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## APPLICATION OF SOCIAL MEDIA MARKETING ON CREATING BRAND AWARENESS AMONG UNDERGRADUATES IN NIGERIA

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### **ABSTRACT**

*The objective of this study is to identify how to utilize the Social Media for creating Brand awareness among Undergraduates in Nigeria. To realize this, Undergraduates from some Nigeria Universities were statistically selected for survey using Questionnaire for obtaining primary Data, while secondary Data where obtained through Journals, Text books and the Internet. Data obtained where analyzed using appropriate statistical tools. The major findings include: (1) undergraduates spend minimum of five hours daily in the Internet with their Handsets or Laptops Browsing and chatting through the Social Media; (2) undergraduates are mostly attracted to adverts done with Celebrities; (3) undergraduates patronize products seen in Social Media than other Promotion Tools; (4) undergraduates patronize products advertised through the Social Media because of prompt delivery; and (5) undergraduates patronize products advertised through the Social Media because of ease of payments through Electronic transfers. Based on the findings, the following were recommended: (a) adverts through Social Media must be consistent; (b) adverts through Social Media must be short and inducing; (c) adverts through Social Media should carry pictures of Celebrities; (d) adverts through Social Media must show evidence of quality of product; (e) products purchased through Social Media must be promptly delivered; and (f) payments for products purchased through Social Media should be made easier through Electronic transfers.*

**KEY WORDS:** *Social Media, Marketing, Brand, Brand Awareness, Undergraduates, Tertiary Institutions, Competitive Advantage, Promotion, and Promotions Tools.*

## 1.0 INTRODUCTION

One of the characteristics of a vibrant Business and Marketing Environment is the perpetual existence of competition. In fact, competition is one of the external or Macro Marketing Environmental factors posing a serious challenge on the performance of a firm. Canrite: 2020 sees competition as the rivalry between companies selling similar products with the goal of achieving revenue, profit and market share growth. Competition motivates firms to increase sales value through the utilization of the Marketing Tools. Competitors outwit others through Promotions that portray offering better quality products, lower prices or value added benefits. This entails that a Firm must be acquainted with the knowledge of competitors by identifying them and staying informed about their products, otherwise the survival of the firm will be at risk. Keller: 2003 states that promotion is the key factor in creating brand awareness. This is because a firm may offer the product with good values and attributes and attach competitive prices, yet the product cannot sell because the target customers are not aware of the existence of the product or where and how the product can be purchased, hence the need for Promotions. Blyth: 2013 sees Promotion as any type of Marketing Communication used to inform or persuade and educate target audience of the relative merits of a product or itemizing brand. While the Promotion tools, Belch and Belch: 2007 list the Internet/Interactive and Social Media as modern Marketing Promotion tools. On his part, Kokemuller: 2019 states that the Internet and mobile technology have enabled the use of a host of digital and interactive promotional tools. Online and e-mail Marketing are common elements of promotional campaigns. Social Media and Blogs offer additional interactive tools that companies can use to reach consumers directly. Mobile devices with applications for electronic communication and Social Media allow companies virtually 24/7 access to consumers or customers without barrier,

As a definition Dollarhide: 2019 states that social media is a computer-based technology that facilitates the sharing of ideas, thoughts and information through the building of virtual networks and communities. By design, Social Media is Internet based and gives users quick electronic communication of content. Content include personal information, documents, video and photos. Users engage with Social media through computer, tablet or smart phone through web-based software or web application utilized for messaging. In their research report, Mbanaso et.al: 2015 state that information sharing through the network, the internet and mobility has brought about a fundamental shift on how people generate and share information. Social Media has emerged as a powerful tool in a digitally connected world touching every aspect of human existence. This paradigm shift cuts across alleges with diverge and similar interest. Mbanaso et. al: 2015 further identify that Social Media have severe impact on youths (including undergraduates) who have no form of restraint with consequences of huge distractions and privacy intrusion, thus showing the potential of social media to enhance the learning habits in

youths if properly harnessed and formalized as Social and Communication tools. Batta: 2018 states that the commonly utilized Social Media tools in Nigeria are Facebook, Whatsapp, Togo, Instagram, Twitter, LinkedIn, Pinterest and Youtube. How to utilize these Social Media tools for marketing promotions aimed at creating brand awareness among undergraduates in Nigeria is the focus of this study .

