**TITLE PAGE**

**GODFREY OKOYE UNIVERSITY**

**THINKERS CORNER ENUGU**

**AN ASSESSMENT OF FACEBOOK AND RADIO ADVERTISEMENTS ON THE PURCHASING HABITS OF GODFREY OKOYE UNIVERSITY STUDENTS.**

**BY**

**CHUKWU MMESOMA EMELDA**

**U14/MSS/MAC/039**

**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, GODFREY OKOYE UNIVERSITY THINKERS CORNER ENUGU, IN THE PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.) MASS COMMUNICATION.**

**SUPERVISOR**

**MR. NNAMDI NZEKWE**

**JULY, 2018.**

**DEDICATION**

This research work is dedicated to God Almighty, who is his immeasurable grace and mercy made the project work successful .All glory and honour to him.

**CERTIFICATION PAGE**

This is to certify that this project has been approved as original work written and submitted by Chukwu Mmesoma Emelda with the registration number U14\MSS\MAC\039 for the award of Bachelor of Science (B.sc) degree in the department of Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University, Ugwuomu Nike, Enugu State.

By

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**MR NNAMDI NZEKWE DATE**

PROJECT SUPERVISOR

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PROF .COSMOS NWOKEAFOR DATE**

HEAD OF DEPARTMENT

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 **EXTERNAL EXAMINER**  **DATE**

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**ABSTRACT**

The purpose of this research study was **an assessment of radio and facebook advertisements on the purchasing habits of godfrey okoye university students.** Anchored on the uses and gratification theory, social relationship theory and source credibility theory, the objectives of the study was structured to determine the extent to which undergraduates youths are exposed to advertisements on Radio and Facebook, to ascertain the media channels preferred by undergraduate youths for advertising information and to determine the media channels which better influences the purchasing decision of undergraduate youths. The study adopted the survey research method with a sample size of 317 to arrive at its findings. The findings reveal that Facebook advertisements has a higher influence on the purchasing habits of undergraduate youths. The study among others findings concludes that youths are more exposed to advertisements on Facebook more than Radio and that the diffusion and adoption of New media among youths is increasing at a fast pace. The study recommends that broadcast media especially radio should increase their presence online in order to accommodate the new generation of digitalized youths. It also recommends the presence of gate keepers on Facebook to help filter information especially advertisement information that are not genuine

 **CHAPTER ONE**

**INTRODUCTION**

# BACKGROUND OF THE STUDY

Information is the oil that drives the wheel of socialization and human development. Human beings as integral components of the society depend on it, probably to know the government policies and how it affects them or it could as well revolve around some elementary issues such as sports and entertainment. Like a popular aphorism will posit: “a person who is uninformed is deformed.”

Advertising is the publicizing of goods and services in order to achieve higher sales. According to Kennedy(2017) says that advertising is salesmanship in print and Presbrey (2017)could not agree less, to him advertising is a printed ,oral and illustrated art of selling. Similarly Advertising Practitioners’ of Nigeria (1993),advertising is a form of communication through media about products ,services and ideas paid for by an identified sponsor. Advertisements could be carried through the traditional media which includes radio, television, billboards etc and the new media which includes Facebook , Instagram ,twitter etc which usually has a higher population of young users, we also have different categories of mass media audience but for the purpose of this research we will be looking at the active audience. According to Okunna (2012) an active audience chooses which medium they expose themselves to ,they are also active in deciding which

which sections and programmes of the selected medium to choose. This means that an active audience on radio could decide to tune for the sole purpose of listening to news programs ,while an active facebook user could decide to go online just or to meet new people and not see products being advertised, there are various modes of advertisements both on new and broadcast media ,it could be through internet pop ups which appear while browsing and it usually advertises products that would be found appealing to that particular user or there could be o5ther cases of advertisements slid in between very interesting programmes as is the case with the broadcast media.

Purchasing habits in consumers have evolved from going to the conventional market and word of mouth. The conventional market having to do with the marketing campaign trying to find out where the target audience are and making their advertisements appear in these places through the use of the broadcast media. An example being in the past we bought things based on the advertisements made by either the radio or television stations. Practical examples include; indomie’s very popular advertisement which was aired on television stations and made catchy and entertaining to the extent indomie became the general name for all noodles in the country.

 But in recent years, people buy things not based on what they see on Facebook but they buy also from Facebook. As media critique David Shaw said, the internet has the potential to be the best sales tool and the best advertisement and direct marketing tool ever devised. Our case study being Facebook, focuses on social networking ,and allows its users to express themselves, share emotions and as well publish their views on issues on the internet or happening around them .It also gives room for meeting new people, sharing and discussing ideas hence the tag “social media” .It gives advertisers the easy access to their target market thereby assisting in making sales easier. Ever since its inception, it has had a large followership.

Moriarty et al (2014) asserts that by 2007 the smaller but still popular Facebook had created a community of 24 million members, comprising mainly of young adults and adults. Considering the ever changing and competitive field of advertising, marketing advertisers and marketers always looking for new and easier ways to reach their target audience and what better place than a site with a large population of youths who would be exposed to their advertisements on products and services.

So in this study, we are going to discover which of these two mediums radio and Facebook have the higher influence on the purchasing habits of undergraduates (Godfrey Okoye university students).

* 1. **STATEMENT OF PROBLEM**.

Advancement in information and communication technologies has impacted every sphere of our human endeavor. This effect is also felt in the advertising sector.

Before the dawn of the new media, advertising existed mainly on the mainstream media. However today, advertising has gone beyond the mainstream media to social media. Along similar lines, McMahon, Gay and Carlier (2016) posits that emergence of social media and subsequent trend of change in media consumption are pushing businesses to adopt social media, specifically Facebook as one of the advertising and marketing tool. In the same vein , Straley (2010) in her study found that half of all the consumers said that they had already purchased something or switched to another product or brand because of an advertisement or recommendation they received through social media.

On the other hand, radio as a broadcast medium is attributed with the speed of message delivery and ability to transmit message input without distortion. In fact Nwosu and Nkamnebe (2006,p.6a) rightly states that “ radio and television also have a higher believability or credibility rating among a higher percentage of the Nigerian population.

However, in the midst of these debates, arguments and significant attributes of each medium, little is done to ascertain which of these medium exerts more influence on the purchasing habits of people, especially the youths. In addition, despite these arguments, there is still limited literature on comparative studies on the influence of these medium on the purchasing habits of people, specifically on the youths. This is in order to determine that despite the adoption of social media among the youths, does advertisement on radio influence their purchasing habit as much as the adverts on Facebook.

