

Effect of Some Selected Social Media Platform on Customer Patronage Intensity of Online Store in Selected Tertiary Institutions in Anambra State, Nigeria

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Article DOI: 10.48028/ijprds/ijasepsm.v10.i2.08

Abstract

The study is on effect of some selected social media platform on customer's patronage intensity of online store in selected tertiary institutions in Anambra State of Nigeria. The specific objectives are to determine effect of facebook, the nature of relationship between instagram and the influence of youtube on customer patronage. The survey research design was adopted for the study. The population comprises students and staff of Nnamdi Azikiwe University Awka, Chukwuemeka Odumegwu Ojukwu University Igbariam and Madonna University Okija who have patronize Jumia or Konga Nigeria Ltd or both. The study use a total sample size of 396, determine through Topman formular as the population was infinite. The instrument used for data collection was questionnaire. A total of 396 copies of the questionnaire were distributed while 340 (86%) copies were returned and 56(14%) were not returned. Three hypotheses were tested using Pearson Product Moment Correlation Coefficient and Simple Linear Regression statistical tools. The findings indicated facebook has a significant effect on customer patronage. There is a positive relationship between instagram and customer patronage. Youtube has a significant influence on customer patronage. The study concluded that social media helps entice consumers online to patronize services but not many consumers will work with the same designer but not many consumers will work with the same designer again if the customer service is awful; this maybe because the designer trust mainly in his core business of design and ignores customer service. The study recommended that retail stores in Nigeria should integrate new marketing tools like social media into their marketing plans so as to enhance marketing performance over the long run.

Keywords: *Social Media, Facebook, Instagram, Youtube, Customer Patronage*

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Background to the Study

In this modern world, people have their lives surrounded by social media and it becomes an integral part of their lives, social media is online networking platforms which comprise YouTube, Facebook, Twitter, Instagram, LinkedIn and many others and they have a growing clientele on daily basis. Approximately over 3 billion people are active internet users and 1.7 billion individuals are actively engaged in social media interaction. (Bullas, 2015).

Social media is a conglomerate of electronic and internet-based channels where users can create, edit, forward, share and exchange all sorts of contents with each other at an amazing speed and scope. Social media facilitates personal communication and interactions as well as business or commercial communication between a business organization and customers (Barnes, 2006).

Social media is a general word used to classify all interactive tools that facilitate communication, interaction and exchange of information and contents between and among registers participants over an internet connection (Al-Fulani and Mujahideen, 2014). Social media is one of the rapidly growing internet tool used for engaging with the customer (Trusov, Bucklin and Pauwels, 2009). Due to the upgraded level of competence of social media, as compared to other traditional communication networks are concerned, leaders of industries and businesses have to state that companies must engage in social networking sites to be successful in virtual settings (Laroche et.al. 2012). If businesses engage on social networks like Facebook, Twitter and the like, they will be successful in online environments (Kaplan and Haenlein, 2010). According to Ioană and Stoica (2014) social networks can be explained as websites which connect masses of users globally with similar opinions, interests and hobbies.

Social media is different because it makes the individuals connect with others by making them create their user-profiles and sending invitation requests to others (Kaplan and Haenlein 2010). Companies can use social media to engage with their consumers easily; and there are various functions of social media that can help businesses in marketing and also determining the behavior of the consumer. Social media gives businesses the chance to interact with possible customers, encourages a higher level of customer-intimacy, and generates every possible relationship with the consumers (Mersey, et al., 2010).

Social media is at its core human communication, possessing characteristics of participation, openness, conversation, community and connectedness (Veil, Buehner and Palenchar, 2011). It is these characteristics of social media that enable an individual to communicate with other people across geographical boundaries about a service, product, an organization or any other thing for that matter. The ultimate goal of every provider goods and services is to attract customer patronage from around place or all over the world with minimum cost through any communication or promotion tools, of which social media is one of the tools today for communication.

Patronage is an exchange process where one receives a service or goods in exchange for money or other considerations. Customer patronage is therefore, the purchase of goods and service

from a vendor by a customer or a business. The customer purchases and expects to derive benefits or satisfaction from the goods or services as consideration for the exchange for money paid. Customer expectation of benefit or satisfaction is a function of customer needs and information made available to the customers by offering provided (Egele and Ejiri hugh,2020). On this note social media now plays the role of information provision to customers. According to Anderson and Sullivan (1993), customer expectations of satisfaction lead to an increase in tendencies to purchasing a particular brand. They reiterated that firms that provide high quality products and services on a regular basis will have more satisfied customers and these customers will likely re-patronize the service and products next time. So in this study customer patronage intensity refers to measuring the magnitude of number times and or volume of purchases by a customer to a particular shop. These assertions are supported by Kivela, Inbakaran and Reece (1999) when indicating that comparatively, firms that offer service of superior quality is bound to get their customers satisfied as well as get higher economic returns more than their competitors. But this is obtained when customers are aware of the superior quality of the product or the shopping outlet.

