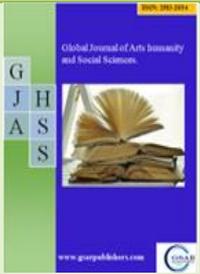


	Global Journal of Arts Humanity and Social Sciences			
	ISSN: 2583-2034			
	Abbreviated key title: Glob.J.Arts.Humanit.Soc.Sci			
	Frequency: Monthly			
	Published By GSAR Publishers			
Journal Homepage Link: https://gsarpublishers.com/journal-gjahss-home/				
Volume - 4	Issue - 7	July 2024	Total pages 465-474	DOI: 10.5281/zenodo.12745639

Influence of Social Media Adverts on Consumer Behaviour of Public Service Employees in Ibadan North Local Government, Oyo state

BY

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Abstract

Consumer shopping behavior in social media differs from the traditional retail environment and is fuelled by the diverse types of adverts of products, services, and ideas through organizational websites and social media, and marketers. The study therefore attempts to understand how social media adverts influence the consumer behavior of public service employees in Ibadan. Primary data from respondents in Ibadan North local government was employed for the study. Social media users were targeted and conveniently sampled for the study. In all, relevant information elicited from 88 respondents using a well-structured questionnaire were analyzed using a quantitative approach. The results shows that most of the respondents had been responding regularly to social media adverts, and also intend to continue responding to the advert in the future. Majority of the respondents believed that social media adverts help them make decision better before purchasing and that their decision to buy a given product depends on recommendation by friends or their perceived value of the product. The study found out that perceived ease of use was the major factor that significantly predicts consumers' behavioral intention to use social media adverts. The study therefore recommends that online retailers should work towards increasing public service employees' trust in online stores by advertising accurately the features of the products and services in the adverts so that consumers' expectations of the advertised and sold products and services can be met or exceeded.

Keywords: Social media adverts, Consumer behavior, Perceived ease of use, Perceived value

Article History

Received: 01- 07- 2024

Accepted: 13- 07- 2024

Published: 16- 07- 2024

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Introduction

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration, websites and applications dedicated to forums, microblogging, social bookmarking, social curation, and wikis are among the different types of the social media (Whatis.com, 2016). Social media can be understood by defining the concept in two parts, which are social parts and media parts (Moreau, 2017). The social part refers to interacting with other people by sharing information with them and receiving information from them. The media part refers to an instrument of communication, like the internet (while TV, radio, and newspapers are examples of more traditional forms of media). Taking the two concepts together, social media can therefore be defined as web-based communication tools that enable people to interact with each other by both sharing and consuming information.

Hajli (2014) has noted that social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business. A multidisciplinary model, building on the technology acceptance model and relevant literature on trust and social media, has been devised. The model has been validated by SEM-PLS, demonstrating the role of social media in the development of e-commerce into social commerce. The advancements in the internet (such as social media) have made new systems available to business (Lu and Hsiao, 2010). The general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings (Gruzd et al, 2011).



In the wake of social media and online communities, it becomes relatively easy for people to access and spread information. The rising popularity of social media has attracted many companies to employ social media platforms for online marketing. Marketing has become increasingly integrated into everyday life. From Facebook advertising to Google paid search results, the average consumer has an increasingly personalized data-driven exposure to 'relevant' ad materials. This is all not to mention the various devices and distribution formats, spanning from computer browsers to mobile to tablet distribution. (Boundless, 2016). However, research have shown that different factors affect individuals' adoption of online transactions, such as location and store accessibility, perceived risk and online purchase benefits, type of online stores, enjoyment and trust in Web sites, gender differences in online shopping, attitudes toward online shopping and adverts, impact of consumers' socio-economic conditions (Farag et al, 2006). Consumer shopping behaviour in social media evidently differs from that of the traditional retail environment. The reasons for using the Internet for shopping are prompted by diverse attitudes and drives. Consumers search for convenience in online transactions as it gives them flexibility to browse Web sites at their leisure (Alreck and Settle, 2002).