It is against this backdrop that this work seeks to fill this gap in literature by an assessment of radio and Facebook on the purchasing habits of Godfrey Okoye university students.

* 1. **OBJECTIVES**

According to Farrugia et al (2010) research objectives are the specific aims of the study and should be clearly stated in the introduction of the research protocol and so the objectives of this research includes;

1. To determine the extent to which Godfrey Okoye university students are exposed to advertisements on radio and facebook.
2. To ascertain which media channels are preferred by Godfrey Okoye university students for advertisement information.
3. To determine the extent to which each medium affect the purchasing habits of Godfrey Okoye university students.

**1.4 RESEARCH QUESTION**:

The following research questions were raised .

1. To what extent are Godfrey Okoye University students exposed to advertisements on radio or facebook?
2. What media channels are preferred by Godfrey Okoye university students for advertisement information?
3. What media channels better influences the purchasing decisions of Godfrey Okoye university students?

**1.5 SCOPE OF THE STUDY**

Earlier studies has shown that there are various ways the media influences youths, however this study restricts itself to an assessment of Facebook and Radio on purchasing habits of Godfrey Okoye university thinkers corner ,Enugu

**1.6 SIGNIFICANCE OF STUDY**

This study is relevant for the following reasons. It would serve as guide for people in the advertising agencies and business owners for them to know how best to get the attention of the youth and by what medium. It turns the spotlight away from existing studies which are pre-occupied by research on advertisements on the broadcast and recently on social media exclusively. However, little have been done in comparing the effectiveness of advertisements in both medium especially with the advent and diffusion of social media on all age groups. It would determine what medium between facebook and radio has the greater influence on youths purchasing habits. It would serve as a referral for those working under both media for them to know the strongest and weakest points..

4. **OPERATIONAL DEFINITION OF TERMS**

**Influence: the** power to affect, control or manipulate something or someone.

**Broadcast media:** a type of medium used in information dissemination like the radio and television.

**Social media**: Social media is defined as the online tool people use to share content, profiles, opinions, insight, experiences and perspectives thus facilitating conversation and interaction online between groups of people..

**Purchasing habits;** Purchasing habits can be defined as purchase of the same brand over and over again, more due to absence of dissatisfaction than because of a positive loyalty.

**`**

**CHAPTER TWO**

**LITERATURE REVIEW**

**2.1 Introduction**

The review of literature was divided into three sections which include conceptual review, empirical review and theoretical framework of the study. The conceptual review looked at major issues and variables surrounding or related to the study, the empirical review examined the studies carried out by published and unpublished works of communication scholars within this area of study and the theoretical framework looked at the various media theories supporting this study.

* 1. **CONCEPTUAL REVIEW**
		1. **Audience of the mass media.**

According to Compact Oxford English Dictionary an audience are the assembled spectators or listeners at an event. D’Antonio (2018) says that one can commonly think of an audience as a collection of people exposed to some form of media or another. There are different types of audience and looking from historical perspectiveof Abercrombie and Longhurst (1998) whom identified different tpes of audience. They include;

a) The “simple audience*‟* – face-to-face, direct communication, in public, often highly ritualised (theatre and books before the media age, political meetings.

b) The “mass audience*‟*  Blumler (1939) says that there are highly mediated, spatially dispersed, often in private; (newspapers readership, TV audience).

c) The “diffused audience*‟* – this group are strongly dispersed and fragmented, yet embedded in all aspects of daily life; characterized by routine and casual inattention and yet always tuned, always on(-line).

We also have a different genre of audience which according to Parx (2013) include the audience of newspaper, television, radio, theatre, film and non-broadcast media. Audience of the above media are heterogeneously scattered. They are a mixture of age, sex, profession, education and social class etc and are strangers to one another. Audience is the ultimate source of mass media revenue meaning that if there is no audience to purchase movie tickets and recording, subscribe to newspapers, data bundles for the new media and magazines and attend to radio and TV programmes, no mass medium could stay in business. The messages of TV newspapers and film etc,. are determined according to the nature and behaviour of the target audiences.

 Parx (2013) went further to argue that there are different types of mass media audience   which are     the elite audience, the mass audience, the specialized audience, interactive audience

The Elite Audience comprises of highly educated people and their number in the society in relatively small. The Mass Audience represents the dominant majority in a society. They are relatively average people. Mass audience represents almost all segments of the society. The Specialized Audience refers to the special interest groups in the society.

The Interactive Audience consists of those who have control over the communication process in a society. They may be newspapers journalists or radio presenters. Blumer (1939) sees the audience of mass communication as “MASS”, He also listed some characteristics of the mass audience

* They are often large in number.
* There are widely dispersed.
* Its members are usually unknown to each other.
* They lack self awareness and self identity.
* They receive messages anonymously.
* They are heterogeneous in nature.
* They are incapable of acting together in an organized way to secure an objective but always acted upon.

Audience of the media could be analyzed based on gender, in a research conducted by Budden and Jones (2007) it was discovered that females spend more time on F acebook than males although the difference was found to be statistically insignificant .Similarly, Pew (2018) found that Facebook demographics continue to skew heavily toward women with 83% of adult women using the network, compared to 75% of men

 Media audience could also be analyzed based on age . in recent times it has been assumed that the new media is mainly populated with the younger generation while the broadcast media has more of the millennial ,according to Pew social report, usage among each age demographic increased from 2014 to 2016.

* 88% of 18–29 year olds use Facebook.
* 84% of 30–49 year olds use Facebook.
* 72% of 50–64 year old use Facebook.
* 62% of 65+ year old use Facebook.

**2.2.2 NEW MEDIA**

New media can be said to be a conglomerate of modern day forms of communication which could include Facebook, WhatsApp, Instagram, Twitter and Snapchat amongst others. Nesse (2016) describes new media as “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Robert Logan says in his book Understanding New Media that the New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.” The new media are the outcomes of convergence, and they are core drivers of the digital creative economy. This is because they represent what media convergence is all about ,which is focusing on the convergence of modes of communication and the blurring of boundaries between traditional media and their sub-sectors in the communications sector. More precisely, convergence between telecommunications and the traditional mass media, in particular with broadcasting is analysed (Pool,1983) , a pratical scenario is when on is using a smartphone he or she can make use of the new media installed in phone such as facebook, instagram etc and to perform interpersonal communication which could be in form of phone calls or private inboxes on the new media and can be moved to group communication when group chats are formed in these mediums and finally to mass communication when any one can put up an information and it can be seen by everyone . Broadcast mediums could be accessed through these same smart phones.

