



Influence of social media advertising on the perception and patronage of made-in-Nigeria fashion products by tertiary students in Abia State

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Abstract

This study was carried out to determine the *Influence of Social media advertising on the Perception and Patronage of Made-in Nigeria Fashion Products by Tertiary Students in Abia State*. The major objectives of the study was to ascertain the extent tertiary students in Abia state were exposed to Made-in Nigeria fashion products on social media and ascertain the extent social media advertisement influences their patronage of Made-in Nigeria fashion products. The study reviewed the Uses and Gratification theory as well as the Media dependency theory. The population of the study was 59,721 students in public tertiary institution in Abia state out of which a total of 384 students were sampled. The questionnaire served as the instrument for data collection. The findings of the study revealed that tertiary students in Abia State were to a high extent exposed to Made-in-Nigeria fashion products advertised on social media platforms. It was also revealed that tertiary student in Abia State perceive Made-in-Nigeria fashion products to be of good quality. Lastly, it was revealed that social media advertisement to a great extent influenced tertiary students' patronage of Made-in-Nigeria fashion products. Based on the findings, the researcher concluded that social media advertisement to a great extent influence the perception of tertiary student in Abia state and their patronage of Made-in-Nigeria fashion products. The researcher therefore recommended that more people should take advantage of the opportunities social media has provided and create positive contents about Made-in-Nigeria fashion products so as to promote more favourable perceptions about Made-in-Nigeria products in the minds of people.

Keywords: Influence, Social Media, Made-in-Nigeria, Fashion, Tertiary students, Patronage.

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Introduction

The primary goal of advertising is to sell a thing, whether it is a product or a service. The advertising industry has long sought to go where consumers go as long as it generates into the patronage of the products or even services being advertised. Since the emergence of the new media, the industry has keenly followed the ever growing consumers online to social media, even developing new forms of advertisements that consumers can relate with in their social media world (Ihechu, Osuagwu&Nwankwo, 2021).

Several social media platforms may be used to promote products and services, such as Twitter, Instagram, Whatsapp and Facebook. Using the internet, marketers can collect real-time feedback from their customers and tailor their messaging to each person. The increasing rate of growth of social media have made it impossible for them to be ignored by individuals and business organisations (Omeruo 2010).

In a world where people practically live online, social media advertising can be quite an effective way to reach your brand's specific audience. Additionally, because these ads do not typically look like traditional banner ads, users are more receptive to them and won't automatically tune them out. Nowadays, it is very important and crucial to be closer to the customer at all times and this has become possible through social media. Since most of the clients are now online and make use of the internet, once they receive a product and are unsatisfied with it, they will go immediately on a social media and leave a comment about that product. Hence it becomes vital for the companies to be online so as to be able to respond immediately to aggrieved customer before the situation can grow and get out of control (Evans, 2010) cited in (Ihechu et al, 2021).

Social media have been shown in several studies to be an important component in raising awareness of a company's brand. As a result, customers' decisions will be influenced favorably by the increased knowledge and good evaluations of social media user interactions (Ardiansyah, & Sarwoko, 2020). The information provided on social media networks have become increasingly important to many consumers when they're looking to make a purchase (Weiler, & Hinz, 2019). Using social media to promote goods and services is a major shift in the world of marketing. Many companies have taken use of social media to promote their products and services, increase brand recognition, buying decisions, and consumer involvement, (Ardiansyah, & Sarwoko, 2020).

Since the introduction of social media, a growing number of Small scale fashion designers in Nigeria have been embracing it as part of their marketing strategy. Majority of them who are social media inclined now have an online presence or online shop as it is now fondly called on social media where they display these fashion products like; readymade wears of any kind for both men and women, young and old, accessories, shoes, belts, materials that can be used to make wears like Ankara. With just an internet enabled phone, one can create a shop online on social media then start advertising their products and services if you are a fashion designer or a seller of Made in Nigeria fashion products, you display the items you make, etc. With a keyword like 'Fashion' typed on the search portal on any social media platform such as

Facebook, Instagram, etc., one can find any fashion designer as well as different options of fashionable products scattered all over social media. It is therefore apt to investigate the level influence social media advertising has on the perception and patronage of made-in Nigeria fashion products by tertiary students in Abia State.

Statement of the Problem

For a long time, there has been this notion that whatever is produced in Nigeria is of inferior quality most especially our fashion products. You find people turning down items whenever they hear that the said item was made-in Nigeria. Hence one of the major aspect of this study is to determine the perception of tertiary students about Made-in-Nigeria fashion products. This is because one of the target audience of these fashion designers and vendors of Made-in Nigeria fashion products are usually students in tertiary institutions who are seen to go with any trend as long as it is fashionable. That is why fashion designers now produce clothes that are fashionable and to the taste of these tertiary students known as the “Gen Z baddies”.

