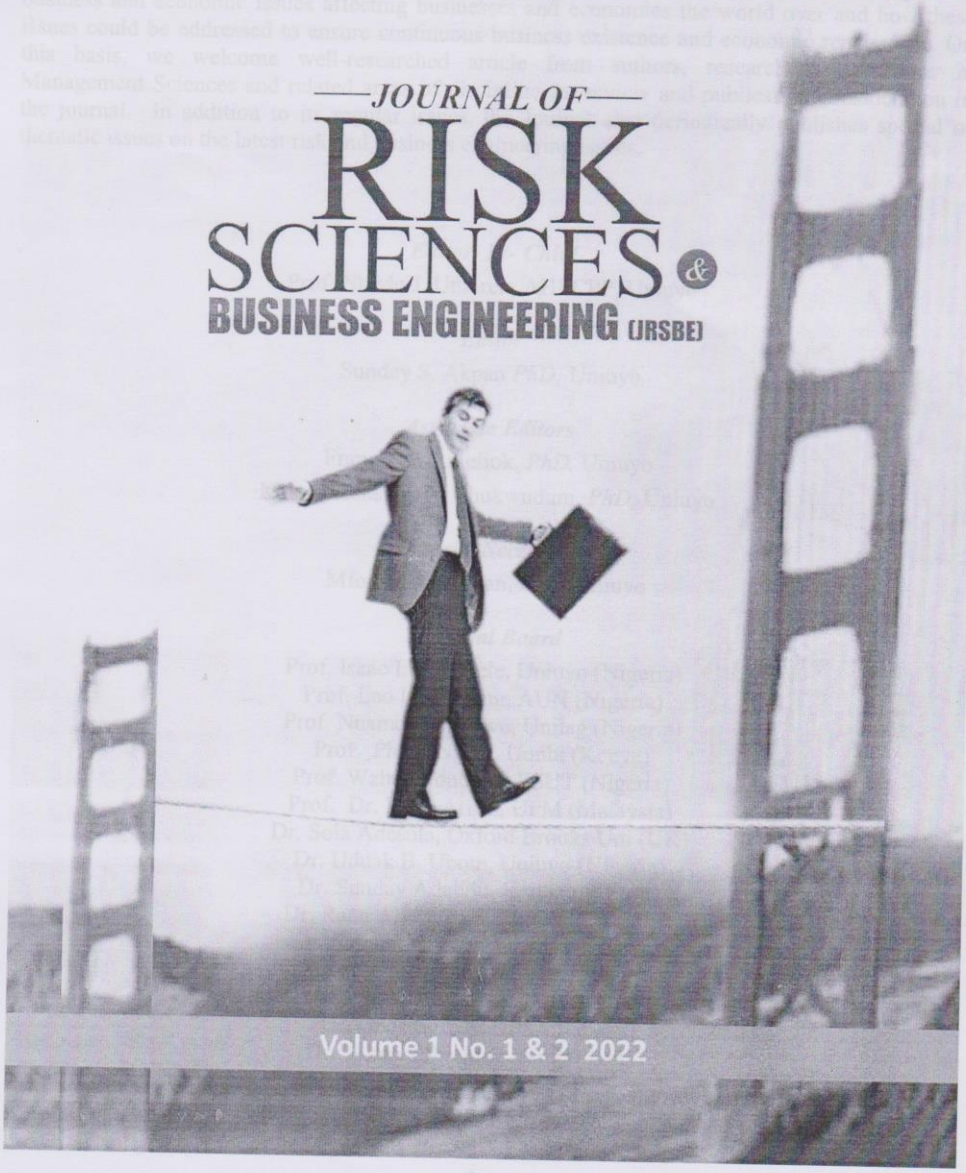
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Journal of Risk Sciences and Business Engineering (JRSBE) is a triannual open access publication of the Department of Insurance, University of Uyo, Nigeria. It is designed to create a network for sharing ideas and knowledge on key Insurance, pensions, annuities, derivatives, risk management, business and economic issues affecting businesses and economies the world over and how these issues could be addressed to ensure continuous business existence and economic renaissance. On this basis, we welcome well-researched article from authors, researchers, academics in Management Sciences and related areas of discipline for review and publication consideration in the journal. In addition to its regular issues, the Journal also periodically publishes special or thematic issues on the latest risk and business engineering issues.