Whatever has pros has cons and in this case the disadvantage of the new media is the lack of source credibility on information disseminated because everyone has the freedom to put up whatever they want to, not minding how credible that information is because there are no presence of gatekeepers. Social media has the capability to allow consumers to have a two way communication in real time with business can help business promote and advertise their product or services although third parties could use this to their advantage to abuse business copyrights making them look less credible (Steinman and Hawkins ,2010).

**2.2.3 FACEBOOK.**

According to Margaret Rouse (2014)Facebook is a popular free-social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as:

* Marketplace - allows members to post, read and respond to classified ads.
* Groups - allows members who have common interests to find each other and interact.
* Events - allows members to publicize an event, invite guests and track who plans to attend.
* Pages - allows members to create and join.

Facebook is also defined as a type of social media, where people with common interest shares their ideas and comments in a virtual environment (Weber, 2009).

In February 2004, Mark Zuckerberg, with the help of Andrew McCollum and Eduardo Saverin, launched a website that would change online social interaction forever. The Facebook started on the campus of Harvard University, where the three friends were students, Zuckerberg being a psychology major of all things. Within 24 hours of going live, The Facebook was a community of 1200 Harvard University students. The Facebook buzz grew on the Harvard campus and within weeks students from Stanford and Yale wanted in. The network was extended and by April 2004, The Facebook was available on all Ivy League servers. But Zuckerberg needed help to grow his little social networking site that could. He would not stop until The Facebook had been installed on all university campuses in America. In May 2004, only 4 months after The Facebook was born, he dropped out of Harvard and moved to Silicon Valley with McCollum and Dustin Moskovitz. In September 2004, they secured venture capital from PayPal founder Peter Thiel. The $500,000 investment was a start, but Zuckerberg and friends had big plans for The Facebook. Seeing the potential value in The Facebook, Jim Breyer and Accel Partners ponied up $12.7 million to assist Zuckerberg . By October 2004, Zuckerberg had the money, the manpower, and the institutional

backing to go global. Beta testing continued on within the American University

Population for the next year, and in August 2005, The Facebook dropped the “The” and Facebook.com was registered for $200,000. The network opened up, and within months anyone with a valid institutional email address from over 30,000 organizations across the planet were eligible for membership, including high school students, government employees and the corporate community.

In September 2006, Facebook expanded once again. Now anyone with a valid email address could sign up and populate their profile with their stats, and signup

they did. Even after a bit of bad press with the introduction of the “News Feed” feature, which was labeled intrusive and viewed as a violation of privacy by many of its long time users, membership continued to grow. In fact, between May 2006 and May 2007 Facebook traffic grew by an astonishing 89%.

Facebook remained a closed network until May 2007, when Zuckerberg announced that Facebook was to become the “social operating system for the Internet.” Up until that time, the Facebook platform was for Facebook alone, but now, users could integrate all of their Internet activities into their single Facebook profile. Developers quickly started to build applications for all the popular sites and users started adding them in an effort streamline their virtual identities. Flickr, MySpace, iTunes, YouTube, and Digg had official apps, and users started creating unofficial apps for these sites as well. Plus there was a whole host of independent developers creating quizzes, games, friend, organizers and a variety of profile customization apps like virtual gardens and profile picture sketches. CatBook and DogBook allowed users to create profiles for their pets to network with their friend’s pets, and Human Pets allowed users to become pets themselves for other users.

The next step for Facebook was direct advertising. In August 2007 Facebook announced that it was looking to “translate its popularity into bigger profits” by offering advertisers direct access to their targeted demographic consumers. Indeed, Zuckerberg and Co. were certainly within their right to exploit the popularity of the phenomena, why not? What’s the point of offering the service and collecting all this data if it can’t be used towards lining the company’s shareholders pockets? And if Facebook isn’t a massive Homeland Security Database, as some have speculated, advertising is all they got

**2.2.4 BROADCAST MEDIA**

Broadcast media describes the wide spectrum of different communication methods such as television, radio, newspapers, magazines and any other materials supplied by the media and press.

**2 .2.5 RADIO**

Radio is a broadcast medium used for sending and receiving messages through the air using electronic waves. It is also about the activity of broadcasting programs for people to listen to the programs being broadcast (Idebi, 2008:1). It is the system of sending sound over a distance by transmitting electrical signals (BBC English Dictionary, 1992:946). It can also be defined as the broadcasting of programs for the public to listen to. In Nigeria research evidence shows that the use of radio as a medium of information is truly wide spread (Okunna, 1992;Okigbo 1990; Sobowale and Sogbanmu , 1984) Radio has the uncanny ability to reach a wide audience, as it has the ability to cross borders because firstly its cheap and so can be procured by anyone ,secondly it operates without the use of electricity meaning that even those living in the rural areas would have access to it and the information that comes with it and they are broadcast in different languages .

According to Stephen Bernard (2002), “radio’s ability to survive in a competitive media environment has always depended on how well broadcasters tap into social, cultural and technological changes” . This is so because broadcasting on radio has become more easier with digital advancements. Radio has a disadvantage which is its transiency which means that once a particular information has been passed to a group of listeners at a specific time that information cannot be listened to again unless it is repeated . According to Berry (2006) the transient nature of radio makes it ephemeral . The transiency of radio is the fact radio messages are “irredeemable”. This is to say that, they are “irrepeatable” in the sense that once transmitted, the message is gone, unless otherwise, a repeat broadcast is scheduled (Lamptey ,2013).

**HISTORY OF RADIO IN NIGERIA**

Wired-wireless activities preceded radio broadcasting in Nigeria. The wired-wireless system began in **1935** when the 40 colonial governments in Nigeria directed the Nigerian Posts and Telegraphs Department to develop the system. Wired wireless-- also called "Wired Radio," "Radio Distribution Service" (RDS),

or "Rediffusion"--was a method of distributing programs **by** wire to those who subscribe. 5The service operated in conjunction with the Empire serviceof the BBC and was confined to rebroadcast of BBCprograms. The first wired-wireless distribution station wasset up in Lagos in December, **1935. By 1939,** there were three RDS stations, operated andmaintained **by** the Nigerian Posts and Telegraphs Department.

