
Social Media Marketing and Purchase Intention of Smartphones among University of Benin Students

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Abstract: *This study examined social media marketing and consumer purchase intention of smartphones among University of Benin students. The research focused on four components of social media marketing: Influencer Marketing (INM), Content Marketing (COM), Social Media Ads (SMA), and Social Media Viral Marketing (SMV). A sample size of 395 students was selected using a stratified random sampling technique, and data were collected through a structured questionnaire. The data were analyzed using descriptive statistics and regression analysis. The findings revealed that INM significantly influences purchase intention ($B = 0.666$, $\beta = 0.731$, $p < 0.001$), while COM, SMA, and SMV showed no significant effects. Based on the findings, it is recommended that brands prioritize influencer marketing by partnering with credible influencers who resonate with university students, re-evaluate content marketing strategies to improve personalization and engagement, and enhance the creativity of social media advertisements. Additionally, integrating viral marketing with other strategies like influencer endorsements can amplify its effectiveness.*

Keywords: Content marketing, digital advertising, influencer marketing, purchase intention, smartphone, social media marketing

INTRODUCTION

The Nigerian smartphone market has experienced significant growth, driven by increasing consumer demand and technological advancements. Nigeria's smartphone sector is among the fastest-growing in Africa, with a projected annual growth rate of 6.71% (Oladipo & Adeyemi (2020). This growth is fueled by rising smartphone penetration, with 45% of Nigeria's population owning a smartphone. The widespread adoption of smartphones has transformed communication methods and shopping behaviours, with consumers shifting from traditional retail to digital-oriented purchasing patterns (Akinyemi, Okeke, & Abubakar, 2022). In this context, social media marketing has emerged as an effective strategy for gaining market share and competitive advantage (Ajibade & Salisu, 2021).

Social media marketing involves promoting products through platforms like Facebook, Instagram, Twitter, WhatsApp, YouTube Telegram, and so on utilizing targeted strategies to reach and engage specific audiences (Smith & Zook, 2016). This form of marketing has revolutionized consumer behaviour by providing interactive and engaging communication between brands and consumers (Mangold & Faulds, 2009). In Nigeria, social media marketing reflects unique local dynamics, such as rapid internet usage growth driven by increased internet penetration and smartphone adoption (Ajibade & Salisu, 2021). With over 60% of social media users under 24, Nigeria's youthful demographic presents considerable market opportunities (Ibrahim, 2020).

Various forms of social media marketing, including influencer marketing, content marketing, social media platform ads, and social media viral marketing, significantly influence consumer behaviour (Adesanya, Adeoye, Olatunji, & Okpala, 2021). These strategies leverage the large followings and perceived authenticity of popular social media figures, drive targeted traffic and conversions, enhance product visibility, and increase product reach. Social media platforms provide extensive information and review that consumers rely on to make informed purchasing decisions (Okpala & Karjaluoto, 2019). Social media marketing strategies, such as targeted messaging and engaging content, play a crucial role in influencing consumer preferences and decisions, ultimately driving sales in the marketplace (Chinedu, Eze, & Adewuyi, 2019).

The rapid growth of the smartphone sector in Nigeria, dominated by international brands, has created a competitive market that underscores the importance of market differentiation and customer engagement. Social media marketing has become a key strategy for brands to reach

consumers, but the impact of this strategy on consumer buying behaviour remains unclear. Existing studies have yielded mixed findings, with some indicating a positive relationship between social media marketing and consumer purchasing decisions (Ajagbe, Long, & Solomon, 2016; Eze et al., 2018; Ifeoma & Eze, 2019), while others suggest a negative or negligible impact (Nwoye, 2020; Adeyanju & Olajide, 2019; Babajide & Adetunji, 2020). This study aims to reconcile these mixed findings and extend existing research by examining the impact of a broader spectrum of social media marketing variables, including content marketing and social media viral marketing, on consumer purchase intention in the smartphone sector. The specific objectives of the study are to: determine the impact of influencer marketing on the purchase intention of smartphones among University of Benin students; evaluate the effect of content marketing on the purchase intention of smartphone among University of Benin students; assess the influence of social media platform ads on the purchase intention of smartphone among University of Benin students; and analyze the role of social media viral marketing in shaping the purchase intention of smartphone products among University of Benin students.