Statement of the Problem

Social media advertising has gained the preference of many organizations due to its interactive nature coupled with the relatively easy evaluation of advertising efforts on these platforms (Webster and Hume, 2015). These social media platforms to name a few, Facebook, Snapchat and Twitter have enabled the customer to access more information and also to have a more direct involvement in organization that advertise on these platforms.

It is always being assumed that there could be a service quality gap usually in terms of the retailer's understanding of what prospective customers want, how they want it, as well as how to cater for them satisfactorily since the genesis of the transaction through these growing social media network platforms is done without any physical contact between the retailer and prospective consumers. The retailers might lack the knowledge or understanding of what the prospective customers specifically wanted or preferred either as a result of the disillusion in the product information and attributes they uploaded or as a result of not constantly updating information regarding the available product items. This is why the perplexity of the buying decisions and behavior of consumers have remained a source of worry to marketers as such decision and behaviors most times are not accurately predicted by marketing organization (Onyeagwara, Agu and Egele, 2019). For instance, these was the experience of an individual who bought a blouse for a friend from JUMIA from their e-store. Some days later, JUMIA sent him a mail that the dress was out of stock and that he should pick another one. This went on for weeks and he then noticed he would no longer need the product item but there were issues regarding refund of his money. According to the individual, "They kept telling me to reorder. It was frustrating but after I did thrice, my item was delivered to me". There could be many people suffering from this type of encounter out there. Some of whom might lose both their money and the product item they ordered and this might affect their continued patronage of the online retailers. Thus, the study seeks to investigate effect of social media on customer patronage intensity of online store in selected tertiary institutions in Anambra State of Nigeria.

Objective of the Study

The specific objectives of this study are:

- i. To determine the effect of Facebook on customer patronage intensity
- ii. To ascertain the relationship between Instagram and customer patronage intensity
- iii. To determine influence of YouTube on customer patronage intensity

Review of Related Literature

Social Media

Agichten, Carlos, Donato, and Aristides, (2008) defined it as a form of electronic communication (such as Internet, Websites or Mobile phones usually for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (like videos). Tang and Whinston, (2012) also defined social media as the means of interactions among people through which they create, share, and exchange information and ideas in virtual communities (computer-aid) and networks.

Kaplan and Haenlein (2010) define social media as a “group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Social media advertising allows greater reach to consumers since there is communication between the businesses and their customers have direct access to the marketers and can share their opinions or comments about products. Among some of the benefits of social media to business organization are:

1. Improved customer insights the business gets a better understanding of their customers and they can always share their insights as they are aware that the company is listening to them. Social media allows them to see what potential customer's opinions are and network with them as well.
2. Better customer service Social media allows businesses to respond to their grievances, questions and concerns almost instantaneously. Customers want to be assured that, if they have a problem they can receive help at the earliest. According to Forbes, 71% of consumers who receive a quick response on social media say they are more likely to recommend that brand to other people.
3. Cost efficient when a business is running on a fixed marketing budget, social media is the most cost-efficient way to market and promote the business. Websites like Facebook, Twitter, Pinterest, etc, allow any business to share their content for no cost at all. Hence Social media is an affordable advertising platform.
4. Connectivity The business will always be connecting to the customers in terms of changing preferences, lifestyles and resources and adapt to the changing interest of the consumers. Companies will also be able to cater to the dynamic interests and innovate on their marketing campaign accordingly
5. Establishing brand awareness through social media it is possible to increase the brand awareness among customers as businesses can create awareness by building company image.
6. Sales Through the increased exposure on social media, it drives traffic into the company. This in turn converts the potential customers to actual customers; therefore, increasing sales.

Social Media Platforms

Facebook

Carlson (2010) explains Facebook as a social medium that gives people the opportunity to share photos, information, videos and more. People decide who can see their posts, whether it is publicly or privately amongst friends. From the beginning, Facebook was an instant hit. Mark Zuckerberg launched “the facebook.com” in the year 2004, and today the page better known as “facebook.com” is one of the largest social media platforms. According to Statista (2017a), active users of Facebook in the third quarter of year 2017 were over 2.7 billion.

Nowadays, when thinking about a social network, it seems almost impossible not to think about Facebook. Individuals can communicate and share information instantly and independently from their geographical location (Zarella, 2010). In addition, people can now tell the world what they think and do easily form online communities based on affinities, interests, political and religious views, and common causes. Among these social networking websites, Facebook indeed stands as the most popular and influential social networking website (Safko and Brake, 2009). On Facebook most individuals or users are fishing for friends, or trading information, opinions, and experiences on their mutual interest and common interests (Ridings and Gefen, 2004).

Facebook usage by businesses as an advertising platform reaches to a larger audience for their business or product to be visible. Although some businesses may find it unnecessary to position themselves on social networking sites like Facebook, it is a good way to advertise their products/services, and know what consumers think and want about their product or service. Also, companies use Facebook as an advertising platform for consumers to recall their products or brand to influence their behavior. There is a lot of exposure through Facebook. Social media advertisers have taken the opportunity to use the features of Facebook of which some are the connectedness and multimedia capabilities to have a dialogue with their consumers, and promote their products. Based on the above, this hypothesis is formulated.