The same year, the newly established Public Relations Office (PRO) in the colony began originating a few local programs to be used on RDS stations. But even as late as 1948, some RDS stations rebroadcast British-originated programs seventeen and a half hours daily and ran only one hour of PRO (local)

Programs.B**y 1951,** however, the then thirteen RDS stations began to emphasize local programming. An officer of PRO was put in charge of each station with orders to include local productions in its activities, to provide Nigerian artists with opportunities to perform and to localize program structures. With station responsibility assigned to PRO, only maintenance of the lines connecting subscribers to the RDS stations remained the responsibility of the Posts and

Telegraphs Department. At the beginning of the RDS, the composition of its audience ranged from the small community of British residents in Nigeria to the mass of semi-literate and illiterate tribesmen. In between these two groups were the few native elites. The majority of the tribesmen were farmers, unfamiliar with the English language. And while the British residents and native elites enjoyed and probably benefited from the rebroadcast British programs, the greater part of the RDS audience preferred the PRO-produced local programs. Also, though

Individual subscription to RDS was common among the British residents and native elites, most tribesmen had smaller incomes than the residents and elites and subscribed in groups. In 1948, it was assumed that an average of six persons

listened on each receiver or wired loudspeaker. Following recommendations of the 1949 Turner-Byron Report, RDS existed side **by** side with broadcasting in Nigeria for a number of years. In **1960,** there were forty-eight RDS stations, thirty-six of them privately owned. RDS systems were a source of colonial revenues for Britain, since many such as the Overseas Rediffusion Limited, were owned **by** British companies. RDS systems grew from serving less than **1,000** subscribers in **1939, 16** radio started with the introduction of the Radio Distribution System in the year 1933 in Lagos by the British colonial government under the Department of Post and Telegraphs (P&T).The Radio Distribution System (RDS) was a reception base for the British Broadcasting Corporation and a relay station, through wire systems, with loudspeakers at the listening end. In 1935, the Radio Distribution System was changed to Radio Diffusion system. The aim was to spread the efforts of Britain and her allies during the Second World War through the BBC. The Ibadan station was commissioned in 1939, followed by the Kano station in 1944. Later, a re-appraisal of radio broadcast objectives gave birth to the establishment in 1950 of the Nigerian Broadcasting Service (NBS). The NBS began broadcast in Lagos, Ibadan, Kaduna, Kano and Enugu on short wave and medium wave transmitters.

**2.2.6 ADVERTISING IN NIGERIA**

Nigeria’s advertising business has witnessed tremendous growth especially in recent times. Though the business is witnessing colossal growth, the industry, like most business sectors of the economy, had its humble beginning rooted in colonial history, advertising developmnt could be traced to abou 1928 with the birth of West African Publicity Limited. An off shoot of UAC, the company was set up to cater for the marketing activities of the colonial masters in both Nigeria and West Africa. This company was later to transform to a full fledged advertising firm in 1929 known as Lintas with two other subsidiaries newly Afromedia, the outdoor medium and Pearl/Dean, the cinema arm. With the setting up of the companies then headed by expatriates. By the later 1970’s however, two ambitious agencies, Rosabel Advertising and Insight Communication, sprang up. The coming of the two agencies which till today are still doing very well.
APCON the regulating body in the practice of advertising in the country, started operation in 1990 with the employment of the pioneer registrar in the person of Dr Charles Okigbo. The era of economic restructuring and liberalization opened up the Nigerian business to global economy. Foreign investments started flowing into the economy the expatriates who once left the shores of the land due to the indigenization policy gradually returned. And with them, the boom in economy. Aside, privatization of mass communication medium in the 1990’s also witnessed the setting up of private owned media houses which are platforms for advertisement placements.

**Purchasing habits**

This can be said to be the purchase of the same brand over and over again, more due to absence of dissatisfaction than because of a positive loyalty

**Advertising defined: Philip Kotler** – “Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.”

* **Frank Presbrey –** “Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favour of the advertiser’s interest.”
* **William Stanton –** “Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.”
* **John E. Kennedy** – “Advertising is salesmanship in print.”
* **American Marketing Association** (AMA) – “Advertising means any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”

**2.3 EMPIRICAL REVIEW**

**2.3.1** Aminudin (2017) set out to study the effects social media has on higher institution students spending habits. Using interview method, he found out that responses that were collected from the interviews were a mixture of the opinions and views from the participants however they all follow along the lines of strong agreements that social media does influence their spending habits. Five findings of social media usage among students, impact of social media on consumer behavior, social media as a marketing tool, effective social media platforms for advertising and social media trends that effects spending habits were all looked at.

**2.3.2** Owusu et al,(2015) set out to study the influence of television and radio advertisements on the decisions of tertiary students to purchase telecommunication products in Cape Coast .They found out that in all advertising activities, the ideal is to maximize the number of people who see the advertisement (reach) or to create the optimal situation of advertisement display by repeating it (frequency).Reach and frequency are proportional to each other; that is to say, publishing of an advertisement for people who have not seen it, is expanding its reach; (Hanafizadeh and Behboudi, 2008). On the other hand, this publishing is the average increase in display for those who have already seen it (DoubleClick, 2003). Displays through various media have different reach and frequency. Also, other variables such as the effect or qualitative value of an exposure (Kotler, 2001) and attitude toward media are effective in this regard.

Product involvement means how the product is placed in people's lives (Cushing and Douglas-Tate, 1985). When product involvement is low, consumers do not process text claims of the brand (such as description of product features). The reason is that brand text clai ms of the brand require more cognitive efforts compared to image based stimuli (Chattopadhyay, 1998) and consumers are not well motivated to devote more cognitive efforts for low involvement products (Warrington and Shim, 2000). When product involvement is high, consumers process an advertisement more actively and devote more time and effort to it. Consumer perception is directly influenced y the degree of involvement they have with the advertisement or advertised product (Vaughen, 1986).

**2.2.3** Richard and Guppy (2014), set out to investigate the influence on consumer purchase intention and discovered that Trust is a central theme in previous researches about online purchase decisions. Weisberg, Te’eni and Arman (2011) investigated the importance of trust in the online environment with respect to past-purchase and intention to purchase in e-commerce. Trust can be defined as ‘a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions of behaviour of another’ (Rousseau et al., 1998).

Van der Heijden et al. (2003) identifies two types of issues that affect consumers’ online purchases decisions, which are technology and trust. Trust is known to decrease uncertainty in both online and offline shopping contexts, that the immediate physical environment, salespeople and previous customers through word of mouth can create (Weisberg et al., 2011). As a result, trust is an essential element in order for consumers to make purchase decisions. In regards to online purchases, firms’ presence through their website and social networking page is the only way for consumers to overcome this uncertainty as the physical shop is replaced by an IT system creating an impersonal storefront (van der Heijden et al., 2003). Personal interactions and offerings, human-computer interfaces, the use of avatars and familiar pay options such as PayPal were identified as potential strategies online firms can use as there is no physical interaction (van der Heijden et al 2003)

 Weisberg et al, 2011). In this study, trust is not measured directly against consumer purchase decisions. It is incorporated within each Facebook social plug in as consumers will unconsciously have a level of trust if they take notice of friends’ likes’, check-ins, comments and posts. Consequently, in an online environment firms need to communicate to their customers through their website and social networking page to ensure consumers can build trust, and alternatively purchase from the business.