Purchase Intention

Purchase intention is a complex construct influenced by cognitive, emotional, and social factors. Purchase intention refers to an individual's readiness and willingness to buy a product based on prior evaluation of product attributes (Gutiérrez & Alarcón, 2018). Other studies emphasize the role of trust (Hsu, 2019), perceived value (Liu & Ying, 2021), and social influence (Jalilvand, 2022) in shaping purchase intention. Several key elements shape consumer purchase intention. Consumer attitude, which is the psychological evaluation based on product features, price, and brand reputation, plays a significant role in shaping purchase intention, as a positive attitude towards a product or brand can increase the likelihood of purchase, while a negative attitude can deter consumers from making a purchase (Chen, 2020). A favorable attitude can be influenced by factors such as perceived quality, value for money, and brand image, ultimately driving consumer behaviour and purchase decisions.

Product knowledge is also crucial, as informed consumers are more likely to form stronger purchase intentions (Al-Dmour, 2020). Additionally, social influence, particularly in digital media, amplifies peer reviews and social norms, influencing purchase intention (Bashir, 2022). Perceived usefulness, trust, and perceived ease of use are also essential factors that shape consumer purchase intention. Understanding consumer purchase intention is vital for marketers, as it serves as a strong predictor of actual buying behaviour (Zhao, 2019). Effective social media marketing strategies can

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influence and enhance purchase intention (Adeola, 2020), making it crucial for businesses to tailor their marketing efforts to meet the specific needs and preferences of university students in Nigeria.

Social Media

Social media refers to online platforms that facilitate the creation and exchange of user-generated content, enabling individuals to interact and relate to one another through digital platforms (Kaplan & Haenlein, 2010). It has transformed consumers from passive recipients of marketing messages to active participants in a dynamic, two-way dialogue (Pentina & Koh, 2012). Social media empowers individuals to create and share content, fostering interactive dialogue and facilitating better-informed decision-making (Jerving, 2019).

The defining characteristics of social media include its role as a platform for socialization, a tool for facilitating conversations, and a means of connecting individuals and groups (Solis, 2010). Social media has become an indispensable component of many companies' marketing strategies, evolving from an optional tool to a mandatory element for success in the digital age (Hanna, Rohm & Crittenden, 2011). Through social media, businesses can influence and engage their customers more deeply; fostering personal connections that can enhance brand loyalty (Clapperton, 2019).

Influencer Marketing and Purchase Intention

Influencer marketing is a digital marketing strategy that leverages endorsements from individuals with substantial social media followings to influence purchasing behaviour (Lou & Yuan, 2019). Influencers serve as intermediaries, establishing trust and authenticity with their followers through personalized content (Stubb, Nyström, & Colliander, 2019; Jin & Muqaddam, 2021). The effectiveness of influencer marketing lies in its ability to merge the influencer's personal narrative with branded content seamlessly (Audrezet, de Kerviler, & Moulard, 2020). Influencers play a pivotal role in shaping purchase decisions, particularly in the smartphone industry, where product reviews and recommendations significantly influence consumer behaviour (Arora & Sanni, 2019; Tafesse & Wood, 2021). In Nigeria, influencer marketing has been shown to foster brand loyalty and drive purchase intentions among university students, especially for tech-related products like smartphones (Ogunnaike, Salau, & Adeniji, 2021). Authenticity is key as consumers are more likely to make purchases when they feel a personal connection with the influencer (Karine, Bhardwaj, & Sood, 2022). This study hypothesizes in the null form that:

H₀: Influencer marketing has no significant impact on the purchase intention of smartphone among University of Benin students.

Content Marketing and Purchase Intentions

Content marketing involves creating and sharing valuable, relevant content to engage a specific target audience and drive profitable customer action (Wiese & Connan, 2021). It focuses on building long-term relationships with consumers by providing informational and emotional value (Holliman & Rowley, 2019). Content marketing enhances brand awareness, drives positive brand perceptions, and influences consumer purchase intention (Alalwan, 2020). Showcasing product features, user experiences, and customer testimonials, content marketing reduces the perceived risk associated with purchasing high-involvement products like smartphones (Chukwu & Uzoma, 2021).