## **PROBLEM STATEMENT**

A Brand is a unique design, sign, words colour mark or a combination of these, employed in creating an image that identified a product and differentiates it from its competitors. In a long run, the image of created by a product is used to position that product because it is associated with high level of credibility, quality and satisfaction in the consumers' mind. The degree or ability of a customer to recognize a product by its name or any of or all the parameters that constitute a Brand is Brand awareness. Therefore creating Brand awareness is a key step in promoting a new product or reviving a dying or old product. But given the negative impact of competitors in the Marketing Environment, the employment and execution of other Promotion tools including Advertising. Personal selling, Sales Promotion, Public Relations and Publicity are no longer affective and efficient given their cost implications, technological advancement, improved education and increase in consumer awareness and the strength of Competitors. In Nigeria, Undergraduate are more vulnerable to these factors mentioned above, hence the need for the application of Social Media marketing for creating Brand awareness amongst undergraduates. The implication of this is how to utilize the Social Media tools to promote products targeted at undergraduates.

## **1.2 METHODOLOGY**

Given the nature and objectives of this study. The research was conducted through the arm- chair and survey methods. The arm- chair aspect was executed through the review of related literature from Text Books, Journals, Internet and Newspapers. For the survey method, Questionnaire was distributed to Undergraduates selected from four (4) Universities including: University of Abuja, Nasarawa State University Keffi, Nile University, Abuja and Baze University Abuja. The selection was based on the Researchers personal decision given the location and nature of Abuja housing all strata and categories of persons with a responsible population of Undergraduates the are good enough to represent the opinion of other Undergraduates in Nigeria. Available records from the Student's Portals of the selected Universities show that the total population of students are estimated as follows:

University of Abuja – 14000

Nasarawa State University Keffi – 15000

Nile University Abuja – 3700

Baze University Abuja – 1300

Total population – 34000

Given the dichotomous nature of the population, the Yaro Yemen’s formula for sample size determination was applied (Barridam :1995)

The formula is

$$N = \frac{N}{1+N(e)^2}$$

Where n= sample size

n= Population

e= Degree of freedom estimated at 5%

l= Constant value of one (1) to absorb statistical error.

$$N = \frac{34000}{1+34000(0.05)^2}$$

$$n = \frac{34000}{86}$$

$$n = 395.3$$

$$n = 395 \text{ (Approximately).}$$

Based on the sample size of 395 realized, 395 copies of the Questionnaire were distributed to the four (4) Universities selected according to the ratio of their individual student’s populations compared to the total population of the study. ( Feinberg, Kunnear and James: 2013).

a. University of Abuja

$$\frac{14000}{34000} * 395 = 162$$

b. Nasarawa State University Keffi

$$\frac{15000}{34000} * 395 = 174$$

c. Nile University Abuja

$$\frac{37000}{34000} * \frac{395}{1} = 43$$

d. Baze University

$$\frac{34000}{34000} * \frac{395}{1} = 15$$

Total = **395**

	Number of questionnaire distributed	Number of questionnaire returned	Number of questionnaire properly field
University of Abuja	162	160	159
Nasarawa State University, Keffi.	174	172	170
Nile University Abuja	43	40	40
Baze University Abuja	15	15	15
Total	395	387	384 (97.21%)

Table 1.2 Showing Questionnaire Distribution.

Source: Field Survey (2020)

From the table 1.0 above and the statistical analysis done earlier, a sample size of 395 was realized. Therefore 395 copies of Questionnaire were distributed to the Respondents in accordance with the ratio of the population of the Institutions selected: That is 162 copies of Questionnaires to University of Abuja, 174 copies of Questionnaire to Nassarawa State University Keffi, 43 copies of Questionnaire to Nile University Abuja, and 15 copies of Questionnaire to Base University Abuja. These copies Questionnaire were distributed personally by the Researchers to the Respondents and also received personally. Out of the 395 copies of questionnaire distributed, 384 representing 97.21% were property filled and returned. Therefore further analysis, discussions and decisions taken were based on the responses from 384 (97.21%) respondents.