**2.3.4** Sundarapandiyan et al (2015) set out to study the influence of media advertisements on the purchasing decisions of Generation Y customers in Penang, Malaysia. and the following were discovered that Media Advertisements particularly T.V. was very significant while Social Media Print Media, Word-of-mouth, and Show-room Display were positively inclined in the frequency analysis.

**2.3.5** Madni (2014) conducted a research to determine the effect of social media in our lives in recent years and to determine the effects of social networks on the purchasing behavior of consumers in Pakistan.. The results form collected data indicate that the social media has a significant impact on consumption behavior in Pakistan.

**2.3.6** Rajagopal (2011) set out to study the impact of radio advertisements on the buying behaviour of urban commuters and the following were his findings , the study revealed that shopping behaviour of urban consumer at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables. Radio advertisements propagating promotional messages on sales of products have quick response to the supermarkets and department stores. Listeners of radio commercials are attracted towards advertisements, which are more entertaining while disseminating the message. This study on impact of radio advertisements on consumer behaviour revealed that advantage shopping at retail stores in response to radio advertisements is highly influenced by the physical, cognitive and economic variables.

**2.3.7** Ajide (2017) conducted a research on the spending pattern of youths in Nigeria. It was discovered that the variables which best represent the spending patterns of youth in Nigeria were shopping, transportation, movies, mobile phone expenses and fast food among others. The analysis showed that there were significant differences in the spending pattern among male and female youths. And, the major source of their income was pocket money got from relatives and family. It was also reported that a significant positive relationship existed between pocket money and spending pattern. There was no significant difference in saving among male and female youth. It was therefore concluded that the youth spend most of their income towards fast food, shopping, movies and transportation in Nigeria.

**2.3.8** Jenyo and Soyoye (2015) set out to undertake a research on online marketing and consumer purchase behavior and the fundings show that online

marketing has impacted consumer purchase decisions in Nigeria firms. There is a significant relationship between consumer purchase decisions and infrastructure of the internet in Nigeria. There also exists relationship between internet security and consumer purchasebehaviour. These simply imply that one variable influences the other.

 **2.3.9** Rupesh (2016) carried out a research on impact of media advertising on consumers buying behavior and the outcome of his study was that to succeed in the Market, Companies will need to focus and concentrate on the presentation of their Products and that Current Scenario says that the buying behaviour of consumers is changing rapidly like never before, so the companies should take care of the interest and taste of the buyers. One of the main thing in media advertising is, that all the advertisements are displaying for all viewers. Therefore many advertisements are irrelevant for many viewers. There must be a proper planning and strategies have to be used to capture the mind-set of the viewers or consumers.

**2.3.10** Thoene (2012) conducted a research on the impact of social networking sites particularly facebook and twitter on college students consumption patterns and she discovered the following that both Facebook and Twitter are being used

to obtain sales information and promotions. Furthermore, gender has an impact on social networking sites. Additionally, this study found the higher the frequency of social media usage the more likely customers are to shop at the businesses they have befriended.

 **2.4**  **Theoretical Frame Work**

This study is anchored on three theories, these theories are;

**2.4.1 Social Relationship Theory**

The emphasis on the social relationship theory is on the interaction (relationship) of members of social categories . Interpersonal communication is of importance because members of a group or groups can influence each other through face to face situations.

This theory is relevant to this work because humans live in groups and relate with each other and are bound to be influenced by advertisement messages because of their social relationship with each other and youths in particular are often influenced by their peers ,this influence could make them patronise products advertised or it could make them immune to the persuasive influence of these advertisements these factors that impend effect media messages are known as intervening variables and these intervening variables determine how people react to mass media messages and how much impact a particular message could have on the attitudes and behaviours of the audience (Okunna and Omenugha ,2012).

**2.4.2 Source credibility Theory**

This theory was propounded by Hovland et al (1951) and it’s a situation where the authenticity of a message determined by the source of that message or information and this statement is supported by Umeogu (2012) who defined it as a situation where message believability is dependent on the credibility status of the sender in the minds and eyes of the receivers . This is because ,how credible a message is seen determines the response and influence of that message and McCrosky et al (1974) was on the same page with this as he noted that communicators with high credibility in the eye of the message receivers tend to have respect and their words are accepted more readily.

This theory is related to this research work because while looking at what medium that influences undergraduates on their purchasing habits , we are aware that the source of information plays a major role in how well that message would be received and advertisements are not exempted from this scrutiny .

**2.4.3 Uses and Gratification theory**

The uses and gratification theory was propounded by Katz in 1970 .This theory focuses on how the audience use the mass media at will and for whatever purpose they choose to do so rather than the mass media affecting the people and Ndolo (2005) assents to this as he says this theory is audience centered because it asks what the people do with the media rather than what the media does to people .In this theory it looks at the people using the services offered by the media to satisfy themselves .

According to Katz et al (1974) it is concerned with the social and psychological origins of needs which generate expectations of the mass media and this leads to differential patterns of media exposure thereby resulting in need gratifications and other consequences. This is basically talking about how the people uses the media to satisfy their needs .

This theory is relevant to this study because in recent the mass media is not passive any more they decide whether to view or programme or pay attention to an advertisement even if it is in the middle of their favourite programs thereby choosing which of their needs the media would meet which could be guidance ,relaxation ,tension reduction ,social integration ,entertainment or information.

**2.5 Summary**

In this chapter ,the researcher reviewed six concepts in this research work ,ten sets of empirical studies ,varying in amount of value they add in this study . The researcher also reviewed theories relevant to this work (social relationship ,agenda setting and uses and gratification theory) . It is clear from this landscape of work that scholarly and researchers’ interest in assessment of facebook and radio on purchasing habits of youths is resilient but also it is noteworthy to know that substantial gaps persist in the collected works

**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Introduction**

 This chapter is concerned with the methodology used in this study. It comprises the research design, population of study, sample size, sampling technique and the unit of analysis adopted in the study.

**3.2 Research Design**

According to Asika (1991), the specific purpose of research design is to obtain data that will enable the researcher to test hypothesis or answer the research questions of the study. Business Dictionary (2016); defined Research Design as a detailed outline of how an investigation will take place. It typically includes how data is collected, what instruments will be employed, how the instruments will be used and the intended means of analyzing data collected.