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Contents

1. Modelling Risk Based Capitalization for Insurers: Towards an Inclusive Algorithm 1
   Dr. Sunday S. Akpan and Prof. Ntiedo J. Umoren
2. Employees' Decision to Annuitize and Growth of Annuity Market in Nigeria 13
   Banjo Kudirat Adeola, Olufawo, Henry S, and Ogunlami Kayode Olayiwola
3. Determinants of Foreign Direct Investment in Sub-Saharan African Countries 27
   Badamasi Sani Mohammed
4. Domestic Networks and Internationalization of SMEs in Non-Oil Sector in Nigeria: The Mediating Role of International Entrepreneurial Orientation 40
   Ahmed Ibrahim Karage
5. Determinants of Performance of Pension Fund Administrators in Nigeria 54
   Esther I. Evbayiro-Osagie (Mrs.) Ph.D., HCIB. And Abudu Kasimu Ph.D., ACIB.
6. Correlating Excessive Workload, Employees Commitment, Workplace Management, and Employee Health with Organizational Performance 70
   Prof. Ayandele, I. A. and Dr. Obialor, D. C.
7. Regulatory Risk-Based Capital as a Latent Moderator on the Relationship between Firms' Risks and Performance of Banks in Nigeria: A Proposed Model 81
   Abubakar Umar, Habibu Muhammad Sabari, Yusuf Abdullahi, and Mohammed Zubair
8. Financial Risk Management and Financial Performance of Deposit Money Banks in Nigeria 97
   Bassey I. Frank, Francis A. Bassey &Emem M. Joseph
9. Social Media Advertising and Consumer Awareness of Consumable Products in Nigeria 121
   Dr. A. Salman

10. Conceptualizing Electronic Banking Services Risks and Bank Customer Satisfaction: A Synthesis of Literature 132

Saviour S. Okon, *PhD* and Samuel G. Etuk, *PhD*

11. The Effect of Succession Planning on Non-Financial Performance of Financial Institution in Kwara State 144

Olawale Y. A. PhD

12. Determinants of Labour Turnover and Organizational Performance: A Theoretical Approach. 155

Ekanem D. Ekanem, PhD and Samuel O. Omigie, PhD

13. Performance Effect of Non-Academic Staff Wellbeing in Select Federal Universities in South-South Nigeria 170

Mrs. Mercy G. D. Okon, PhD; Efi Anietie PhD and Prof. Emmanuel Akpan

Social Media Advertising and Consumer Awareness of Consumable Products in Nigeria

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Abstract

The research work was on the need to determine the effects of social media on consumers' feedback for new consumable products in Nigeria. The specific objective of the study was on the opinion to examine the effect of social media on consumers' feedback for new consumable products, to determine the extent to which Facebook influences consumer awareness of consumable products, to examine how the use of YouTube as contributed to consumer awareness of consumable products. Survey design and the consumers of product of Coca cola company was used as the study for the research was used and a total of 384 respondents were selected for the study using Cochran's formula and data was collected using the primary source. Statistical package for Social Sciences software (SPSS) was used in data analysis Regression Analysis was used to analyse the research hypotheses generated for the study and a structured questionnaire which was tested for reliability was adopted and administered for the study to gather data. As regards the influence of Facebook on Consumer awareness of consumable products, the coefficient of Facebook is (.730) which has effect on Consumer awareness of consumable products. The relationship between YouTube and Consumer awareness of consumable products, the coefficient of YouTube which is (.889) has a positive effect on Consumer awareness of consumable products. The result of the study shows that there was a significant relationship between social media and consumers' feedback for new consumable products.

Keywords: Advertising, Consumer, Products, Social, Media

1.0 Introduction

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011) defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction."In recent years, a bevy of marketing techniques have fought for global domination, with many boasting a lucrative combination of well packaged advertising tools, and communications features. Business organisations will not survive the internet era unless they change their ways and embrace the use of internet activities to conduct their business. The turn of the century saw a tremendous change in the global economy coupled with the emergence of social media particularly Facebook, Twitter, WhatsApp, YouTubeand Skype.