Research shows that content marketing directly impacts purchase intention by providing consumers with necessary information to make informed decisions (Mukherjee & Banerjee, 2021). Engaging content fosters a sense of community and brand loyalty, increasing the likelihood of repeat purchases (Sashi, 2020). In Nigeria, content marketing strategies that incorporate social proof, such as customer reviews and influencer endorsements, significantly boost consumer trust and purchase intentions (Nwankwo & Okonkwo, 2022). Personalized content that speaks directly to the needs and preferences of young adults is essential for enhancing purchase intention (Wiese & Connan, 2021). This study postulates in the null form that:

H0₂: Content marketing has no significant effect on the purchase intention of smartphones among University of Benin students

Social Media Platform Ads and Purchase Intentions

Social media platform ads are online promotional activities that engage users through personalized and interactive content (Dehghani & Tumer, 2018). These ads are highly targeted, interactive, and adaptive tools that leverage user data and behaviour to maximize marketing effectiveness (Alalwan, 2021). Study shows that social media platform ads significantly influence consumer purchase intentions, particularly among university students (Alalwan, 2021).

Social media ads provide tailored content that aligns with the preferences of the target audience, fostering brand loyalty and increasing the likelihood of purchase (Boateng & Okoe, 2019). Personalized ads on platforms like Instagram and Facebook create a direct connection between the brand and consumer, especially among university students who are influenced by social proof and interactive content (Khan, 2022; Duffett, 2020). Visually compelling ads enhance purchase intentions, increase ad recall, and boost consumer interest (Ngoma & Ntale, 2021). The immediacy

and accessibility of social media ads offer consumers instant pathways to purchase, further boosting their intention to buy (Lee, 2019). This study hypothesizes in the null form that:

H0₃: Social media platform ads have no significant influence on the purchase intention of smartphone among University of Benin students.

Viral Marketing and Purchase Intentions

Viral marketing is a strategy that encourages consumers to spread marketing messages through digital platforms, amplifying brand visibility and engagement (Woerndl, 2018). It relies on user engagement, emotional triggers, and authentic content to achieve exponential information spread (Schivinski, 2020; Nadeem, 2022). Investigation shows that viral marketing significantly shapes purchase intention by fostering greater awareness and creating positive brand associations, particularly among university students (Olalekan, 2020). Viral marketing campaigns can enhance the perceived value of smartphones, leading to stronger purchase intentions among younger demographics (Hassan, 2021). Viral content increases engagement levels, strengthens trust between consumers and the brand, and drives higher purchase intention (Adeola, 2022). When combined with influencer endorsements, viral marketing results in a significant increase in purchase intention, as consumers perceive such campaigns as more credible and relevant (Okeke, 2023). Largely, viral marketing is a cost-effective and influential tool for smartphone companies targeting university students in Nigeria, enhancing brand perception and consumer trust through user-driven content dissemination. This study postulates in the null form that:

H0₄: Social media viral marketing has no significant role in shaping the purchase intention of smartphone among University of Benin students

Social Influence Theory (SIT)

This study is anchored on Social Influence Theory (SIT) which explains how individuals' thoughts, feelings, and behaviours are influenced by others through various forms of power, such as referent, expert, and legitimate power (French & Raven, 1959). The theory is particularly relevant in understanding how social media influencers (SMIs) shape attitudes and behaviours of their followers. SIT highlights the importance of social context, interpersonal relationships, and observational learning in transmitting influence (Kelman, 1958; Bandura, 1986). In the context of university students, SIT provides a robust framework for understanding the underlying mechanisms of influence. Students are susceptible to social influence due to their developmental stage and the significant role of peer influence. SMIs leverage their referent and expert power to shape brand perceptions and consumer behaviours within this group (Ki, Cuevas, Chong, & Lim,

2020). The interactive nature of social media platforms amplifies the influence process, where students engage with content and reinforce the influence (Lou & Yuan, 2019). The credibility and attractiveness of SMIs can lead to a higher degree of internalization of promoted brands, making SIT particularly relevant in this context (Jin, Muqaddam, & Ryu, 2019). The theory provides valuable understandings into the processes through which brand awareness is cultivated and the potential long-term impact on consumer behaviour, especially among university students.