## **2.0 LITERATURE REVIEW**

### **2.1 EMPIRICAL REVIEW**

#### **2.1.1. UNDERGRADUATES AND THE SOCIAL MEDIA**

An undergraduate is a student who is studying for first degree in university or college. In Nigeria, undergraduate are those that have completed Secondary Schools and gained admission into High Institutions including Universities, College of Education, Polytechnics and Monotechnics. The basic entry age into Nigeria Universities is seventeen (17) years, but there is no age limit for graduation. This means that age is not a seniquanol for being an undergraduates, yet Nigeria undergraduate are mostly youths. This means that they are still young persons between their childhood and adulthood. They are very inquisitive, vibrant and eager to learn and innovate. Based on this, the youth are the most vulnerable to the implications the Social media.

#### **2.1.2 SOCIAL MEDIA: DEFINITIONS AND CHARACTERISTICS**

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. Dollarhide: 2019 further explains that social media is internet based and gives users quick electronic communication of content. Content according to Dollarhide: 2019 include personal information, documents, video and photos. Social Media is utilized through computer, Tablet or Smartphone connected to a web- based software or web application. On his part, Mageto:2007 sees Social Media as all applications and websites or blogs that enable people around the globe to interconnect through the internet, chat and share content, video call among many other functionalities it offers to its users. For a person to be a member of any Social Media, he /she must first- sign up and then sign into access content and be able to share and chat with other users of the Social Media platform. Some of the common and widely used social media platform include Facebook, Youtube, whatsapp, snapchat, instagram, Linkedin, Pinterest, and goggle. Despite the fact that almost every one in every community is connected to at least one Social Media platform, the Undergraduates are the leading and most fanatics of these Social Media platforms to the point that they social-network while in the class, while Shopping while eating, while in the toilet and even while praying or in the church/ mosques this unprecedented access to social media by undergraduates has both negative and positive unpaid on then in terms of morals, behavior and education.

### 2.1.3 MAJOR POSITIVE IMPACT OF SOCIAL MEDIA ON UNDERGRADUATES

1. Social media helps the undergraduates to be updated on the events happening around the world, and enables them connect and interact with their fellow undergraduates and friends without physically meeting.
2. By strengthening relationships, social media bridges communication gaps.
3. Social media creates employment opportunities for undergraduates and youths

### 2.1.4. MAJOR NEGATIVE IMPACT OF SOCIAL MEDIA IN UNDERGRADUATES

1. Social media creates Self isolation as it reduces the opportunity of people seeing themselves physically. Social isolation can cause physical, emotional, mental and psychological problems which may lead to depression and anxiety.
2. Social Media negatively affects language capabilities of Undergraduates.
3. It exposes the undergraduate to online predators who wow Undergraduates to immoral and criminal acts such as Lesbianism, Kidnapping, Armed Robbery, Cybercrime, Cultism and Assassination.
4. It exposes them to pornographic content which could lead to early and unwarranted pregnancies; and also contacting sexually-transmitted diseases such as HIV.
5. Because they spend too much time on social media, their productivity decreases, thus making them depend on parents for everything including examination
6. It encourages the spread of wrong and false information or news aimed at tainting the image of other people, products or firms, thus creating fights and enmity among the parties involved.

## 2.2 CONCEPTUAL REVIEW

### 2.2.1 SOCIAL MEDIAMARKETING

Marketing constitute all activities undertaken by the firm to relate profitably with its target market. In modern context, Marketing has gone beyond its immediate role as a process through which exchanges of goods and services take place to an integral part of the total social economic system which provides the framework within which business and economic activities take place (Clandia: 2019). Buttressing the facts of this study, Lake: 2019 states that the key to successful Marketing is finding the right Marketing Strategy: including identifying and providing customer needs through the appropriate method of communication to reach and influence consumer's patronage. Lake 2019 further define Marketing as a process of teaching consumers why they should choose your

product over those of your competitors. The implication of this is that Marketing includes (a) creating the product concept; (b) identifying who is likely to purchase the product; (c) promoting the product; and (d) moving the product through the appropriate selling channels.