Social media offers a lot of potentials for what has been defined as "*mass-self communication*", indicating the production of knowledge that utilizes the capabilities of large numbers of users for the solution and prediction of challenges or problems. Social networks are monitored to discover trends, get competitive information, listen, and engage in conversations with users and stakeholders. Thus, the ability of firms to engage and shape the relationships and conversations with consumers and customers is a key factor for the successful management of value within digital semantic communication networks. Many organizations have experienced setback and lost in revenue generation due to lack of proper awareness of new products to the consumers. This may be attributed to inefficient social media advertising strategy used by organizations. It is for this reason many organizations are employing methods by which new products created is brought to the door of the consumers which the majority have presence on the social media.

Social Media plays an important role in all countries and international societies. Whether these media are traditional, such as written press, television and radio or the modern, such as the news sites and the electronic media on the Internet like You Tube, or social networking sites like Facebook and Twitter, they are methods that influence the building and improvement of the awareness of the individual or society, which in turn contributes to the formation of the vision of the individual and society of the combined issues and the ability to analyze and understand them to take appropriate behaviour on these issues (Rigoni, 2002).

However, while the impact of social media may sometimes be very strong, and thus influence the deployment of behavioural patterns and cultural and social aspects pursued by the individual or the society, sometimes, the effect of these social media may have less impact (Sheedy, 2011). This research therefore seeks to examine the effect of social media advertising on consumable products in Nigeria.The main purpose of the study is to examine the effect of social media advertising on consumable products in Nigeria. Other specific objectives are to;

i. determine the extent to which Facebook influences consumer awareness of consumable products in Nigeria.
ii. examine the influence of YouTube on consumer awareness of consumable products in Nigeria.

The above objectves would be achieved by testing and analyzing the following corresponding hypothese

H_{01}: *Facebook has no influence on consumer awareness of consumable products in Nigeria.*
H_{02}: *There is no influence of YouTube on consumer awareness of consumable products in Nigeria.*

2.0 Literature Review

2.1 Concept of Consumer Awareness of Consumable Products in Nigeria

Consumer awareness describes the degree to which customers are alert to their responsibilities and rights in the marketplace for making purchasing decisions. In particular, consumer awareness is a multidimensional construct that involves bargain hunting, general consumer knowledge, product knowledge, information seeking and price awareness (Makanyeza & Du Toit, 2015). With the growing availability of environmental information, consumer awareness of environmental concerns is increasing (Kim, 2017). Royne, Levy, and Martinez (2011) examined factors influencing consumers' attitudes in purchasing an environmentally friendly item, showing consumer concern

for waste, biosphere, wildlife, popular issues, public health, energy and environmental technology. The authors discovered that people who place a high value on waste reduction are willing to spend more money on an environmentally friendly product.

2.2 Concept of Social Media Advertising

Today, due to the increased usage of information and communication technologies (ICTs), social media has penetrated to the society and become an integrated part of everyone's life. As social media penetrates the daily routine of everyone, not only the scholars put a great emphasis on the topic, but also practitioners take advantage of numerous opportunities of social media. It is stated that digital advertising market consists of five main segments: search advertising, social media advertising, banner advertising, video advertising and classifieds (Statista, 2020b). According to this report, social media advertising market is the second biggest market within digital advertising with revenues of USD 97.7 billion worldwide which accounted for 27.5% of the total digital advertising market in 2020; and it is estimated that the worldwide revenue will increase to USD 138.4 billion in 2025 (Statista, 2020b).

In addition, it is also underlined that the segment with the highest mobile share in 2025 will be social media advertising (Statista, 2020b). What is more interesting is that social media advertising is accepted as a pandemic-proof ad format that acquired the highest growth rate despite the world-wide outbreak in 2020 (PwC-IAB Report, 2021). It is obvious that the number of social media users is a crucial driver for the market size of social media advertising, by 2020 worldwide social media users exceeded 3.5 million and it is estimated it will reach to 4.5 million by 2025 (Statista, 2020a; Statista, 2020b). According to a recent research by Pew Research Center (2021), YouTube and Facebook are the most commonly used online platforms, and their user bases are assumed as the most broadly representative of the population as a whole. Furthermore, by 2022 advertisers are anticipated to spend over USD 56 billion on promoting their products on social networks in USA, and Facebook has been the leading social media platform which will get the largest share of the expenditures with 80% (Statista, 2021).

