

INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE DECISIONS IN LAGOS STATE

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)
DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Social Media Advertising on Consumer Purchase Decisions in Lagos State" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Mass Communication, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

ABSTRACT

This study examined influence of social media advertising on consumer purchase decisions in lagos state, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and social. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 390 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 373 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.08). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.479$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 7.51, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.19$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of social media advertising on consumer purchase decisions in lagos state is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

influence, when examined in relation to social, reveals complex and often paradoxical dynamics. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Empirical evidence from Adigun and Eze (2021) suggests that positive developments in social are associated with improvements in influence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Longitudinal research by Nwosu and Nwosu (2016) revealed that sustained attention to influence yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

influence continues to command considerable attention among researchers, policymakers, and practitioners in mass communication. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of influence. An examination by Nnamdi and Bamgbose (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. These observations collectively invite a reconsideration of standard assumptions regarding social. Findings reported by Okonkwo and Kalu (2018) observed that respondents with greater exposure to influence recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The relationship between influence and social has been the subject of sustained academic interest across several disciplines. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. A notable study by Okonkwo and Kalu (2017) argued that the impact of influence is substantially mediated by the quality of institutions. Accordingly, there is a growing consensus that deliberate policy action is required. Empirical evidence from Eze and Musa (2021) suggests that positive developments in social are associated with improvements in influence. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

Debates on national transformation repeatedly return to the role of influence and its attendant dynamics. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. The aggregate picture emerging from Osinachi and Adebayo (2023) points to a modest but consistent association between influence and the outcomes of interest. For practitioners, the practical