METHODOLOGY

This study employed a quantitative research design, utilizing a cross-sectional survey method to investigate the impact of social media marketing on purchase intention of smartphones among University of Benin students. The population of the study consisted of 32,951 undergraduate students (Retrieved 12th September, 2024 from ICT/CRPU University of Benin), and a sample size of 395 was determined using the Taro Yamane formula. A simple random sampling technique was used to distribute questionnaires across various departments of the university.

The study used primary data collected through a questionnaire developed by the researcher. The questionnaire consisted of closed-ended questions, with a five-point Likert scale used to measure responses. The questionnaire was divided into two sections: Section A solicited demographic information, while Section B consisted of questions on the variables of the study, including purchase intention, influencer marketing, content marketing, social media platform ads, and social media viral marketing.

The data collected were analyzed using descriptive statistics, Pearson moment correlation matrix, and ordinary least square regression. The descriptive statistics described the demography of respondents using frequency and percentage, while the Pearson moment correlation matrix examined the relationship between variables. The ordinary least square regression test was conducted to test the hypotheses. The analysis was conducted using the Statistical Packages for Social Sciences (SPSS 22) econometric software.

ANALYSIS OF RESULTS AND DISCUSSION OF FINDINGS**Table 1: Demographic Profile of the Respondents**

S/N	Demographic Characteristics	Categories	Frequency (N)	Percentage (%)
1	Gender	Male	141	35.7
		Female	254	64.3
		Total	395	100.0
2	Age	20 years and below	26	6.6
		21-30years	325	82.3
		31-40years	39	9.9
		41years and above	5	1.3
		Total	395	100.0
4	Income	20,000 and below	26	6.6
		21,001-40,000	65	16.5
		40,001-60,000	55	13.9
		60,001 and above	249	63.0
		Total	395	100.0
5	Highest Educational Qualification	Primary	2	.5
		SSCE	5	1.3
		ND/OND	25	6.3
		BSC	363	91.9
		Total	395	100.0

Source: Author's Computation (2025)

The demographic profile of the respondents is presented in Table 1. In terms of gender, the majority of respondents are female, making up 64.3% (n = 254) of the sample, while males account for 35.7% (n = 141). The age distribution shows that the majority of respondents, 82.3% (n = 325), are between 21-30 years old. This suggests that the sample is predominantly composed of young adults. The age range with the lowest frequency is 41 years and above, which accounts for only 1.3% (n = 5) of the sample. In terms of income, the majority of respondents, 63.0% (n = 249), have an income above ₦60,001. This suggests that the sample is relatively affluent. The income range with the lowest frequency is ₦20,000 and below, which accounts for 6.6% (n = 26) of the sample.

The educational qualifications of the respondents show that the majority, 91.9% (n = 363), hold a BSc degree. This suggests that the sample is highly educated. The educational qualification with the lowest frequency is Primary, which accounts for only 0.5% (n = 2) of the sample.

Correlation Analysis of Research Variables

Table 2: Correlation Analysis of Research Variables

		Purchase intention	Influencer marketing	Social Media Platform Ads	Social media viral marketing	Content marketing
Purchase intention	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	395				
Influencer marketing	Pearson Correlation	.719**	1			
	Sig. (2-tailed)	.000				
	N	395	395			
Social Media Platform Ads	Pearson Correlation	.310**	.449**	1		
	Sig. (2-tailed)	.000	.000			
	N	395	395	395		
Social media viral marketing	Pearson Correlation	.373**	.487**	.640**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	395	395	395	395	
Content marketing	Pearson Correlation	.304**	.481**	.454**	.387**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	395	395	395	395	395

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

Source: Author's Estimation from SPSS 22, 2025.

The correlation analysis presented in Table 2 shows the relationships between purchase intention and various marketing strategies, including influencer marketing, social media platform ads, social media viral marketing, and content marketing. The results show a strong positive correlation between purchase intention and influencer marketing, with a Pearson correlation coefficient of

0.719. This suggests that influencer marketing has a significant impact on consumers' purchase decisions. When influencers promote a product or service, their followers are more likely to consider purchasing it. This finding highlights the importance of partnering with influencers who have a strong reputation and following in the target market.