H1: Facebook has no significant effect on customer intensity of patronage on online stores

Instagram

At the official website of Instagram in (2017), Instagram was identified as a social medium that gives people the opportunity to share with friends and followers of their lives, hobbies, day today basis and more, with one photo or a video at a time. On Instagram active accounts each month are over 800 million, active every day are over 500 million users. Instagram defines them as a society that individuals, celebrities, and organizations use for visual storytelling and advertisement. The founders, Kevin Systrom and Mike Krieger, posted the first photo to Instagram on July 2012, and since then the medium has developed and introduced all kinds of new features to make communications between users easier and user-friendly. Following the new features of instagram, we then hypothesize that

H2: There is no significant relationship between instagram and consumer intensity of patronage on online store.

YouTube

YouTube, founded in 2005, is the world's most popular online video community, where millions of people can discover, watch and share originally-created videos (YouTube, 2005). YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a major distribution platform for original content creators and advertisers, large and small. YouTube is based in San Bruno, as well as amateur content such as video blogging and short original videos. In November 2006, within a year of its launch, YouTube was purchased by Google Inc. in one of the most talked-about acquisitions to date. YouTube has entered into a number of partnership relations with content providers such as CBS, BBC, Universal Music Group, Sony Music Group, Warner Music Group, NBA, The Sundance Channel and many others (YouTube, 2005). YouTube offered the public a beta site of the site in May 2005, six months before the official launch in November 2005. The site grew rapidly, and in July 2006, the company announced that more than 65,000 new videos were being uploaded every day, and that the site was receiving 100 million video views per day (YouTube, 2005). Considering YouTube as an advertising platform, some users have negative attitudes towards the advertisements on YouTube while others don't. People go to this website to be entertained and get connected with people, therefore if there are any interferences or pop ups, they get irritated by these advertisements, due to this, they either start another video or close them as they find the advertisements to be a nuisance California and uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos. In the context of the negative attitudes towards advertisement in Youtube and other good features of Youtube, it is hypothesizing

H3: There is no significant influence of Youtube on customer patronage intensity on online stores.

Customer Patronage

Customer patronage is commonly known as the consumer's intention to purchase from company (Parsa, Gregory, Self. and Dutta, 2012). This variable is influenced by many factors including quality, service ambiance, attitude and price. Ultimately, it is what all businesses are looking for. Parsa et. al (2012) performed research on what attributes were most important in determine customer's patronage.

Business organization and retailers are increasingly using internationalizations strategy in order to enhance their competitiveness increase sales and make good profits. One of which is the today's proliferating usage of Social media networks. Since the 1990s, many retailers across the world have domestics and foreign retailers becomes fiercer every day (Anic 2004). With the increasing expansion of these foreign retailers and shifts in consumers' attitude and behaviour, domestic retailers feel stronger pressured to make their competitive strategies more effective so that they can compete against the foreign retailers who are already utilizing social media networks to penetrate the domestic retailers established markets. A good example of this in Nigeria is the emerging competition among foreign online retailers like Amazon and domestic counterpart like Jumia, Konga, Buyrite, Dealdey, etc. Strategic positioning has now become the critical issue for gaining both a sustained long-term growth and persistent

customers patronage. The key question now has been how domestic retailer can get Nigerian consumers to visit their online stores more frequently and buy more merchandise on each visit. Since the success in retailing industry depends on consumers, most domestic retailers are now also moving into social media with their counterpart abroad exploits (Chancey 2008).

For consumers to patronize the domestic retailers, the study of Laroche (2005) suggest that a country's image affects consumer's product evaluation (attitudes to a product) through their brief about the products' attributes such as quality, reliability and pricing. Attitude theory may explain how countries are seen in the mind of the consumers, what beliefs and emotions towards a country they have, how this information affects their reactions towards a country (Roth 2009). Attitudes are complex system comprising the person's beliefs about the object, as such they include cognitive, affective and psychomotor aspects, and represent the way people react to a stimulus.

Consumers mentally process objective information about the product or retailer and form an impression of the benefits they provide. This impression became bases for preferences and consequently consumer chooses among competing product brand or retailers replying on information (Egele, Ikechi and Ozo, 2017) They express the preference or lack of preference for stores, brands and other marketing stimuli by reflecting a favourable or unfavourable attitude, which might affect their purchasing intention and purchases (Dmitroic 2009).