Given the centrality of social media adverts on services and product promotion, there is, therefore, a need for a study which will provide an insight into how social media influences consumer behaviour. This study therefore focuses on the influence of social media adverts on the consumer behaviour of public service employees in Ibadan North Local Government. This study is particularly important given that the incomes of public service employees in Nigeria are considered inadequate and are subjected to taxes and deductions of all kinds leaving them with or no disposable income to make purchases. Similarly, public service employees appear to have lost all their immunities, responsibilities, privileges, and rights (Ngwobia, 2012). They no longer enjoy their privileges of anonymity, experience impartial treatments, non-payment of due salaries and they lack incentives. All these orchestrated by political instability appear to affect the general mentality of public service employees and do not in any way place them in better position to give attention to advertising messages (Ngwobia, 2012). It is speculated that from the little an average public servant employee earns, he or she cannot take the risk of responding positively to social media advert. Perceived risk has significant influence on consumers' intention to shop online. An average public service employee has the fear that products and services advertised on social media attract higher prizes and in relation to their income this affects their purchase pattern.

In addition to the foregoing, public service employees may also be experiencing appreciable challenges in using social media. In this regard, public service employees may be quite educated to some extent but may lack internet access and knowledge necessary to use the social media effectively. According to Ngwobia (2012), despite the fact that they make use of smartphones, computers, and laptops in their offices and respective homes, to place order online, make payment, and respond positively to social media advert generally

still seems to be experiencing a bottleneck. In addition to that, poor internet services can also act as a discouraging factor because when trying to access a page, pop-up ads, video ads taking too long to buffer, all these may tend to discourage users from going further with the purchase. With all these challenges in place, this study is set to examine the factors that influence consumer behaviour of public service employee in Ibadan north local government through social media advert.

Theoretical and conceptual framework for the study

The theory of planned behaviour (TPB) and Technology Acceptance Model (TAM) were employed to provide theoretical underpinning for the study. The TPB is an extension of the theory of reasoned action (Ajzen and Fishbein, 1980). Lakhani (2006) conceives that the theory of reasoned (TRA) action recognizes the fact that individuals are rational and also underlines the importance of an individual's firm resolve to prompt behaviours which are influenced by their attitudes, subjective norms, and perceived behavioural control. For TPB, attitude toward the target behavior, subjective norms about engaging in the behavior and perceived behavioral control over engaging in the behavior are thought to be factors influencing intention (Ajzen, 1991). Perceived behavioral control is most congruent with Bandura's (1977) concept of perceived self-efficacy and it argues that people's behavior is strongly influenced by their confidence in their ability to perform it such as by perceived behavioral control. The theory of planned behavior positions the construct of self-efficacy belief or perceived behavioral control within a more general framework of the relations among beliefs, attitudes, intentions, and behavior (Ajzen, 1991). TAM, on the other hand, explains the aspects of the technology as perceived by the user and overlooks behavioral constructs tend to affect the interaction between the technology and the user (Davis, 1986). These behavioral and social factors such as impulse and subjective norms have been recognized to be determinants significant to consumer purchase behavior (Fishbein and Ajzen, 1975).

Variables from Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) were selected and interconnected to develop the framework for this research. The focus in this research is the individual contribution of each of the independent variables to the behavioral intention, in the context of exposure to social media (to be measured by intensity of use of social media) as well as attitudes to advert on the social media. The framework is presented in Figure 1.0:

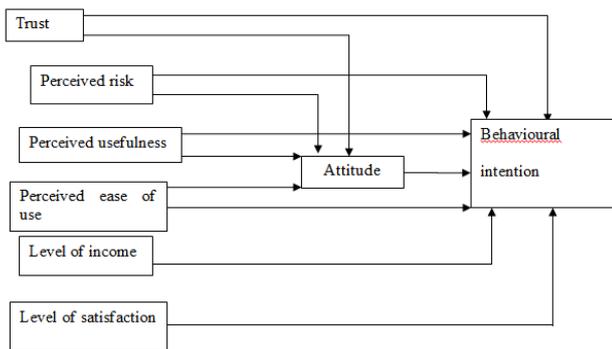


Figure 1: The Research Framework

Materials and Methods

This study was conducted in Ibadan North local government of Oyo state, Nigeria. Oyo state. Ibadan is the capital of Oyo state and is reputed to be the largest indigenous city in Africa, south of the Sahara, and inhabited mostly by the Yoruba ethnic group. Ibadan has 11 local governments which are Egbeda, Ibadan North, Akinyele, Ibadan North East, Ibadan North West, Ibadan South East, Ibadan South West, Ido, Lagelu, Oluyole, Ona-Ara. The target population is the public service employees of Ibadan north local government. According to Administration and General Service’s office of the Ibadan North local government, the total population of public service employees in the local government in 2017 is 469.

Primary data was collected from 88 respondents in Ibadan North local government using a well-structured questionnaire. Information collected from the respondents include their socioeconomic characteristics, level of awareness, and use of social media among others. Purposive and convenient sampling techniques were employed in the selection of the respondents used for the study. Purposive sampling technique was used to target and select only social media users among the employees. Convenience sampling was used to select those employees that are available and easy to access during the survey period. Table 1 below presents the distribution of the public service employees in Ibadan North Local Government. The study selected 20% of the total population giving a sample size of 100 respondents. However, based on completeness of information provided, only 88 respondents were finally used in the analysis.

Table 1: Population Target Size

S/N	Department	No of staffs
1	Administration & General Services	125
2	Agricultural & Natural Resources	5
3	Budget, Planning, Research And Statistics	6
4	Education & Social Sciences	47
5	Environmental Health Services	16

6	Finance & Supplies	101
7	Primary Health Care	107
8	Works, Transport, Housing, Lands, Survey & Estate	62
	TOTAL	469

Source: Field Study, 2018

To analyse the respondents’ socioeconomic characteristics, descriptive statistics such as percentages, frequencies, means, and charts were used while multiple regression analysis was conducted to assess the relationship between the predictors and the outcome variables. The multiple regression model is given as follows:

$$Y = \beta_0 + \beta_1X_1 + \dots + \beta_nX_n + \mu_i \quad (1)$$

Where Y= Behavioural intention (relative weights of the prediction of intentions)

- X₁ = Trust (reliability of social media, yes=1, 0 if otherwise)
- X₂ = Perceived risk (1=if there is financial or confidentiality risk, 0 if otherwise)
- X₃ = Perceived usefulness (1=useful, 0 if otherwise)
- X₄ = Perceived ease of use (1- easy to use, 0 if otherwise)
- X₅ = Satisfaction from personal experience (satisfied=1, 0 if otherwise)
- X₆ = Satisfaction from of friends and family (satisfied=1, 0 if otherwise)

Results and Discussion

Socio-Demographic Information of Respondents

This section presents frequency counts and percentages on the gender, age, marital status, highest educational level, rank, and years of working experience of the respondents. Table 2 reveals that the females were more among the respondents (49, 55.7%) than the males (39, 44.3%). Respondents above 50 years of age were (26, 23.1%) were the most represented followed by the age group between 41 - 45 years (17, 19.3%) with only 3.4% (3) of the respondents below 25 years. More than three-quarters (67, 76.1%) of the respondents were married, while only 2.2% (2) of the respondents were divorced or widowed. Respondents with bachelor degrees were in the majority (37, 42.0%) followed by those with postgraduate degrees, (25, 28.4%) while those with NCE were the least represented (5, 5.7%).