Social Media Marketing (SMM) is a form of internet marketing that utilize networking websites as a promotion tool. The goal is to produce content that users will share with their social network to help a firm increase brand awareness and broader customer reach. Kim: 2014 states that Social Media Marketing is a powerful way for businesses of all sizes to reach prospects and customers. The role of social media in marketing is to use it as a communication tool that makes the firm and its products visible and accessible to those interested in the firm and its products. The Social Media tools that can be used to realize the Promotion and Marketing objectives of a firm include: Facebook, Instagram, Twitter, Youtube, Linkedin, Pinterest, Snapchat and Goggle Mail.

## **2.3 THEORETICAL FRAMEWORK**

### **2.3.1. CREATING BRAND AWARENESS**

The American Marketing Association as quoted in Keller: 2003 defines a Brand as a name term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of Competitors. This means that the moment a Marketer creates a new name, Logo or symbol for a new product he has created a Brand. This according to Keller: 2003 means that a Brand is not actually a product, but used to identify a product and making it accessible and available to the customer in a way that differentiates it from that of other Competitors. It further means that a good Brand can be created yet it is not known to the target customers. Therefore more efforts are required to not only making it known to customers, but also attracting customers to prefer the product to the competitor's product.

### **BRAND AWARENESS**

Brand Awareness is the level of customer consciousness of a product and or the company producing the product. It involves a potential customer's ability to also associate it with a certain company's product. Brand awareness entails the collection of message used to promote the Brand. Furthermore, Keller, Parameswaran and Jacob: 2012 state that Brand awareness consist of Brand recognition and brand recall performance. Brand recognition is a consumer's ability to confirm prior exposure to the Brand when given the Brand as a Cue. That means that when consumers enter a shop/mall, they should be able to recognize the Brand which they have already been exposed to: Brand recall is the consumers ability to retrieve the brand from memory when given the product

category, the needs fulfilled by the category, or a purchase or usage situation as a cue. For instance, the recall of peak milk by consumer anytime the consumer considers tea for breakfast is a strong evidence of Brand recognition. Creating high level of awareness for brand has some advantages. Some of these advantage include: (a) giving consumers the opportunity to learn more about the product (b) giving the product the opportunity to be considered when making purchase consideration; and(c) giving the product the opportunity to be selected among the list of considered products.

### 2.3.2 HOW TO CREATE OR BUILD BRAND AWARENESS

Brand awareness is better realized when the focus is on the customer. By so doing, it is referred to as Customer-Based Brand Equity (CBBE). Kotler and Keller: 2006 state that markets build brand equity by creating the right knowledge market structures with the consumers. This process of building brand awareness include:

- a. Ensure or establish identification of the brand with customers and associate the brand with customers mind with specific product class and customer need;
- b. Strongly establish the brand meaning in the customers mind by strategically linking the tangible and intangible associations with certain properties ;
- c. Elicit the proper customer responses to this brand identification and meaning; and
- d. Convert brand response to create an intense active loyalty relationship between customers and the brand.

These four (4) steps represent fundamental questions that customer ask about brand:

- a. Who are you (brand identity)
- b. What are you (meaning)
- c. What about you (response)
- d. What about you and me (relationship)

These steps and or questions are represented in figure 2.3 below:

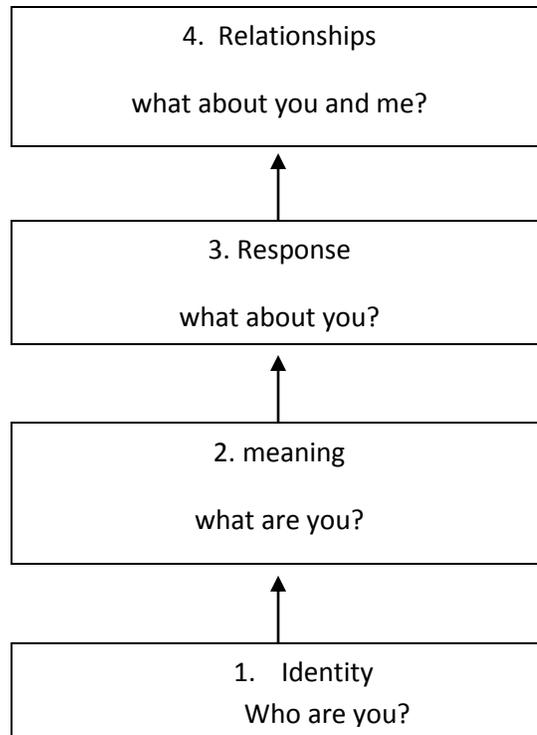


Figure 2.3: Brand building steps in ascending order.

Source: Kotler and Keller: 2006 Pg 263 and Kotler, Paramegwarem and Jacob: 2011 Pg. 60

### 3.1 DATAANALYSIS

For ease of interpretation and understanding the data obtained are analyzed using the percentage methods follow:

**TABLE 3.1.1: AGE OF RESPONDENTS**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
1.	Less than 20 years	256	66.67
2.	20-25 years	128	33.33
3.	26-30years	-	0.00
4.	30 and above	-	0.000
	<b>Total</b>	384	100.00

Source: Field survey (2020)

From table 3.1.1above, 66.67 percent of the Respondents are less than 20 years while 33.33 percent are between the ages of 20 to 25 years.

**TABLE 3.1.2: RESPONDENTS ELEVEL IN THE UNIVERSITY**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	100-		0.00
b.	200	64	16.67
c.	300	256	66.67
d.	400	-	0.00
e.	500	64	16.67
	<b>TOTAL</b>		100.00

Source: Field Survey (2020)

From table 3.1.2 above, 16.67 percent of the respondents are in 200 level, 66.67 percent are in 300 level while another 16.67 percent are in 500 level.

**TABLE 3.1.3USE OF SOCIAL MEDIA**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Very often	256	66.67
b.	Often	128	33.33
c.	Rarely	-	0.00
d.	Not at all	-	0.00
	<b>Total</b>	384	100.00

Source: Field Survey (2020)

From table 3.1.3 above, 66.67 percent of the respondents use social media very often, while 33.33 percent often use social media.

**TABLE 3.1.4APPLIANCE FOR ACCESSING SOCIAL MEDIA**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Smart phone	256	66.67
b.	Laptop	128	33.33
c.	Personal computer	-	0.00
d.	Any other	-	0.00
	<b>Total</b>	384	100.00

Source: Field Survey (2020)

From table 3.1.4 above 66.67 percent of the respondents claim they access social media through their smart phones while 33.33 percent claim the laptops.

**TABLE 3.1.5 PREFERENCE FOR SOCIAL MEDIA TOOL**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Facebook	128	33.33
b.	Instagram	192	50.00
c.	Twitter	64	16.67
d.	Youtube	-	0.00
e.	Linkedin	-	0.00
f.	Pinterest	-	0.00
g.	Snapchart	-	0.00
h.	Goggle Mail	-	0.00
	<b>Total</b>	384	100.00

Source: Field Survey (2020)

From table 3.1.5 above, 33.33 percent of the Respondents prefer Facebook to other Social Media Tools, 50.00 percent prefer Instagram, while 16.67 percent prefer Twitter.

**TABLE 3.1.6. FREQUENCY OF APPEARANCE OF PRODUCT ADVERTS ON SOCIAL MEDIA**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	VERY OFTEN	256	66.67
b.	OFTEN	128	33.33
c.	Rarely	-	0.00
d.	Not at all	-	0.00
	<b>Total</b>	384	100

Source: Field Survey (2020)

From table 3.1.6 above, 66.67 percent of the respondents very often see product adverts on social media while 33.33 percent often see product adverts on social media.

**TABLE 3.1.7 PREFERENCE FOR SOCIAL MEDIA IN TERMS OF ADVERTS**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Facebook	192	50.00
b.	Instagram	128	33.33
c.	Twitter	64	16.67
d.	Youtube	-	0.00
e.	Linkedin	-	0.00
f.	Pinterest	-	0.00
g.	Snapchart	-	0.00
h.	Goggle Mail	-	0.00
	<b>Total</b>	384	100.00

Field Survey (2020)

From table 3.1.7 above, 50.00 percent of the Respondents prefer Facebook because of Adverts through it, 33.33 percent prefer Instagram, while 16.67 prefer Twitter.