Customer patronage intensity reflects the rate of repeat patronage on retail store or product brand which form based on perceived usefulness and perceived ease of use (Ederewheube, and Egele, 2020). Domestic retailers were showed to be better evaluated than foreign retailers on several stores attributes, including product quality, product assortment, pricing structure and store layout (Hyllegard 2005). International retailers likely to be rated higher by consumers in its home country than consumers in its foreign subsidiaries (Butt 2000). In all therefore, by establishing online stores, a foreign retailer might expect some resistance in terms of boycotts with consumers who are supportive to their domestic retailers (Zarkada Faser 2002) but in Nigeria the reverse might be the case simply because of the belief and attitude that an average consumer has towards foreign made products.

Empirical Review

Benjamin and Ifediora (2014) did a study on the impact of social media networks on consumers' patronage of products. It was premised on the proliferating notion of online retail businesses in Nigeria particularly through the use of many social media like Facebook, Twitter, YouTube, Google Stores, Likedlin, etc despite the nefarious atrocities of internet fraudsters. Among the most notable retail companies that engage in such online businesses in Nigeria are Jumia and Konga Nigeria Ltd, upon which this study was carried out as well as on the consumers who patronize the companies both in Enugu and in Lagos state. Two objectives were sought; to determine the perception of the consumers toward online shopping and to determine the extent to which the consumers patronize the online retailers. To achieve these objectives, a cross sectional survey research design was adopted with questionnaire being the data collection instrument. The data collected were analysed and presented in tables. The

hypotheses were tested using ANOVA and Chi-square statistical tools at 5% level of significance and specified degrees of freedom. Among others, the findings revealed that there is a significant difference in the perceptions of the entire consumers and that consumers patronize online retailers very significantly. The study concluded that consumers would continue patronizing online retailers at a crescendo despite their varying perception of internet usage.

Sarita (2014), investigates the influence of Facebook applications and activities on consumers purchase intention and provide insights into whether consumers take notice of their peer's activity on Facebook, and whether that activity influences consumer purchase intention. Regression analyses conducted on the results from a survey of 215 Facebook users suggests that the use of Facebook's like button, location based check-in service and the share button applications positively influence consumers purchase intention. Posting comments on Facebook shows no significant effect on purchase intention. Consequently, marketers should plan to add activities on their Facebook page to help create brand, product or service awareness, and stimulate sales. Shopping through Facebook may well be a key channel of the future

Giri and Benjamin (2015), did a study to assessed the impact of Facebook advertisement on buying behaviour of students. The study used survey method through administering questionnaires on 475 college students with square analyses. These include keeping in touch with friends, sharing photos, keeping in touch with family, and entertainment, among others. They used facebook for many reason. Results indicated that Facebook advertisement have significant effects on the buying behaviour of the students. Facebook emerged as the preferred site followed by Twitter, while LinkedIn was the least popular site among this group. Overall, ease of use and potential for eclectic tasks are qualities that garnered Facebook most preferred status as a social networking site.

Gabriel and Florence (2017), did a study on impact of social media on customer patronage of retail stores in Kenya. The study aimed to determine the impact of Facebook, Twitter, WhatsApp, YouTube and Instagram on customer patronage of selected retail stores in Nairobi, Kenya. Five null hypotheses were developed for the study. Structured questionnaire was designed and administered to collect primary data from a sample of 258 respondents in Nairobi. Multiple regression in the Statistical Package for the Social Sciences (SPSS) was used to test the null hypotheses developed for the study. The findings of the study revealed that all social media tools tested (Facebook, WhatsApp, Twitter, Instagram and YouTube) had significant positive impacts on customer patronage of retail stores in Nairobi. Hence, the study concluded that social media had a significant positive impact on customer patronage of retail stores in Kenya. It was therefore recommended that retail stores in Kenya should integrate new marketing tools like social media into their marketing plans so as to enhance customer patronage and overall marketing performance over the long run.

Budi (2018), carried out a study on the effect of Instagram Use on Consumer Purchase Intensity. This research also investigated the effect of Instagram on consumer purchase

intention. This research used SEM-Smart PLS data analysis as it is a new research model in the development of e-commerce and social commerce. Results corroborate that Instagram has a significant, positive effect on consumer trust in doing online shopping; that consumer trust has a significant, positive effect on purchase intensity and perceived usefulness; that perceived usefulness has a significant, positive effect on purchase intensity; and that the effect size value of the variable perceived usefulness is greater than the effect size value of the variable trust, which means that the variable perceived usefulness had great importance in determining the intensity of purchase by Instagram users.

Khan (2018), did a study on Instagram as a Marketing Tool for Luxury Brands. This study aims to measure the relationships between Instagram marketing, brand equity, and customer behavior towards brand. The research attempts to evaluate the relative importance of the components of Instagram marketing regarding creating brand value and consumer preferences. Finding indicated that there is a positive relationship between Instagram marketing, brand equity, and customer behavior.

Sumesh and Rakan (2018), investigating the impact that social media marketing via Facebook and YouTube has on information search stage of consumer decision process in luxury retail industry in Riyadh, Saudi Arabia. The research used descriptive research design and quantitative research method. Data analysis revealed that the independent variables can explain 64.1% of the variability in information search in luxury retail industry in Riyadh. Among the independent variables, target audience, platform selection, follower engagement and publishing schedule had significant positive impact on information search while relevance of content, voice of the content and call to action had positive but insignificant impact on information search stage of consumer purchase decision process in luxury retail industry in Riyadh.