Table 2: Socio-Demographic Variables of the Respondents

All	Demographic char.	Frequenc y	Percent(%)
Gender	Male	39	44.3
	Female	49	55.7
Age of respondent	Below 25 Years	3	3.4

	25 - 30 Years	11	12.5
	31 - 35 Years	5	5.7
	36 - 40 Years	13	14.8
	41 - 45 Years	17	19.3
	46 - 50 Years	16	18.2
	Above 50 Years	23	26.1
Marital status	Single	17	19.3
	Married	67	76.1
	Separated	2	2.3
	Divorced	1	1.1
	Widowed	1	1.1
Highest education level	Ssce	6	6.8
	Bachelor	37	42.0
	post graduate	25	28.4
	Nce	5	5.7
	Ond	7	8.0
	Hnd	8	9.1
Post/position/rank	Accountant	4	4.5
	admin officer	6	6.8
	Assistant director	2	2.3
	C.C.D.A	1	1.1
	chief superintendent	1	1.1
	civil servant	5	5.7
	clerical officer	3	3.4
	Clerk	6	6.8
	community development officer	5	5.7
	deputy director	1	1.1
	Director	3	3.4
	Engineer	4	4.5
	estate officer	1	1.1
	evaluation officer	1	1.1

	executive officer	7	8.0
	H.E.O	5	5.7
	health assistant	4	4.5
	HigherAgric sup.	1	1.1

Table 2 (continued)

All	Demographic char.	Frequency	Percent (%)
Post/position/rank	HLA	2	2.3
	information officer	3	3.4
	P.A	2	2.3
	P.C.D.I	2	2.3
	P.S.A	5	5.7
	principal estate & valuation	1	1.1
	principal executive officer	5	5.7
	RSM	1	1.1
	Secretary	2	2.3
	senior accountant	1	1.1
	senior executive officer	3	3.4
	senior inspector	1	1.1
Grade level	6	3	3.4
	7	16	18.2
	8	21	23.9
	9	17	19.3
	10	16	18.2
	12	11	12.5
	13	2	2.3
	14	2	2.3
	Total	88	100.0
	Years of working experience	0 – 5	13
6 – 10		15	17.0
11 – 15		17	19.3

	16 – 20	17	19.3
	over 20	26	29.5
	Total	88	100.0

Source: Field Survey, 2018

Table 2 also shows that respondents with grade level 08 were a low majority (21, 23.4%) followed by those at grade level 09(17, 19.3%) and only 4.6% (4) of the respondents were on grades 13 or 14. In terms of years of working experience as public service employees, the result shows that 29.5% (26) had spent over 20 years, 19.3% (17) had spent 16 - 20 years or 11 – 15 in each case while 14.8% (13) only had 0-5 years of working experience.

Variables Likely to Influence Behavior towards Adverts on Social Media

A Likert scale was used to measure these variables. The scale had the response options “Strongly Disagree”, “Moderately Disagree”, “Moderately Agree” and “Strongly Disagree”, “Moderately Disagree”) and “Agree” (made up of “Strongly Agree” and “Moderately Agree”).

Trust

Respondents’ trust on the use of social media were examined based on their responses to 4 general statements shown in Table 3 below. The results show that 69.3% (61) of the respondents agree that information on social media is trustworthy, 53.5% (47) disagree that friends on social media are trustworthy, 72.7% (64) agree that social media use is trustworthy and lastly, exactly half of the respondents agree that they purchase things on social media because they trust adverts on social media while the other half disagreed.

Table 3: Distribution of respondents based on trust

	Trust questions	Agree	Disagree	Total
1	I think information on social media is trustworthy	61(69.3%)	27(30.7%)	88
2	I think friends on social media are trustworthy	41(46.6%)	47(53.5%)	88
3	I think the social media I use is trustworthy	64(72.7%)	24(27.3%)	88
4	I purchase things on social media because I trust the adverts on	44(50.0%)	44(50.0%)	88

	social media			
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Source: Field Survey, 2018

Perceived risk

Perceived risk of the respondents was estimated using three constructs which were based on quality of products, financial risk, and confidentiality of personal information. From table 4, result shows that (47, 53.4%) of the respondents agree to the fact that the chance of getting poor quality products and services bought through social media is low while (51, 58%) of the respondents agree that there is low financial risk in buying products and services on social media. Also from the table above, (45, 51.2%) agree that the chance of losing confidential information to online hackers when buying products through social media is low.