2.3 Social Media Platforms

Social Media, known as Social networking as people know it today, first appeared in 1994 when Geocities was created. Users were able to create websites and sort them into "cities" based on their site content (Wise & Shorter, 2014). Currently, the modern social networking most commonly used and which have a significant impact on the behaviour of society and the changing patterns of their lives are Facebook, and You Tube. According to a recent research by Pew Research Center (2021), YouTube and Facebook are the most commonly used online platforms, and their user bases are assumed as the most broadly representative of the population as a whole.

Facebook was launched on 4 February 2004 by Mark Zuckerberg, along with fellow Harvard College students and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes (Phillips, 2007). Further, Facebook has the ability to sensitize members of society about the many products and services. This is done through enabling users access to details of these products and services directly from the companies and factories that produce them, which in turn offer these products and services by Facebook (Dunay & Krueger, 2009). Thus, Facebook can take dramatic advantage by sensitizing many individuals (consumers) toward many manufactured food

products. This is in terms of the brand, the components involved in the manufacture of these products and how to use (consume) these products in a manner that does not cause a health risk to consumers (Kozinets, Belz, & McDonagh, 2012).

YouTube was launched in May 2005. YouTubeallows billions of people to discover, watch, and share originally created videos (Arora & Kaur, 2015; Edosomwan, Prakasan, Kouame, Watson, & Seymour, 2011; Jarboe, 2011; Raikos & Waidyasekara, 2014; You Tube, 2005). YouTubeprovides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small (Edosomwan et al., 2011). According to NBC, YouTube doubles as one of the largest video search engines in the world (BBC News, 2013).

YouTube can quickly promote products and services for any company and organization through the speed of the information transition provided by YouTube for hundreds of millions of customers and potential consumers (Weber, 2009). Thus, You Tube, like the rest of social networking sites mentioned above, has the ability to sensitize many customers and potential consumers about the nature of many products from around the world (Onyancha,2013; Sweeney & Craig, 2010).

2.4 Social Media and Consumer Awareness

Social media advertising is accepted as a pandemic-proof ad format that acquired the highest growth rate despite the world-wide outbreak in 2020 (PwC-IAB Report, 2021). It is obvious that the number of social media users is a crucial driver for the market size of social media advertising, by 2020 worldwide social media users exceeded 3.5 million and it is estimated it will reach to 4.5 million by 2025 (Statista, 2020a; Statista, 2020b). Consumer awareness is a multidimensional construct that involves bargain hunting, general consumer knowledge, product knowledge, information seeking and price awareness (Makanyeza & Du Toit, 2015). With the growing availability of environmental information, consumer awareness of environmental concerns is increasing (Kim, 2017).

2.5 Theoretical Review

McLuhan's Media Theory is adopted in this study. McLuhan is a Canadian philosopher and educator, the author of the famous quote "The media is the message" (McLuhan 1995). He argued that the media itself, rather the actual content of the media, will transform people and society. The actual messages people are communicating won't be any different on the new media, the interactivity and frequency of new communication pattern will change our behaviour forever. Thus, the media's effects on society are much greater than the content of the media. He separates media into "cool" media and "hot" media. The former one requires a viewer to exert much effort and participation in understanding the content, such as television, seminars, or cartoons; the latter refers to those media that enhance one sense, so the viewers do not need to exert much effort, such as films, radio, and photography (McLuhan 1995).

If we use McLuhan's arguments, social media will transform the users not due to the content it contains, but due to the mode of communication it entails. For example, Twitter is only a micro-blogging service with a limitation of 140 characters. Theoretically one can perform all the functions of Twitter through a blog service. However, it is exactly its limiting factor which made Twitter more nimble and real-time. Many breaking news stories were spread out on Twitter, such

as China's Sichuan earthquake and Mumbai's terrorist attack in 2008 (Parr 2009). As business managers and consumers, one needs to realize the changing behaviour due to the usage of new social media services and adopt an attitude of acceptance toward those technologies and behaviour.

The implication of this theory is that it helps to explain how the message passed across through social media such as Facebook and Youtube can be so efficient and effective enough to create fast and easy awareness for customers concerning consumable products in Nigeria.

2.6 Empirical Review

Mangold and Faulds (2009) are of the view that social media is an element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The purpose of social networking sites is to facilitate the talks between biggest fans of the organization. Methods by which this can be accomplished include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers. Providing information to the consumers regarding product of their company closely bounds the customer to the company.