The design considered most suitable for this study is the survey research method . It is considered most suitable largely due to the following; it has the most stated objective (focus). It guides the researcher in the process of collecting, analyzing, and interpreting observations. It is a logical model of proof that enables the investigator to draw inferences concerning casual relations among the variables being investigated. According to Owuamalan (2012) survey enables the researcher to deal with the of characteristics of the chosen set of people whose opinion ,behavior and attitudes are essential for the collection of information required by the study ,The reason for choosing this method is because it aims not only at collecting data but also at discovering the meaning in the data collected in order to better understand ,interpret and explain them.

**3.3 Population of Study**

Population of study in Nwosu (2006, p.49) refers to a group of people, objects or events which the researcher deliberately decides to study primarily to obtain necessary data needed to solve a given problem.

The population used in the course of this research is based on the number of students found in Godfrey Okoye University, Thinkers Corner Enugu. According to the data gotten from the Admission unit of the school, the school has a total number of 1,816 students. According to Owuamalam (2012) , it is difficult to with an entire population especially where the population is large. Therefore a manageable number of the subjects has to be selected to represent the entire population. This fraction of a population that represents it is known as a sample size.

**3.4 Sampling Technique / sample size**

For the purpose of this research the researcher would be using the multi stage cluster sampling method, for the first stage , my population would be divided into five strata namely ,

1. Faculty of management and social sciences which has the following departments under it;

a. Mass communication – 174

b. Psychology and sociology - 113

c. Political science and International relations - 210

d. Economics -133

e. Business Management – 137

 f. Accountancy and Banking and finance - 78

All with the total population of 845.

2. Faculty of Arts which has the following departments under it;

a. English and literary studies – 14

b. History, international studies , diplomacy and philosophy – 17

c. Music – 3

d. Philosophy – 3

All with the total population of 37.

3. Faculty of Education and it has the following departments under it ;

a. Arts and social science education – 135

b. Science and vocational education – 90

Which brings the total population to 225.

4. Faculty of Natural and Applied science which has the following departments under it ;

a. Architecture and Industrial design.

b. Biotechnology and Applied biology.

c. Chemical sciences.

d. Computer science and mathematics.

e. Microbiology.

f. Physical geosciences.

This brings the total population of this department to 645.

5. Faculty of law has one department which is the department of law with a population of 62.

For the second stage of the research ‘s multistage cluster sampling , the respondents that would be studied are those who are students under the university and students have access to these media channels which are facebook and radio ,so for this reason the researcher decided to adopt the purposive sampling technique .

A sample is a subset of the population studied and from where results are gotten which could be referred to the entire population and Anaekwe (2007) agrees with this statement as he said that a sample is simply a portion of the population which is studied with a view to generalizing there from , to the entire population .

The sample size was derived using Wimmer and Domminick online calculator with an error margin of 5% , the sample size is 317. And to get the number of questionnaires that would go to each department the researcher divided the sample size by the number of departments which is

317$÷$18

=17.4 meaning 17 questionnaires would go to each department.

**3.5 Description of research instrumet :**

The instrument used in collecting data in this research is the questionnaire. Questionnaire is a research instrument which consist of a series of questions set to gather data from the intended respondents and this is better explained by the Encyclopedia of research methods (2008) the questionnaire is the main instrument for collecting data in survey research.

**3.6 Validity and Reliability of data gathering instruments**.

 Any measuring instrument designed for use in a research study should be able to be useful in obtaining the required data necessary for addressing the problems which the study is designed to deal with, Owuamalam (2012) .

According to Odo(1992:59) validity is the process of finding out the degree to which in a measure will yield similar results for the same subjects at different times or under different conditions on a consistent, dependable, stable, predictable and accruable way. The instrument was designed and given to research experts and the project supervisor for their input and validation.

The reliability of the instrument is in degree to which it can yield consistent findings when replicated. To establish the reliability of the already designed instrument, a pilot study was conducted and 10 questionnaires distributed, to ascertain respondents understanding of the question and to ensure that the questionnaire is devoid of all ambiguity, Owuamalam (2012) explained that a pilot study is a self correcting format which enables the researcher to produce a final copy of the questionnaire.

 Thirdly the researcher used a post testing technique where the same number of questions were issued to the same respondents to ascertain if similar results will be obtained.

**3.7 Method of data collection**

The survey was conducted during school hours to ensure undivided attention from the students. A total of 317 questionnaires were issued to the students, however the researcher received 267 questionnaires back out of the total questionnaires issued and 27 were reported invalid.

**3.8 Method of data presentation and analysis**.

The derived data were analyzed using tables with simple percentage and bar chart. The choice of these tools are to present and analyze data in the simplest form possible.

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**4.1 Introduction**

 This chapter presented and analysed data generated from the field. The analysis was based on information gotten from undergraduates of Godfrey Okoye university .For collecting the relevant data needed ,317 questionnaires were distributed among respondents on campus ,of which 240 were returned . This gives the questionnaire a mortality rate of 240%.

The study responded to the following research questions:

1. To what extent are Godfrey Okoye university students exposed to advertisement on radio and facebook.
2. What media channels are preferred by Godfrey Okoye university students for advertisement information?
3. What media channels better informs the purchasing decisions of Godfrey Okoye university students?

**4.2. Data presentation and analysis**

**Analysis of Bio Data**

Items 1 to 2 in the questionnaire answered questions on the bio data of the respondents.

 **Table 1: Gender distribution**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |
| --- | --- | --- |
| Sex  | Frequency | Percentage % |
| Male  | 100 | 42 |
| Female  | 140 | 58 |
| Total  | 240 | 100 |

 |

This table above shows that there were 100 (41.6 %) male respondents, while 140 (58.3%) were made up of females, indications show that females were more in number than males in Godfrey Okoye University, Thinkers Corner, Enugu.

**Table 2: Respondents Age Bracket**

|  |  |  |
| --- | --- | --- |
| Age bracket | Frequency | Percentage % |
| 16 – 20 | 130 | 54.2 |
| 21 – 25 | 80 | 33.3 |
| 26 – 29 | 25 | 10.4 |
| 30 – 35 | 5 | 2.1 |
| Total | 240 | 100 |

**4.1.1 Research Questions 1**

**To what extent are Godfrey Okoye university students exposed to advertisements on radio and facebook?**

To address this research question, questions 2, 3, 5 and 6 were analyzed.