Table 4: Distribution of respondents based on perceived risk

	Questions on perceived risk	Agree	Disagree	Total
1	chance of getting poor quality products and services bought through social is low	47(53.4%)	41(46.6%)	88
2	there is low financial risk in buying products and services on social media”	51(58.0%)	37(42.1%)	88
3	chance of losing confidential personal or private info to online hackers when buying products through social media is low	45(51.2%)	43(48.9%)	88

Source: Field Survey, 2018

Level of satisfaction from experience of previous transactions

Level of satisfaction from personal experience of previous transaction was measured based on 2 constructs provided in Table 5. Results from the Table reveal that 69.3% (61) of a total of 88 respondents responded to this aspect that deals with level of satisfaction from personal experience of previous transaction.47.5% (29) of 61 respondents had moderately satisfied experience from previous transactions, 29.5% (18) of 61 respondents had a minimally satisfied personal experience, 13.1% (8) chose the option of highly satisfied personal experience while 9.8% (6) of 61 respondents were not satisfied with their personal experience.

Table 5: Level of satisfaction from personal experience of previous transactions

Level of satisfaction	Not satisfi	Min imal	Mo dera	Hig hly	Tot al



		ed	ly satis fied	tely satis fied	sati sfie d	
1	How satisfied with your experience with the process of purchasing and using products through social media advert?	6(9.8%)	18(29.5%)	29(47.5%)	8(13.1%)	61
2	How likely would your previous experiences in buying and using products through social media advert make you to make future purchase through social media advert?	Unlikely		Likely		Total
		29(47.5%)		32(52.5%)		61

Source: Field Survey, 2018

Level of satisfaction of friends and family from previous transactions

This section concerns respondents who have family members or friends that have purchased products or services through social media. The essence of this enquiry is to verify whether the use of social media by respondents' friends and family members can influence their decisions to make purchases in the next six months. Table 6 reveals that (57, 64.8%) of the respondents has family members that had purchased through social media advert and (52, 59.1%) of the respondents said the experience of their family that purchased through social media advert was not good. (49, 55.7%) of the respondents had friends that have purchased products and services through social advert while (54, 61.4%) said the experience of their friends after purchasing through social media were not good. Conclusively, (58, 65.9%) of the respondents said they wouldn't purchase through social media in the next six months.

Table 6: Level of satisfaction of friends and family's experience from previous transaction

		Yes	No	Total
1	Do you have any family members that have purchased through social media advert?	57(64.8%)	31(35.2%)	88

2	If yes, was their experience good to your knowledge?	36(40.9%)	52(59.1%)	88
3	Do you have any friends who have purchased products through social media advert?	49(55.7%)	39(44.3%)	88
4	If yes, was their experience good to your knowledge?	34(38.6%)	54(61.4%)	88
5	Do you intend to purchase products through social media in the next six months?	30(34.1%)	58(65.9%)	88

Source: Field Survey, 2018

Perceived usefulness

Respondents' perception of the likely benefits of social media can also influence their shopping behaviour. This indicator is estimated based on the views of the sampled respondents on five (5) constructs presented in Table 7. As shown in Table 7, 84.1% (74) of the respondents agree that social media advert can enhance their exposure, 75.0% (66) agree that they find social media advert useful to their job and personal dealings, 68.2% (60) of the respondents agree that after they acquire information about products and services through social media adverts, they know their quality and function better, 68.2% (60) also agree that they can find products and services that are more suitable for my personal quality and styles through social media advert and 75.0% (66) agree that they can save a lot of time and energy acquiring information about products and services through social media adverts.