Dionisia, Phaetra and Fotio (2019), the explore the impact of Facebook and Instagram on consumer buying behaviour in the retail fashion market in Rhodes, Greece. The study looks at the extent to which the two social media influence Rhodian consumer preferences toward certain stores and at whether Rhodians use these social media for fashion information and inspiration. Methodology: The study is conducted online, using quantitative methodology and close-ended survey questionnaires to obtain data. Finding: The study finds that Facebook and Instagram influence Rhodian consumer behaviour. Rhodians believe that the two social media are a good way to follow fashion trends and that fashion is more accessible because of Facebook and Instagram compared to five years ago. The Rhodians seem to be getting fashion inspiration from Facebook and/or Instagram but more in a passive manner than through active engagement with fashion on the two social media.

Nuri (2019), did a study on the Relationship between Product Browsing on Instagram and Shopping Motivation, and its Effects on Purchase Intention, Word-of-mouth Intention and Impulse Buying. The purpose of this research is to determine how utilitarian and hedonic motivation influence purchase intention, word-of-mouth intention and impulse buying, and how social media information browsing influence on utilitarian and hedonic motivation.

Based on the result, attitude of browsing beauty products has a positive effect on shopping motivation such as utilitarian and hedonic, utilitarian motivation has a positive effect on purchase intention, but does not have a positive effect on word-of-mouth intention and impulse buying. Conversely, hedonic motivation has a positive effect on purchase intention, word-of-mouth intention and impulse buying.

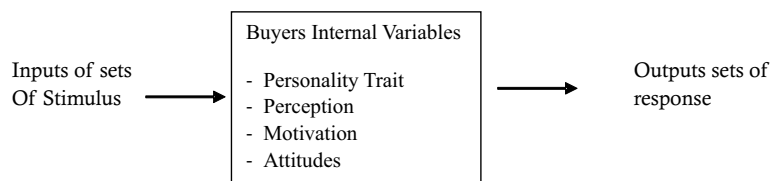
Theoretical framework

The Black Box Model

Black box model was developed from the Black box theory of behaviourism. Howard and Shett (1986) holds that black box is model of buying behavior is based on the psychological approach which projects human being as the processor in a system with output (behavior) which are the result of inputs. The complex and dynamic nature of the interaction of buyer's internal variables-personality trait, perception, motivation and attitudes is based on the mental processes involved (Benneth, 1986). Precisely what exactly happens inside the black box has been subject of speculation (Egele, 2006).

The black box model of buyer behavior developed by Benneth (1998) is shown below:

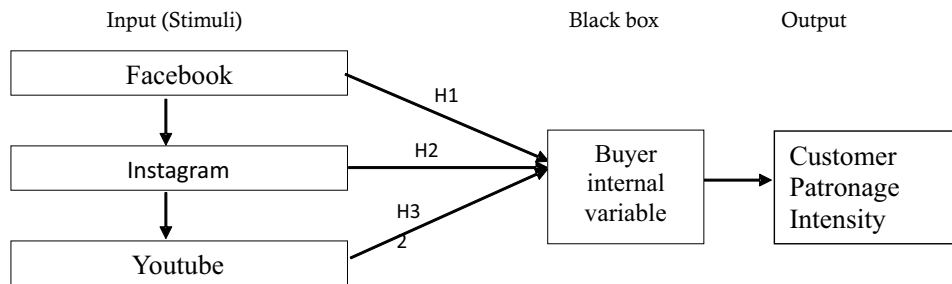
Fig. 1



So, in the context of this study, promotion instruments as input set of stimuli while outputs set of response is represented by customer patronage intensity.

The importance of the model is that it suggests consumers will respond in a particular way to different stimuli in their mind, the model suggests that external factors related to the consumers would act as stimuli for behavior but the consumers' personal characteristics and decision making process will interact with the stimulus before a particular response is generated. The focal point is the relation between the stimuli and the response of the consumer. The external stimuli are external factors formed by companies to enhance the products market which is described as marketing variable or mix these include; price, product, place and promotions. Face book, Instagram and YouTube platforms are social media tools which are promotional instruments that provide information about products and retail stores. Based on the above, the below theoretical framework is conceptualized.

Fig. 2



Source: Researcher, 2021

This model assumes that regardless of what happens inside black box (the consumers' mind), the consumer response is as a result of a conscious, rational decision process.

The black box model postulate that the use of an information system is determined by the behavioural intention, but on the other hand, that the behavioural intention is determined by the person's attitude towards the use of the system and also by the perception of the utility.

This model tries to explain the degree of acceptance of the use of information technology. This theory assesses whether the user will be able to accept the new technologies and user's ability to deal with it. The black box model helps managers, retailers and decision makers to assess the success of the introduction of technology to the organization and motivate users to accept the system.