Elizabeth *et al* (2010) have explored social media trends, including social media opportunities and mobile marketing, and the potentially lasting effects that these trends have on advertising. In a survey of 3300 marketers conducted by Stelzner (2011), it has been found that 90% of the marketers agree that social media is important for their business. One third of the marketers want to know how to monitor and measure the ROI of social media marketing activities.Hensel and Deis (2010) have suggested that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. There are benefits, drawbacks, and challenges associated with any social media strategy, and these must be addressed before a specific social media strategy is implemented. Businesses need to assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value.

Colliander and Dahlén (2011) have compared the effects of brand publicity in social media advertising (blogs) and traditional media. Consumer responses towards a brand have been studied in seven popular blogs and seven popular online magazines, they have demonstrated the Greater publicity effectiveness of social media and underlying factors behind it. They have examined the effects of perceived writer– brand relationship, effects of writer credibility and publicity effectiveness and the variables taken into account to compare magazine with a blog are brand attitudes, purchase intentions and social interactions. They found that blogs generated higher brand attitudes and purchase intentions. This was due the fact that blogs have higher Para-Social Interaction (PSI) with its users than traditional magazines. Given that readers perceive the blogger as a friend, it would seem likely that a blog would be evaluated differently than a Magazine. Unlike online-magazines readers, who have a one-way relationship with content, blog readers socialize with bloggers besides reading their posts. This study displayed clearly how the writer–brand relationship and writers' credibility affected readers' perceptions of brand publicity on blogs.

3.0 Methodology

The research design adopted for this study will be the survey method. Thestudy population comprise consumable products consumers' using social media which are infinite. Thus, the sample size for the study was determined using Cochran equation for infinite population. n this equation, four features are determined in using Cochran equation for sample size formula: First, the required sample size (N) of the subject field is unknown or very large. Second, the allowed margin of error (E) is 0.05. Third, the confidence interval is 95% and the Z-score is 1.96. Finally, the expected variation (standard deviation) in the response is 0.5. According to Cochran equation this is the most forgiving number to ensure that sample size will be large enough.

$$n = \frac{Z^2 * SD(1-SD)}{e^2} = \frac{1.96^2 * 0.5(1-0.5)}{0.05^2} = \frac{3.8416 * 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16 = 384 \text{ respondents.}$$

However, for the purpose of this study, copies of questionnaire was developed to obtain necessary information for the study through questionnaire administration.Data collected was analyzed using frequency counts and percentages for demographic information of the respondents and responses to the instrument while the formulated hypotheses were tested using regression analysis with aid of Statistical Package for Social Sciences (SPSS). The model used for the study is indicated below;

Consumer awareness of consumable products = β_0 + Facebook X_1 + e

Consumer awareness of consumable products = β_0 + Youtube X_1 + e

4.0 Empirical Results and Discussion

Table 1 shows the respondents demographic data. 42.7% of the respondents were male while others were female. The organization has more of employees within the age range of 18-33 years than any other categories of age due to its high percentage of 66.3%. Also, most of the employees in the organization are single as the number of single employees recorded from the data collected are 192 with 50%. Lastly, 229 of the respondents representing 59.6% are B.Sc./HND holders.

Table 4.1: Demographic Data of the Respondents

Demographic groups		Frequency	Percent
Gender	Male	164	42.7
	Female	220	57.3
	Total	**384**	**100.0**
Age	18-25 Years	138	36.0
	26-33 Years	116	30.3
	34-41 Years	87	22.5
	42-49 Years	30	7.9
	50 Years and above	13	3.4
	Total	**384**	**100.0**
Marital Status	Single	192	50.0
	Married	168	43.8
	Divorced	24	6.2
	Total	**384**	**100.0**
Highest Educational Qualification	OND/NCE	116	30.3
	B.Sc/HND	229	59.6
	M.Sc./MBA	39	10.1
	Total	**384**	**100.0**

Source: Field Survey 2022

4.1 Relationship Anaysis

4.1.1 Facebook and consumer awareness of consumable products

Table 4.2 shows the model summary of the test of H_{01} which stateds that *Facebook has no influence on consumer awareness of consumable products*. It shows how much of the variance in the dependent variable (consumer awareness of consumable products in Nigeria) is explained by the independent variable (Facebook). In this model, the value of R square is 0.784.