**TABLE 3.1.8 OTHER BASES FOR PREFERENCE FOR SOCIAL MEDIA NETWORK**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Quality of the product advert	-	0.00
b.	The celebrity used for the advert	128	33.33
c.	The colour and picture	-	0.00
d.	The packaging	-	0.00
e.	Frequency/ Consistency of the	256	66.67
f.	Product advert	-	0.00
g.	Timing of the advert	-	0.00
h.	Any other	-	0.00
	<b>Total</b>	384	100.00

Source: Field Survey (2020)

From table 3.1.8 above, 33.33 percent of the respondents prefer their choice social media Network because of the celebrity used for the advert, while 66.67 percent base their preference on the frequency/ consistency of the product advert.

**TABLE 3.1.9. MINIMUM TIME SPENT ON SOCIAL MEDIA DAILY**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Strongly Agree	192	50.00
b.	Agree	64	16.67
c.	Disagree	64	16.67
d.	Strongly Disagree	64	16.67
e.	Undecided	-	0.00
f.	Total	384	100.00

Source: Field Survey (2020)

From table 3.1.9 above, 50.00 percent of the respondents strongly agree that they spend at least five (5) hours per day on social media, 16.67 percent agreed, 16.67 percent Disagreed, while another 16.67 percent strongly disagreed

**TABLE 3.1.10 INFLUENCE OF CELEBRITY USED FOR SOCIAL MEDIA ADVERT ON CONSUMER PATRONAGE FOR PRODUCTS ADVERTISED THROUGH SOCIAL MEDIA**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Strongly Agree	192	50.00
b.	Agree	128	33.33
c.	Disagree	64	16.67
d.	Strongly Disagree	-	0.00
e.	Undecided	-	0.00
f.	Total	384	100.00

Source: Field Survey (2020)

From table 3.1.10 above, 50.00 percent of the respondents strongly agree that they patronize products advertised on social media because of the celebrity used for the advert, 33.33 percent agree, while 16.67 disagree.

**TABLE 3.1.11 LOVE FOR PRODUCTS ADVERTISED THROUGH SOCIAL MEDIA**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Strongly Agree	256	66.67
b.	Agree	12.8	33.33
c.	Disagree	-	0.00
d.	Strongly Disagree	-	0.00
e.	Undecided	-	0.00
f.	Total	384	100.00

Source: Field Survey (2020)

From table 3.1.11 above, 66.67 percent strongly agree that they love to patronize products advertised through social media than other promotion tools, while 33.33 percent agree.

**TABLE 3.1.12 LOVE FOR PRODCUTS ADVERTISED THROUGH SOCIAL MEDIA BECAUSE OF PROMPT DELIVERY**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Strongly Agree	128	33.33
b.	Agree	192	50.00
c.	Disagree	64	16.67
d.	Strongly Disagree	-	0.00
e.	Undecided	-	0.00
f.	<b>Total</b>	<b>384</b>	<b>100.00</b>

Source: Field Survey (2020)

From table 3.1.12 above, 33.33 percent of the respondents strongly agree that they love products advertised through social media because of prompt delivery, 50.00 percent agree, while 66.67 percent disagree.

**TABLE 3.1.13 LOVE FOR PRODUCTS ADVERTISED THROUGH SOCIAL MEDIA BECAUSE OF EASE OF PAYMENT THROUGH ELECTRONIC TRANSFER**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Strongly Agree	64	16.67
b.	Agree	256	66.67
c.	Disagree	64	16.67
d.	Strongly Disagree	-	0.00
e.	Undecided	-	0.00
f.	Total	384	100.00

Source: Field Survey (2020)

From table 3.1.13 above, 16.67 percent of the respondents strongly agree that they love to patronize products advertised through social media because of ease of payment through electronic transfer, 66.67 percent agree, while only 16.67 percent disagree.