Methodology

The study adopted a survey research design. The study population consist of staff and students from the three selected universities in Anambra State, Nigeria who once patronize Jumia and Konga online stores or both. The selected three universities were based on ensuring there is representative at a federal, state and private universities and as well each of the three senatorial zones in Anambra State. The three universities are Nnamdi Azikiwe University Awka (a federal university) from Anambra Central Senatorial Zone, Chukwuemeka Odumegwu Ojukwu University Igbariam (a state university) at Anambra North senatorial zone and Madonna University Okija (a private university) from Anambra South senatorial zone. The population of the study was infinite so topman formula was used to arrive at 396 sample size.

Purposively Sampling method was used in the selection of the staff and students. The research instrument was questionnaire and designed with 5-point Likert scale of level of agreement. The research instrument was validated while test-re-test was used for reliability test of the 12 items of the research instrument. The test using Cronbach Alpha showed reliability coefficient of $r = 0.85$ indicating high constituency of the instrument. The hypothesis one and three was tested with simple linear regression while hypothesis two was tested with Pearson moment correlation coefficient.

Result and Discussion

The questionnaire distributed was 396, those that were not returned and those that were not properly filled were 56 and were not used for the analysis. This shows that 86% of the instrument were used for the analysis and 14% were not used.

Table 1: Results of Facebook on customer patronage intensity

S/No	Questionnaire Items	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
		Freq	Freq	Freq	Freq	Freq	
1	Facebook use visual displace to serve as a reminder repeat purchase.	210 (61.77)	100 (29.41)	8 (2.35)	15 (4.41)	7 (2.06)	340
2	Facebook photo share by online store entice shoppers continuous patronage.	200 (58.82)	110 (32.35)	3 (0.88)	20 (5.88)	7 (2.05)	340
3	Facebook creation of awareness of all available products in online store increases number of patronage and volume as product purchase.	163 (47.94)	150 (44.12)	7 (2.06)	10 (2.94)	10 (2.94)	340
4	The widely spread of facebook advert through inter shares by individuals prompt chain patronage to online store.	237 (69.71)	80 (23.53)	5 (1.47)	12 (3.52)	6 (1.76)	340
	TOTAL	810	440	23	57	30	1360 (100)

Source: Fieldwork 2021

Item 1 of table 1 Indicates that 210(61.77%) of the respondents strongly agreed with the Statement that facebook used visual displace to serve as a reminder for customer patronage. 100(29.41%) agreed, 8(2.35%) were undecided, 15(4.41%) disagree that facebook used visual displace to serve as a reminder for customer patronage while 7(2.06%) of the respondents strongly disagreed with the statement.

Item 2 of the table 2 states that Facebook photo entice customer for continuous patronage of online store. 200 (58.82%) strongly agreed with the statement, 110(32.35%) agreed, 3(0.88) were undecided, 20(5.88%) disagreed that Facebook photo entice customer for continuous patronage of online store while 7(2.06%) strongly disagreed with the statement.

In item 3 of the table 1 136(47.94%) of the respondents strongly agreed that creating product availability awareness in online shop can be achieved through facebook, 150 (44.12%) agreed, 7(2.06%) were undecided, 10(2.94%) disagreed while 10(2.94%) strongly disagreed that creating product availability awareness can be achieved through facebook.

In item 4 of the table 1 237(69.71%) of the respondents strongly agreed that facebook advert which spread widely through inter shares create chain customer patronage of online store, 80

(23.53%) agreed, 5(1.47%) were undecided, 12(3.52%) disagreed while 6 (1.76%) strongly disagreed that facebook advert which at same time create chain customer patronage

Test of Hypothesis

Ho: Facebook does not have effect on customer patronage intensity

Table 2: Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.701a	.492	.490	.32518	.266

a. Predictors: (Constant), Facebook

b. Dependent Variable: Customer Patronage

Table 3: Anova a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.566	1	34.566	326.897	.000b
	Residual	35.740	338	.106		
	Total	70.306	339			

a. Dependent Variable: Customer Patronage

b. Predictors: (Constant), Facebook

Table 4: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.263	.051		5.151	.000
	Facebook	.765	.042	.701	18.080	.000

a. Dependent Variable: Customer Patronage

R = 0.701

R² = 0.492

F = 326.897

T = 18.080

DW = 0.266

Interpretation:

The regression sum of squares (34.566) is less than the residual sum of squares (35.740), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.701, indicates that there is positive relationship between faacebook and customer patronage. R square, the coefficient of determination, shows that 49.2% of the customer patronage is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about .32518. The Durbin Watson statistics of 0.266, which is not more than 2, indicates there is no autocorrelation.

The facebook coefficient of 0. 701 indicates a positive significance between facebook and customer patronage, which is statistically significant (with t =18.080). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus facebook significantly and positive affect customer patronage intensity.