Table 4.2. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.885[a]	.784	.782	1.50572

When expressed as a percentage, it shows that Facebook accounts for 78.4% of variances in consumer awareness of consumable products in Nigeria while the remaining 21.6% is due to the other variable that are not included in the model. This means that the regression (model formulated) is useful to making prediction since the value of the R^2 is close to 1. Table 4.3 present result of the coefficient of Facebook contributed to the prediction of consumer awareness of consumable products.

Table 4.3. Coefficients of Facebook contributed toconsumer awareness of consumable products

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.027	.371		2.772	.007
	Facebook	.730	.039	.885	18.855	.000

The beta is 0.885 and p-value of 0.000 lesser than 0.05% which is the critical value. This implies that Facebook is accumulated to 88.5 % of consumer awareness of consumable products and since the p-value which is 0.000 is lesser than 0.05, this reveals that the null hypothesis is rejected and we can therefore conclude that Facebook has a significant impact on consumer awareness of consumable products. The Coefficients value for Facebook which is 0.730 also reveals that Facebook has a significant impact on consumer awareness of consumable products because a unit increase in the Facebook will bring about a 0.730 increase in consumer awareness of consumable products.

4.1.2 YouTube and consumer awareness of consumable products

Hypothesis Two (Ho_2) states that there is no influence of YouTube on consumer awareness of consumable products.

Table 4.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972[a]	.946	.945	.52126

The above model summary shows how much of the variance in the dependent variable (consumer awareness of consumable products) is explained by the independent variable (Youtube). In this model, the value of R square is 0.946. When expressed as a percentage, it shows that YouTube accounts for 94.6% of variances in consumer awareness of consumable products while the

remaining 5.4% is due to the other variable that are not included in the model. This means that the regression (model formulated) is useful to making prediction since the value of the R^2 is close to 1.

Table 4.3. Coefficients of Facebook contributed toconsumer awareness of consumable products

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.037	.147		-.249	.804
	You Tube	.889	.027	.972	33.086	.000

The Coefficient table shows that YouTube contributed to the prediction of consumer awareness of consumable products. The beta is 0.972 and p-value of 0.000 lesser than 0.05% which is the critical value. This implies that YouTube is accumulated to 97.2 % of consumer awareness of consumable products and since the p-value which is 0.000 is lesser than 0.05, this reveals that the null hypothesis is rejected and we can therefore conclude that YouTube has a positive impact on consumer awareness of consumable products. The Coefficients value for which is 0.889 also reveals that YouTube has a positive impact on consumer awareness of consumable products.

This study has helped to ascertain how social media affect consumer awareness of consumable products. Based on the information gathered from the respondents, it was revealed that Facebook has a significant impact on consumer awareness of consumable products. The reason for this is that the level of significance gotten from the hypothesis was 0.00 which is less than 0.05. Therefore, the null hypothesis was rejected and hence, the assertion that Facebook has an impact on consumer awareness of consumable products. From the model summary of Ho_1 the value of the R^2 is 0.784.

Analysis of the second hypothesis also shows that YouTube has contributed to consumer awareness of consumable products. From the analysis of the hypothesis the level of significance obtained was 0.00 which as well is less than 0.05. From the model summary of Ho_2 the value of the R^2 is 0.946. Therefore, the null hypothesis was rejected.

Conclusion and Recommendations

Social media is slowly becoming an important marketing tool which offers an companies" opportunity to engage with their markets and to learn about customers" needs, important segments and profile. However, the implications are that this is an uncontrolled environment that business do not have control over and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or negative. In general, it is worth having a social media strategy in place to manage the enormous challenges that social media brings. Based on the findings pf the study, it is concluded that Facebook and Youtube as a social media platform for effective advertising strategy has positive significant effect on consumer awareness of consumable products in Nigeria. The following recommendations were made based on the findings of the study.

Having highlighted some of the major findings and conclusion revealed in the course of investigating the impact of social media on consumer awareness of consumable products in Nigeria, it is important to make some recommendations which are as follows:

i. Organizations or companies that want to release a new consumable product/products they should market their products through social media like Facebook, because it gives a significant influence on the public awareness of such product/products.

ii. Companies can use social media Youtube in enhancing their consumer awareness of consumable products and brand image by Companies can also use the social media better by making their message clear, avoiding chaos and ensuring that their online image matches with their brand image. Marketers consider social media, a space many of their consumers, as a gold mine for brand building.

iii. It is advisable for companies to reach out their customers and to clarify their products with good images or videos through the use YouTube or Instagram.

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