Table 7: Distribution of respondents based on their perceived usefulness of social media

		Agree	Disagree	Total
1	Social media advert can enhance my exposure	74(84.1%)	14(15.9%)	88
2	I find social media	66(75.0%)	22(25.0%)	88



	advert useful in my job and personal dealings		0%	
3	After I acquire info about products and services through social media adverts, I know their quality and function better	60(68.2%)	28(31.8%)	88
4	I can find products and services that are more suitable for my personal quality and styles through social media advert	60(68.2%)	28(31.8%)	88
5	I can save a lot of time and energy acquiring info about products and services through social media adverts	66(75.0%)	22(25.0%)	88

Source: Field Survey, 2018

Perceived Ease of Use

Perceived ease of use consists of five constructs which relate to the extent to which users find social media is easy to learn, use, or understand. As shown in Table 8, 78.4% (69) of the respondents agree that learning to use social media to respond to social media advert is easy for them. 67.0% (59) agree to find it easy to get what they need from social media advert, 72.7% (64) also agree that their interaction with social media advert is clear and understandable and 77.3% (68) agree that considering user-friendliness, they find social media advert flexible to interact with. 8.4% (69) agree that they can quickly browse the product and information they need on the social media adverts.

Table 8: Distribution of respondents based on perceived ease of use

		Agree	Disagree	Total
1	learning to use social media to respond to social media advert is easy for me	69(78.4%)	19(21.6%)	88
2	I find it easy to get what I	59(67.0%)	29(33.0%)	88

	need from social media advert			
3	my interaction with social media advert is clear and understandable	64(72.7%)	24(27.3%)	88
4	considering user-friendliness, I find social media advert flexible to interact with	68(77.3%)	20(22.7%)	88
5	I can quickly browse the product and information I need on the social media adverts	69(78.4%)	19(21.6%)	88

Source: Field Survey, 2018

Level of income and other factors

This section measures the Level of income and other important factors influencing consumer behaviour. The result reveal that 27.3% (24) of the respondents have their ranges of level of income to be above 66000, followed closely by the respondents that receive income in the range of 20000 to 35000 occupying (23, 26.1%). 23.9% (21) receive income ranging from 51000 to 65000 while 22.7% (20) of the respondents receives income in the range of 36000 to 50000. During decision to purchase, 43.2% (38) of the respondents claim to consider their income first, 40.9% (36) claim to consider both income and taste mostly, 12.5% (11) claim to consider taste first while 3.4% (3) claim to consider other factors such as quality first.

51.1% (45) of the respondents ticked the option of convenience as a factor that influences them most, 22.7% (20) chose necessity as the factor that influences them most, 13.6% (12) chose friends appraisal while 12.5% (11) chose low price. Also in the table, 75.0% (66) agreed to a charge for the convenience of having their purchased item(s) delivered to them.

Table 9: Level of income and other factors

		20000 - 35000	36000 – 50000	51000- 65000	Above 66000	Total
1	What is the range of level of your income	23(26.1%)	20(22.7%)	21(23.9%)	24(27.3%)	88
2	During decision to purchase, what do you	Taste	Income	Both	Other	Total



	consider most/first	11(12.5%)	38(43.2%)	36(40.9%)	3(3.4%)	88
3	Tick the option as it applies to you on how the factors influence you most	Friends appraisal	Convenience	Low price	Necessity	Total
		12(13.6%)	45(51.1%)	11(12.5%)	20(22.7%)	88
4	Would you agree to a charge for the convenience of having your good delivered to you?	Yes		No		Total
		66(75.0%)		22(25.0%)		88
Source: Field Survey, 2018						

Behavioral intention towards social media adverts

Behavioral intention consists of six constructs which focus on respondents’ present and future use of social media. Accordingly, 89.8% (79) of the respondents plan to respond to social media advert, 83.0% (73) of the respondents intend to continue responding to social media advert in the future, 83.0% (73) also agree that considering social media advert helps them make decision better before purchasing, 76.1% (67) agree that social media adverts increases their interest in purchasing products and services, 81.8% (72) agree that if they find out that the utility of the products/services is larger than personal devotions, in terms of money, time and energy they will consider buying and lastly, 80.7% (71) agree they very likely to buy products or services recommended by their friends through social media.