In addition to influencer marketing, the analysis reveals moderate positive correlations between purchase intention and social media viral marketing ($r = 0.373$), social media platform ads ($r = 0.310$), and content marketing ($r = 0.304$). These findings suggest that these marketing strategies also play a role in influencing consumer purchase decisions, although their impact may be slightly weaker compared to influencer marketing. The analysis also examines the relationships between the marketing strategies themselves. The results show that influencer marketing is moderately correlated with social media viral marketing ($r = 0.487$) and content marketing ($r = 0.481$). This suggests that influencers often create content that goes viral on social media, and their promotions can be an effective way to disseminate content marketing efforts.

Furthermore, social media platform ads are strongly correlated with social media viral marketing ($r = 0.640$), indicating that ads on social media platforms can contribute to the virality of marketing content. Social media platform ads are also moderately correlated with content marketing ($r = 0.454$) and influencer marketing ($r = 0.449$), highlighting the interconnectedness of these marketing strategies. The findings of this correlation analysis have important implications for marketers. They suggest that a comprehensive marketing approach that incorporates multiple strategies, including influencer marketing, social media viral marketing, content marketing, and social media platform ads, may be more effective than relying on a single strategy.

Estimation of regression model

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.722 ^a	.521	.516	.53388	.521	106.123	4	390	.000	1.506

- Predictors: (Constant), influencer marketing, social media platform Ads, social media viral marketing content marketing
- Dependent variable: Purchase intention

The coefficient of determination (R Square) is 0.521, indicating that approximately 52.1% of the variation in purchase intention can be explained by the predictor variables, which include influencer marketing, social media platform ads, social media viral marketing, and content marketing. The adjusted R Square is 0.516, which suggests that the model is a good fit for the data. Generally, the model summary suggests that the regression model is a good fit for the data and that the predictor variables are significant in explaining purchase intention. The results imply that marketers can use these variables to predict purchase intention and develop effective marketing strategies to influence consumer behaviour. The R value of 0.722 indicates a strong positive correlation between the predictor variables and the dependent variable, purchase intention. This suggests that the marketing strategies examined in this study, including influencer marketing, social media platform ads, social media viral marketing, and content marketing, are effective in influencing purchase intention.

Table 4: ANOVA Results for the Variables

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.992	4	30.248	106.123	.000 ^b
	Residual	111.160	390	.285		
	Total	232.152	394			

Dependent variable: Consumer purchase intention

Predictors: (Constant), influencer marketing, social media platform Ads, social media viral marketing content marketing

The ANOVA results provide understanding into the significance of the regression model. The sum of squares for the regression model is 120.992, which represents the amount of variation in purchase intention that is explained by the predictor variables. The mean square for the regression model is 30.248, which is calculated by dividing the sum of squares by the degrees of freedom (4). The residual sum of squares is 111.160, which represents the amount of variation in consumer purchase intention that is not explained by the predictor variables. The mean square for the residual is 0.285, which is calculated by dividing the residual sum of squares by the degrees of freedom (390). The significant F-statistic indicates that the regression model is a good fit for the data and that the predictor variables are significant in explaining purchase intention. This suggests that marketers can use these variables to develop effective marketing strategies that influence consumer behaviour. In essence, the ANOVA results confirm that the relationship between the predictor

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 variables and consumer purchase intention is not due to chance, and that the predictor variables are significant predictors of consumer purchase intention.

Table 5: Coefficients of the Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	1.547	.214		7.244	.000	1.127	1.967
Influencer marketing	.666	.039	.731	16.883	.000	.589	.744
Social media platform Ads	-.036	.060	-.029	-.606	.545	-.153	.081
Social media viral	.073	.060	.058	1.207	.228	-.046	.192
Content marketing	-.074	.055	-.057	-1.348	.179	-.181	.034

a. Dependent Variable: Purchase intention

The coefficients table provides detailed information about the relationships between the predictor variables and the dependent variable, purchase intention. Social media platform ads have a negative but insignificant impact on purchase intention. The unstandardized coefficient (B) is -0.036, which indicates a negative relationship. The standard error is 0.060, which suggests that the estimate is less precise compared to influencer marketing. The t-statistic is -0.606, which is not significant at $p > 0.05$ (Sig. = 0.545), indicating that the relationship between social media platform ads and consumer purchase intention is not statistically significant. The 95% confidence interval for B is between -0.153 and 0.081.

