
- Oyedele, O. O., Oworu, O. O. & Adbulganiyu, I. O. (2020). Online marketing and the performance of small-scale enterprises in Nigeria: A study of selected SMEs in Ikeja, Lagos State, Nigeria. *Annals of Contemporary Developments in Management & HR*, 2(23), 15-24,
- Padma, D., & Ahu, J. (2020). Understanding Customers' Hotel Revisiting Behaviour: A Sentiment Analysis of Online Feedback Reviews. *Current Issues in Tourism*. 23(5):605-11
- Rochelle, S. J. (2018). Social media marketing strategies used by small retail businesses. Dissertation submitted to Walden University.
- Shekou, A. N., & Ansumana, F. (2022). The adoption of social media and internet as a tool for improving SMEs performance in Sierra Leone; A case study of SMEs in Freetown Central Business District. *International Journal of Research and Innovation in Social Science*, 6(12), 328-334.