**TABLE 3.1.14 LOVE TO PATRONISE PRODUCTS ADVERTISED THROUGH SOCIAL MEDIA BECAUSE OF THE CONVINIENCE AND EASE OF TRANSACTION**

S/NO	RESPONSE	FREQUENCY	PERCENTAGE
a.	Strongly Agree	128	33.33
b.	Agree	256	66.67
c.	Disagree	-	0.00
d.	Strongly Disagree	-	0.00
e.	Undecided	-	0.00
f.	Total	384	100.00

Source: Field Survey (2020)

From table 3.1.14 above, 33.33 percent of the respondents strongly agree that they love to patronize products advertised through social media because of the convince and ease of transaction associated with it, 66.67 percent agree.

#### 4.0 SUMMARY OF FINDINGS

From the literature review and data analysis for this study, the following facts emerged:

1. Social media is a veritable promotional tool for modern marketing

2. . Social media has positive impact on the behavior of undergraduate if only positive information are posted through the social media network. Some of the positive impacts include:
  - a. It bridges the information gaps between the undergraduates and the world of business, education and socialization.
  - b. It creates employment opportunities for undergraduates through the creation of websites and blogs, uploading and downloading of music and videos, and research; and
  - c. It enables undergraduate to study and receive lectures through the internet.
3. Social media has negative impact on the undergraduates. Some of these negative impact include:
  - a. Social media creates self-isolation and reduces the opportunity of undergraduates seeing themselves physically;
  - b. Social media exposes undergraduates to online predators who attract them to immoral and criminal acts;
  - c. Social media exposes undergraduate to pornographic contents which could lead to contenting sexually, transmitted disease or early pregnancies;
  - d. Social media weakens the productivity of undergraduates as it makes them spend too much time on social media; and
  - e. Social media encourages the spread of false information which the undergraduates are vulnerable to.
4. Social media can be used to create, build or damage brands
5. Undergraduates mostly access the social media through their smart phones and sometimes through their laptops.
6. Undergraduates access the Instagram, Facebook and Twitter more in the order stated than other social media tools/networks.
7. Undergraduates frequently see product adverts on Social media.
8. Undergraduates prefer Facebook and Instagram and twitter to other social media network.
9. The preference for Social Network by Undergraduates is mainly because of frequency or consistency of the Product Advert on such Media, and also because of the Celebrity used for the Advert.
10. Most of the Undergraduates spend at least five (5) hours daily on Social Media.
11. Most of the Undergraduates are attracted and patronize Products advertised on Social Media because of the Celebrities used for the advert.
12. Undergraduates prefer products advertised through the Social Media than other promotional tools.
13. Undergraduates prefer and patronize Products advertised through Social Media because of prompt delivery.

14. Undergraduates prefer to patronize products advertised through Social Media because of ease of payment through electronic transfer.
15. Undergraduates prefer to patronize products advertised through Social Media because of convenience and ease of delivery.

## 5.0 CONCLUSION

No doubt, Social Media is a veritable Promotion Tool for Marketing of products targeted at undergraduates. Though it has some negative impact on undergraduates, but with regulations and necessary control of transmission of information through the Social Media by relevant government and non-government agencies, the positive impact will surpass the negative impact and further contribute immensely to the economy of the country. A good example of the importance of Social Media is its usefulness for education and business transaction during the COVID-19 pandemic that ravaged the world. When countries locked down their economies against themselves and against other economies, the only solution to more deaths than that occasioned by COVID-19 is Social Media as a Promotion tool for information, education, persuasion and retention of prospective and potential customers especially the undergraduates youths who are most vulnerable to pandemics and social ills.

## 5.1 RECOMMENDATIONS

Based on the findings from this study, the following recommendations are made:

- (a) Advertisement of products through Social Media must be consistent.
- (b) Advertisement of products through Social Media must be short and inducing.
- (c) Advertisement of products through Social Media must be able to communicate the evidence of the product's quality.
- (d) Pictures and voices of Celebrities should be utilized for product adverts through Social Media.
- (e) Products advertised through Social Media must be promptly delivered when purchased.
- (f) Payments for products purchased through adverts on Social Media should be through electronic transfers.

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