Table 10: Behavioral intention towards social media adverts

		Agree	Disagree	Total
1	I plan to respond to social media in the future	79(89.8%)	9(10.2%)	88
2	I intend to continue responding to social media advert in the future	73(83.0%)	15(17.0%)	88
3	Considering social media adverts, it helps me make decisions better before purchasing	73(83.0%)	15(17.0%)	88
4	Social media adverts increases my interest in purchasing products and services	67(76.1%)	21(23.9%)	88
5	If I find out that the utility of the products/services is larger than personal devotions, in terms of money, time, and energy I will consider buying	72(81.8%)	16(18.2%)	88
6		71(80.7%)	17(19.3%)	88

Source: Field Survey, 2018

Determinants of behavioural intentions

Multiple linear regression analysis was used to establish the determinants of behavioural intentions. The ANOVA table shows an F-ratio value of 6.967 with an associated significant value of $p = .000 < 0.05$, which tells that the model is a good fit and can be used to explain how all the variables (predictors) predict the dependent variable in the model.

Table 11: Anova Table Showing the Goodness of Fit of the Model

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	328.063	7	46.866	6.967	.000 ^b
Residual	221.986	33	6.727		
Total	550.049	40			

a. Dependent Variable: behavioral intention

b. Predictors: (Constant), level of satisfaction from experiences of friends and family, perceived risk, level of income and other factors, level of satisfaction from personal experience, perceived usefulness, trust, perceived ease of use

Source: Field Survey, 2018

The model summary (Table 12) shows that there is a multiple correlation value of 0.772 between the predictors in the model i.e. (trust, perceived risk, perceived usefulness, perceived ease of use, level of income and other factors, level of satisfaction from personal experience, satisfaction from experiences of friends and family), and the dependent variable (behavioral intention to use social media adverts). Furthermore, the R-square value shows the percentage level at which the predictors collectively explain the dependent variable, which is 0.596 or 59.6%. The conclusion therefore is that the model that combines the predictor variables can predict behavioral intention up to 59.6%, while the remaining 40.4% may be explained by other variables that are not included in the model.

Table 12: Model Summary showing the Impact and Predictive Power of the Variables in the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.511	2.594

a. Predictors: (Constant), level of satisfaction from experiences of friends and family, perceived risk, level of income and other factors, level of satisfaction from personal experience, perceived usefulness, trust, perceived ease of use

Source: Field Survey, 2018

The coefficient table (Table 4.22c) provides information on the beta values for the individual variables in the model. It can be observed from the table that perceived ease of use has a beta value of 0.555 with a significant value of 0.001, while the beta values for all the other variables are not significant because their associated probabilities more than 0.05. This implies that perceived ease of use is the only variable that can be used to predict behavioral intention.

Table 13: Coefficients Table Showing the Influence Level of Variables of the Model

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.845	4.224		.200	.843
	Trust	.057	.193	.043	.295	.770
	perceived risk	.123	.256	.067	.482	.633
	perceived usefulness	.187	.164	.173	1.136	.264
	perceived ease of use	.652	.177	.555	3.690	.001
	level of income and other factors	.410	.261	.205	1.573	.125
	level of satisfaction from personal experience	.208	.305	.095	.683	.499
	level of satisfaction from experiences of friends and family	-.131	.212	-.088	-.618	.541

a. Dependent Variable: Behavioural intention

Source: Field Survey, 2018

Conclusion

The study established the effect social media adverts on the consumer behaviour of public service employees In Ibadan North Local Government, Oyo State, Nigeria. The results shows that most of the respondents had been responding regularly to social media adverts, and also intend to continue responding to the advert

in the future. Majority of the respondents believed that social media adverts help them make decision better before purchasing and that their decision to buy a given product depends on recommendation by friends or their perceived value of the product. The study also found out that perceived ease of use was the major factor that significantly predicts consumers’ behavioral intention to use social media adverts. The study therefore recommends that



online retailers should work towards increasing public service employees' trust in online stores by advertising accurately the features of the products and services in the adverts so that consumers' expectations of the advertised and sold products and services can be met or exceeded. Government, through NCC, should also mandate service providers in Nigeria to reduce cost of internet services in order to make it affordable for low and average income earners who can then enjoy uninterrupted access to social media for everyday information on products and services available anytime and anywhere.

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