Question 2: Do you listen to advertisements on radio?

|  |  |  |
| --- | --- | --- |
| Categories | Frequencies | Percentage % |
| Yes | 115 | 48 % |
| No | 125 | 52 % |
| Total | 240 | 100% |

Question 3: how often do you pay attention to advertisements on radio; This table shows that those who listen to advertisement messages on radio are just 115 (48%) respondents while those who do not are 125 (52%) respondents.

**Table 4 showing how often students are exposed to advertisements on radio.**

|  |  |  |
| --- | --- | --- |
| category  | Frequency | Percentage % |
| Once a day | 68 | 59.1% |
| Two to five times daily | 32 | 27.8% |
| More than five times daily | 15 | 13.0 % |
| Total  | 115 | 100% |

The table above shows that 115 respondents expose themselves to radio advertisements

While 68 (59.1) respondents expose themselves once a day to advertisements on radio, 32(27.8) expose themselves to advertisements on radio two to five times daily and 15 (13.0) respondents expose themselves to advertisements on radio more than five times daily.

Question 4: Do you listen to or view advertisements on Facebook?

**Table 5 showing how many students expose themselves to facebook advertisements**

|  |  |  |
| --- | --- | --- |
| Category | Frequency | Percentage % |
| Yes  | 180 | 75% |
| No  | 60 | 25% |
| Total  | 240 | 100% |

The above table illustrates that the respondents who expose themselves to facebook advertisements are 180 (75%) while those who don’t listen to or view facebook advertisements are 60 (25%) out of the respondents.

**Table 6 is showing how often respondents that expose themselves to facebook advertisements do that.**

|  |  |  |
| --- | --- | --- |
| Categories  | Frequency  | Percentage % |
| Once daily | 41 | 23% |
| Two – five times daily | 49 | 27.% |
| More than five times daily | 90 | 50% |
| Total  | 180 | 100% |

This table illustrates how often the respondents expose themselves to advertisement messages with 41(23%) exposing themselves once a day to facebook advertisement message as well 49 (27%) exposing themselves to facebook advertisements two to five times daily with the majority 90 (50%) exposing themselves to it more than five times daily.

**4.1.2 Research Question 2**

**What media channels are preferred by Godfrey Okoye university students for advertisement information.**

Question 7 and 8 were constructed to address this question

Question 7: what platform do you prefer getting advertisements from?

**Table 7 is showing what medium respondents prefer getting their advertisements from.**

|  |  |  |
| --- | --- | --- |
| Category  | Frequency  | Percentage % |
| Radio  | 83 | 35% |
| Facebook  | 157 | 65% |
| Total | 240 | 100% |

The above table gives a statistical representation of what media channels are preferred by respondents , with respondents that prefer radio for getting their advertisement information being 83 (32%) whereas respondents that were for facebook being 157 (65%).

Question 8: Give reasons for your answer .

Table 8 is showing the records for reasons the respondents voted in favour of facebook.

|  |  |  |
| --- | --- | --- |
| Categories  | Frequency  | Percentage % |
| Accessibility  | 45 | 29% |
| Entertainment  | 35 | 22% |
| Information | 50 | 32% |
| Source credibility | 27 | 17% |
| Total  | 157 | 100% |

The above question is an open ended question which the researcher included in the questionnaire and replies gotten were classified under four categories with those who said they preferred facebook advertisements because of its accessibility coming under the accessibility category 45 (29%) respondents , those who preferred it because it was found entertaining being 35(22%) respondents, with those who found it more informative being 50 (32%) alongside those who preferred it for being credible totalling 27(17%).

Table 9 is showing the records for reasons respondents voted in favor of radio.

|  |  |  |
| --- | --- | --- |
| Categories  | Frequency  | Percentage  |
| Accessibility  | 19 | 22.9% |
| Entertainment  | 15 | 18% |
| Information  | 16 | 19% |
| Source credibility | 33 | 39.8% |
| Total  | 83 | 100% |

The table above illustrates replies gotten from an open ended question from respondents who preferred radio for advertisement information and their responses was classified under accessibility 22.9% ,entertainment 18%,information 19% and source credibility 39.8%.

**4.1.3 Research question 3**

**What media channels better influences the purchasing habits of Godfrey Okoye university students?**

Question 9, 10 and 12 in the questionnaire was constructed to address this question.

Question 9: Do you patronize products and services because you saw or heard about them in a commercial on facebook?

Table 10 shows how Facebook influences the purchasing habits of the respondents.

|  |  |  |
| --- | --- | --- |
| Categories  | Frequency  | Percentage % |
| Yes  | 168 | 70% |
| No  | 72 | 30% |
| Total  | 240 | 100% |

The table above gives a statistical representation of how Facebook influences the purchasing habits of the respondents ,the respondents who voted yes 168 ( 70%) are those whom commercials on Facebook made them buy products while those who voted no 72(30) are those who advertisements on facebook did not influence their purchases.

Question 10: If yes how many products

Table 11 shows how many products respondents who purchased products and patronized services as a result of Facebook advertisements did.

|  |  |  |
| --- | --- | --- |
| Categories  | Frequency  | Percentage % |
| 1- 5 | 104 | 62% |
| 6- 10 | 40 | 24% |
| 11 and above | 24 | 14% |
| Total  | 168 | 100% |

The table above shows how the number of products purchased by respondents who were influenced by Facebook advertisements to do so ,104(62%) respondents purchased one to five products via Facebook ,40 (24%) purchased six to ten products via Facebook while 24(14%) purchased eleven products and above via Facebook advertisements.

Question 12: Do you patronise a product or service because you saw or heard about them in an advertisement on radio.

Table 12 shows how radio advertisement influences the purchasing habits of undergraduate youths.

|  |  |  |
| --- | --- | --- |
| Categories  | Frequency  | Percentage % |
| Yes  | 90 | 37.5% |
| No  | 150 | 62.5% |
| Total  | 240 | 100% |

The above illustration shows how radio influences the purchasing habits of the respondents ;those who voted yes 90 (37.5%) were influenced by radio advertisements to patronise goods and services advertised while those who said no 150(62.5%) are respondents who are of the opinion that radio advertisements does not make the m patron ise goods and services being advertised.

**4.3. Discussion of findings**

This section, data collected from the research work on the topic “Comparative Analysis on the Influence of Radio and Facebook on Undergraduate Youths” would be discussed. The data contained were 240 copies of questionnaire and was retrieved from the 317 copies from the respondents.

**4.3.1. Research question 1:** To what extent are undergraduate youths exposed to advertisement on radio and Facebook.

Table and figure 2, 3, 4 and 5 were drafted to answer the research question. The research question which sought to answer if undergraduates are exposed to advertisement on radio and on Facebook.