Table 5: Instagram and customer patronage intensity

S/No	Questionnaire items	S.Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
		Freq		Freq			
1	Customer patronage to online shop can be achieved through instagram	200 (58.82)	120 (35.29)	8 (2.35)	6 (1.77)	6 (1.77)	340
2	The special features of customer trust possess by Instagram promote customer repeat patronage	228 (67.06)	90 (26.47)	3 (0.88)	12 (3.53)	7 (2.06)	340
3	Instagram is friendly online platform that promote customer patronage loyalty	200 (58.82)	103 (30.30)	7 (2.06)	10 (2.94)	20 (5.88)	340
4	Instgram visual storytelling significantly promote customer patronage loyalty	180 (52.94)	130 (38.23)	4 (1.18)	20 (5.88)	6 (1.77)	340
	TOTAL	810	443	22	48	39	1360 (100)

Source: Fieldwork 2021

Item 1 of table 5 Indicates that 200(58.82%) of the respondents strongly agreed that Customer patronage intensity can be achieved through instagram. 120 (35.29%) agreed, 8(2.35%) were undecided, 6 (1.77%) disagree while 6(1.77%) strongly disagreed that Customer patronage intensity can be achieved through instagram.

Item 2 of the table 5 states that There are special features possess by instagram which promote customer repeat patronage. 228 (67.06%) strongly agreed with the statement, 90(26.47%) agreed, 3(0.88%) were undecided, 12(3.53%) disagreed while 7 (2.06%) strongly disagreed that There are special features possess by instagram which promote customer repeat patronage.

In item 3 of the table 5, 200(58.82%) of the respondents strongly agreed that instagram is friendly online platform that promote customer patronage loyalty, 103(30.30%) agreed, 7(2.06%) were undecided, 10(2.94%) disagreed while 20(5.88%) strongly disagreed that instagram is friendly online platform that promote customer patronage loyalty.

In item 4 of the table 5, 180(52.94%) of the respondents strongly agreed that Instagram significantly promote customer patronage loyalty, 130(38.23%) agreed, 4(1.18%) were undecided, 20(5.88%) disagreed while 6(1.77%) strongly disagreed that Instagram significantly promote customer patronage loyalty.

Test of Hypothesis Two

Ho: There is no relationship between instagram and customer patronage intensity.

Table 6: Descriptive Statistics

	Mean	Std. Deviation	N
Instagram	1.0971	.38327	340
Customer Patronage	1.2059	.58392	340

Table 7: Correlations

		Instagram	Customer Patronage intensity
Instagram	Pearson Correlation	1	.728**
	Sig. (2-tailed)		.000
	N	340	340
Customer Patronage	Pearson Correlation	.728**	1
	Sig. (2-tailed)	.000	
	N	340	340

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

Table (6) shows the descriptive statistics of the instagram and customer patronage with a mean response of 1.0971 and std. deviation of .38327 for instagram and a mean response of 1.2059 and std. deviation of .58392 for customer patronage and number of respondents (340). By careful observation of standard deviation values, there is not much difference in terms of the standard deviation scores. This implies that there is about the same variability of data points between the dependent and independent variables.

Table (7) is the Pearson correlation coefficient for increase in instagram and customer patronage. The correlation coefficient shows 0.728. This value indicates that correlation is significant at 0.05 level (2tailed) and implies that there is a significant positive relationship between instagram and customer patronage ($r = .728$). The computed correlations coefficient is greater than the table value of $r = .195$ with 338 degrees of freedom ($df = n-2$) at alpha level

for a two-tailed test ($r = .728, p < .05$). However, since the computed $r = .728$, is greater than the table value of $.195$ we reject the null hypothesis and conclude that There is a positive relationship between instagram and customer patronage ($r = .728, P < .05$).

Table 8: Youtube and Customer patronage intensity

S/No	Questionnaire items	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree	Total
		Freq	Freq	Freq	Freq	Freq	
1	Youtube provide forum for diverse customers to meet their product need and where to purchase	239 (70.29)	84 (24.71)	4 (1.18)	6 (1.76)	7 (2.06)	340
2	Youtube inspire customer patronage loyalty	300 (88.24)	25 (7.35)	5 (1.47)	5 (1.47)	5 (1.47)	340
3	Youtube commit and inform customer about features possess by online shop which increases patronage	250 (73.53)	65 (19.12)	7 (2.06)	10 (2.94)	8 (2.35)	340
4	Youtube creating forum for people connecting and inspiring which promotes customer patronage repeat purchase	290 (85.30)	35 (10.29)	2 (0.59)	10 (2.94)	3 (0.88)	340
	TOTAL	1079	209	18	31	23	1360 (100)

Source: Fieldwork 2021

Item 1 of table 8 indicates that 239(70.29%) of the respondents strongly agreed Youtube provide forum for diverse customers to meet their product need in online store. 84(that 24.71%) agreed, 4(1.18%) were undecided, 6(1.76%) disagree while 7(2.06.10%) strongly disagreed that Youtube provide forum for diverse customers to meet their product need in online store.