Social media viral marketing has a positive but insignificant impact on purchase intention. The unstandardized coefficient (B) is 0.073, which indicates a positive relationship. The standard error is 0.060, which suggests that the estimate is less precise. The t-statistic is 1.207, which is not significant at $p > 0.05$ (Sig. = 0.228), indicating that the relationship between social media viral marketing and purchase intention is not statistically significant. The 95% confidence interval for B is between -0.046 and 0.192. Content marketing also has a negative but insignificant impact on purchase intention. The unstandardized coefficient (B) is -0.074, which indicates a negative relationship. The standard error is 0.055, which suggests that the estimate is relatively precise. The t-statistic is -1.348, which is not significant at $p > 0.05$ (Sig. = 0.179), indicating that the

relationship between content marketing and purchase intention is not statistically significant. The 95% confidence interval for B is between -0.181 and 0.034.

Generally, the results suggest that influencer marketing is the most significant predictor of purchase intention. The strong positive coefficient, significant t-statistic, and precise estimate indicate that influencer marketing has a substantial impact on consumer purchase intention. Marketers can leverage influencer marketing to influence consumer behaviour and drive purchase intentions. The findings imply that businesses should prioritize influencer marketing strategies to reach their target audience and increase the likelihood of purchase.

DISCUSSION OF FINDINGS

The discussion of findings reveals that influencer marketing has a significant positive impact on purchase intention, with a strong positive coefficient and significant t-statistic indicating a substantial influence on consumer behaviour. This finding aligns with existing literature that highlights the effectiveness of influencer marketing in shaping purchase decisions, particularly in the smartphone industry (Arora & Sanni, 2019; Tafesse & Wood, 2021). Influencers play a pivotal role in increasing consumer engagement, enhancing brand awareness, and perceived product value, which in turn drives purchase intention (Evangeline & Ragel, 2020). On the other hand, social media platform ads do not significantly influence purchase intention, contradicting some studies that suggest a positive relationship between social media ads and consumer purchasing decisions (Alalwan, 2021; Khan, 2022). The insignificance of social media platform ads in this study may be attributed to the perceived intrusiveness or lack of personalization of ads, which can lead to ad fatigue and decreased effectiveness.

Furthermore, social media viral marketing does not significantly influence purchase intention, contradicting existing literature that positions viral marketing as a powerful tool for increasing consumer awareness and driving decisions (Woerndl, 2018; Schivinski, 2020). The insignificance of SMV in this study may be due to the perceived authenticity of viral content or consumer trust in it (Nadeem, 2022). The effectiveness of viral marketing may be contingent on combining it with influencer endorsements, as suggested by Okeke (2023), highlighting the limitations of stand-alone viral strategies. Additionally, content marketing does not significantly influence purchase intention, contradicting some studies that suggest a positive relationship between content marketing and consumer purchasing decisions (Adeola, 2022; Olalekan, 2020). The insignificance

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of content marketing in this study may be attributed to the lack of relevance or engagement of the content, which can lead to decreased effectiveness.

CONCLUSION

This study examined the impact of social media marketing on purchase intention among University of Benin students, focusing on influencer marketing, content marketing, social media platform ads, and social media viral marketing. The findings revealed that influencer marketing has a significant positive impact on purchase intention, while social media platform ads, social media viral marketing, and content marketing do not have a significant impact. The study highlights the importance of influencer marketing in shaping consumer behavior and driving purchase intentions among university students in Nigeria.

Recommendations

The study recommends as follows:

- i. Businesses targeting university students in Nigeria should prioritize influencer marketing strategies to reach their target audience and increase the likelihood of purchase. Partnering with influencers who have a strong reputation and following in the target market can help drive purchase intentions and increase brand awareness.
- ii. To leverage social media viral marketing effectively, businesses should focus on creating authentic, relatable, and emotionally engaging content that resonates with their target audience. This can include user-generated content, behind-the-scenes stories, or humorous ads that appeal to university students.
- iii. Businesses should consider combining viral marketing with influencer endorsements to increase the effectiveness of their marketing campaigns. This can involve partnering with influencers to create viral content that showcases products or services in an authentic and relatable way.
- iv. Businesses should tailor their marketing strategies to meet the specific needs and preferences of university students in Nigeria. This can involve understanding their interests, behaviors, and pain points, and developing marketing campaigns that resonate with them.

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