Data from the table shows that 115 (48%) respondents listen to advertisements on radio while 125 (52%) respondents do not .

 This implies that many undergraduates do not listen to advertisements on radio and this is in accordance with what Rajagopal (2011) discovered in his work that impact of radio advertisements is highly influenced by physical variables.

According to the table respondents who expose themselves to facebook advertisements are 180 (75%) while those who don’t listen to or view facebook advertisements are 60 (25%) out of the respondents this is in relation with the uses and gratification theory which is all about the media using the media to satisfy their needs and the need in this case could not have been advertisements.

While out of the 48% that expose themselves to radio advertisements 68 (59.1) respondents expose themselves once a day to advertisements on radio, 32(27.8) expose themselves to advertisements on radio two to five times daily and 15 (13.0) respondents expose themselves to advertisements on radio more than five times daily as against the 52% out of the respondents that expose themselves to facebook advertisement messages with 41(23%) exposing themselves once a day to facebook advertisement message as well 49 (27%) exposing themselves to facebook advertisements two to five times daily with the majority 90 (50%) exposing themselves to it more than five times daily . This also is in accordance with the uses and gratification theory which talks about how active the mass media audience is and this boisterous tendency extends to their usage of the various mass mediums.

 **4.3.2 Research question 2**: What media channels are preferred by undergraduate youths for advertisement information?

To address the problem posed by this question, question 6, 7 8, 9 and 10 were drafted.

The following findings was obtained from the data gotten.

The table gave a statistical representation of what media channels are preferred by respondents , with respondents that prefer radio for getting their advertisement information being 83 (32%) whereas respondents that were for facebook being 157 (65%). This implies that undergraduates prefer online marketing to radio advertisements and this is in accordance to what Jenyo and Soyoye(2015) discovered that online marketing has impacted consumer purchase decisions in Nigeria.

The next question was an open ended question that required the respondents to state their reasons for their choice and replies gotten were classified under four categories with those who said they preferred facebook advertisements because of its accessibility coming under the accessibility category 45 (29%) respondents , those who preferred it because it was found entertaining being 35(22%) respondents, with those who found it more informative being 50 (32%) alongside those who preferred it for being credible totalling 27(17%) and this implies that facebook was found to be a better choice by majority of the respondents because it was found to be very explicit at giving advertisement information and trust and this is in accordance with the results of the study conducted by Weisberg(2011) where he discovered that consumers on social media will unconsciously have a level of trust if they take notice of friend’s likes ,check ins and comments on advertisements posts and this also goes hand in hand with the predict of social relationship theory that humans are bound to be influenced by their peers as a result of the relationship with each other and this influence could extend to them patronising products which otherwise they would not have purchased if not for the peer influence.

The next question are replies gotten from an open ended question from respondents who preferred radio for advertisement information and their responses was classified under accessibility 22.9% ,entertainment 18%,information 19% and source credibility 39.8% . This implies that majority of the respondents who chose radio as their preferred choice did so as result of confidence in the source and this is in consonance with what Richard and Guppy(2014) discovered in their findings and this was that trust is a central theme in purchase decisions a it is known to decrease uncertainty in both online and offline contexts.

**4.3.3. Research question 3:** What media channels better influences the purchasing decisions of undergraduate youths?

Question 11and 12 were analyzed .

The table gave a statistical representation of how Facebook influences the purchasing habits of the respondents ,the respondents who voted yes 168 ( 70%) are those whom commercials on Facebook made them buy products while those who voted no 72(30) are those who advertisements on facebook did not influence their purchases and also the latter representation on the table shows how radio influences the purchasing habits of the respondents ;those who voted yes 90 (37.5%) were influenced by radio advertisements to patronise goods and services advertised while those who said no 150(62.5%) are respondents who are of the opinion that radio advertisements does not make the m patronise goods and services being advertised. . This implies that the spending habits is geared towards purchases and this is in congruence with what Ajide(2017) discovered in his study that the variables that best represent the spending habits of youths in Nigeria is shopping ,mobile phone expenses and fast food.

The tabular illustration shows how the number of products purchased by respondents who were influenced by Facebook advertisements to do so ,104(62%) respondents purchased one to five products via Facebook ,40 (24%) purchased six to ten products via Facebook while 24(14%) purchased eleven products and above via Facebook advertisements ,this implies that majority of products purchased online was between one to five as result of the economic level of the students which the results of Ajide(2017) was accordance with stating that the major source of income was gotten from relatives and family and there existed a significant positive relationship between pocket money and spending pattern.

It therefore proves that Facebook have more grounds in influencing the purchasing habits of undergraduate youths more than radio. The study signifies that more prefer Facebook advertisement than radio advertisement.

 **CHAPTER FIVE**

**SUMMARY .CONCLUSION AND RECOMMENDATIONS**

**5**.1**. Introduction**

The purpose of this study was to examine the Influence of Radio and Facebook on the Purchasing Habit of Undergraduate Youths. The survey research design was adopted using questionnaire for data gathering. Conclusive statements and recommendation were made which will help in enhancing further knowledge on the comparison of the influence of radio and facebook on the purchasing habit of undergraduate youths. As both mediums, have not been studied in a single research study.

**5.2. Summary of findings**

The findings among others showed that:

1. Undergraduate youths are exposed to advertisements on Facebook and Radio to a large extent.

2. Facebook is the media channel preferred by undergraduate youths for advertisement information.

3. Facebook better influences on purchasing habit of undergraduate youths as opposed to radio.

**5.3. Conclusion**

Findings in this study conclude that facebook has the higher influence on the purchasing habit of undergraduate youths because of its visual capacity and accessibility to youths who often stay on social media to interact with their peers. Females spend more time on social media which exposes them more to facebook advertisements and the social relationship among youths influences most of their purchase decisions because they often trust choices made by their peers especially concerning online purchases.,

. Radio has a lower population of undergraduate youths who are unwavering in their preference for it as a source of advertisement information because of its source credibility status because there are limited faith for products being advertised on facebook for some undergraduate youths. The main source of income for undergraduate youths is usually pocket money gotten from relatives.

**5.4. Recommendations**

Based on the summary of the findings and conclusions, the study recommends that:

1. There should be presence of gate keeping on facebook to help filter unreliable sources of advertisement information.

2. Radio should be upgraded to have other channels online to be at par with the demands of the digital times to help them withstand competition.

3. Radio should have an avenue where products which they advertise could be displayed online in order to get the attention and trust of their audience.

**5.5. Suggestions for further studies.**

The researcher suggests that further studies should be carried out comparing other forms of media and the new media.

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