Item 2of the table 8 states Youtube inspire customer patronage loyalty. 300 (88.24%) strongly agreed with the statement, 25(7.35%) agreed,5(1.47%) were undecided, 5(1.47%) disagreed while 5 (1.47%) strongly disagreed that Youtube inspire customer patronage loyalty. In item 3 of the table 8, 250 (73.53%) of the respondents strongly agreed that Youtube commit and inform customer about features possess by online shop to increase patronage, 65(19.12%) agreed, 7(2.06%) were undecided,10(2.94%) disagreed while 8(2.35%) strongly disagreed that Youtube commit and inform customer about features possess by online shop to increase patronage.

In item 12 of the table 8, 290(85.30%) of the respondents strongly agreed Youtube promotes customer patronage, 35 (10.29%) agreed, 2(0.59%) were undecided, 10(2.94%) disagreed while 3(0.88) strongly disagreed that Youtube promotes customer patronage intensity.

Test of Hypothesis Three

Ho: YouTube does not influence customer patronage intensity.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.746a	.500	.497	.50471	.280

a. Predictors: (Constant), Youtube

b. Dependent Variable: Customer Patronage

Table 11: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.156	.069		2.259	.025
	Youtube	1.005	.055	.746	18.331	.000

a. Dependent Variable: Customer Patronage

R = 0.746
R² = 0.500
F = 336.008
T = 18.331
DW = 0.280

Interpretation:

The regression sum of squares (85.593) is less than the residual sum of squares (86.101), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance. R, the correlation coefficient which has a value of 0.746, indicates that there is positive relationship between Youtube and customer patronage. R square, the coefficient of determination, shows that 50.0% of the customer patronage is explained by the model.

With the linear regression model, the error of estimate is low, with a value of about .29030. The Durbin Watson statistics of 0.229, which is not more than 2, indicates there is no autocorrelation. The Youtube coefficient of 0.746 indicates a positive significance between youtube and customer patronage, which is statistically significant (with t = 18.331). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted. Thus youtube positively affects customer patronage intensity.

Discussion of Result

The findings from the study indicated that facebook significantly and positively affect customer patronage intensity. This valuates Gabriel and Florence (2017) findings on impact of social media on customer patronage of retail stores in Kenya which revealed that all social media tools tested (FaceBook, WhatsApp, Twitter, Instagram and YouTube) had significant positive impacts on customer patronage of retail stores. This finding is also similar with Giri and Benjamin (2015) finding that Facebook advertisement have significant effects on the buying behaviour of the students.

The finding on the nature of relationship between instagram and customer patronage intensity

The finding from the study indicated that there is a positive relationship between instagram and customer patronage intensity ($r = .728, P < .05$). This result was in line with Budi (2018) finding on a study on the effect of Instagram use on Consumer Purchase Intensity, that Instagram has a significant, positive effect on consumer trust in doing online shopping. This finding of this still corroborated with Dionisia, Phaedra and Fotio (2019) finding on the impact of Facebook and Instagram on consumer buying behaviour in the retail fashion market in Rhodes, Greece which revealed that Facebook and Instagram influence Rhodian consumer behavior and believe that the two social media are a good way to follow fashion trends and that fashion is more accessible because of Facebook and Instagram compared to five years ago.

The finding on the influence of Youtube and customer patronage intensity

As it concerns determining the influence of YouTube on customer patronage intensity. The finding indicated that youtube positively influences customer patronage intensity which is in line with Gabriel and Florence (2017) findings on the impact of social media on customer patronage of retail stores in Kenya, which established that social media tools tested (Facebook, WhatsApp, Twitter, Instagram and YouTube) had significant positive impacts on customer patronage of retail stores in Nairobi.

Conclusion and Recommendations

Conclusion

The study concluded that social media helps entice consumers online to patronize services but not many consumers will work with the same designer again if the customer service is awful; this may be because the designer trusts mainly in his core business of design and ignores customer service. Providing good customer service in addition to the Facebook promotion makes consumers happy to repeat patronage and become loyal eventually. Also social networking opens doors to common values amongst users and it positively helps in trust-building. When businesses have loyal customers by building trust, the customers learn easy ways of doing business online due to frequent engagements. A new form of ecommerce is the social commerce; this fosters communication amongst individual customers via social media. Social commerce allows users to easily purchase online goods and services. Businesses should have social commerce as an essential business model as a fundamental strategy.

Recommendations

- i. This study recommends that retail stores in Nigeria should integrate new marketing tools like social media into their marketing plans so as to enhance customer patronage and overall marketing performance over the long run.
- ii. It is also recommended that retail stores should take advantage of social media platforms such as Facebook, WhatsApp, Instagram and YouTube to design and implement their marketing strategies so as to effectively reach and persuade consumer patronage behaviour in favour of their products and services.
- iii. Online stores owners should also embark on the follow-up marketing by providing them guidance to ensure that consumers get expected benefit from what they bought.

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