Certain communication scholars have carried out studies that dealt on the influence of social media advertising as well as social media advertising of fashion products. But there seems to be a knowledge gap surrounding the influence of social media advertising of Made-in Nigeria fashion products. Therefore it becomes imperative to determine the perception tertiary students have about Made-in-Nigeria fashion products as well as the level of influence social media advertising has on the patronage of Made-in Nigeria fashion products by tertiary students in Abia State.

Objectives of the Study

The general objectives of this study was aimed at investigating the influence of social media advertising on the perception and patronage of Made-in-Nigeria Fashion Products by students in Abia state. Therefore, the objectives of this study were to:

- i. Investigate the extent tertiary students in Abia state are exposed to Made-in Nigeria fashion products advertisements on social media.
- ii. Find out the perception of tertiary students in Abia state about Made-in Nigeria fashion products advertised on social media.
- iii. Determine the extent social media advertisement have influenced Abia state tertiary students patronage of Made-in-Nigeria fashion products

Research Questions

The following are the specific research questions for this study;

- i. To what extent are tertiary students in Abia state exposed to Made-in Nigeria fashion products on social media?
- ii. What is the perception of tertiary students in Abia state about Made-in Nigeria fashion products?
- iii. To what extent does social media advertisement influences Abia state tertiary students' patronage of Made-in-Nigeria fashion products?

Literature Review

Bakalo and Zewude (2023) carried out a study and the main goal of this study was to assess the determinants of consumer attitudes toward social media advertising. Their study employed a systematic literature review methodology, with 46 existing articles completed on determinants of consumer attitudes based on an inclusion/exclusion criterion. The findings of this study were collected by utilizing a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions.

According to the findings of their review, social media platform advertising have a positive relationship between consumer attitude and the most important determinant factors for consumer attitudes regarding social media advertising was perceived usefulness, informativeness, perceived credibility, reliability, trust, irritation, trustworthiness, satisfaction and awareness, attitude functions, materialism, and perceived ease-of-use. Finally, the outcomes of this review determinant of consumer attitudes toward social media advertising provide insight into the existing literature on it and that future researcher should undertake their study including a qualitative research approach and should use an interview to know insight into consumer attitude because qualitative methods facilitate an in-depth, detailed investigation of selected issues.

According to Ihechu, Osuagwu and Nwankwo (2021). In their study on the Influence of Instagram Advertising on the Patronage of Fashion Products: Focus on Small Scale Fashion Designers in Abia State which was designed to determine the level of influence of Instagram ad on the patronage of fashion products especially to small-scale fashion designers in Abia State and the nature of Instagram to small-scale fashion designers in Abia State. The Uses and Gratification theory served as the theoretical framework for the study. The study was survey based and used the questionnaire to solicit opinions from fashion designers in Abia State. The purposive sampling techniques was employed to select 200 small scale fashion designers from four local government areas in Abia State. The findings of the study among other things revealed that Instagram to a great extent influenced the patronage of fashion products and services positively and the nature of Instagram to small scale fashion designers is that it was a very effective platform for advertising fashion products and services. It was recommended that more entrepreneurs especially small scale fashion designers in other states should see the platform as a great avenue to advertise their products/services, counter negative perception about their products/services and attend to their customers and potential customers online.

Influence of Social Media Advertising on Consumers

A brand cannot exist without determining who its target audience is, and every advertiser's aim is for the target population to become brand customers. The development of technologies has led to the release of new social media platforms which are attracting more and more users. According to Thao (2021), consumer decision-making journeys are multi-channel, multi-step paths that reflect the unique motives and dynamics of a particular purchase. Social

media is now part of the awareness, consideration, and purchase stages of the consumer journey.

Nguyen, Nguyen and Hanh (2022) carried out a study on the impact of social media advertising on attitude of consumers towards social media advertising and product purchase intention. Data was collected by online form among citizens of Vietnam. From the findings of the study it was revealed that customers will have positive attitude towards social media advertising if the ad has good information, entertainment, credibility and social role. And they will have negative attitude when ad uses techniques to cause discomfort, offense or excess. As they will feel irritated by the content and presentation of Ad, which means that social media advertising that elicit positive attitude from the customer will increase purchase intention and increase purchase of online products.

Consumers use social media because of the benefits it brings. They easily approach a huge source of information on the internet which is assisting them to have a decision for purchasing. Apart from providing a source of information for consumers during decision-making regarding purchases, social media helps users to update the latest trends about new products or services. Through social media, they have learned more about brands, products, and possible purchases. Moreover, they can share their favourite products and brand experiences by using social media. Social media allows consumers start and finish their purchase journey on it with its convenience and time saving. Social media is also seen as a bridge between consumers and brands which plays as a tool that helps to increase customer awareness of the brand. (Thao, 2021).

Social Media; A Tool for Promoting Fashion Trends.

Social media has grown from a connection tool to an indispensable tool in businesses; and companies use the platform to find and engage with customers, derive sales through advertising and promotion, gauge trends and offer customer services and support (Kaplan & Haenlein, 2010). Shopping has gotten so much easier with social media as from the comfort of their homes and with smartphones, consumers can click through to the brand's websites or checkout through their Instagram handles to make a purchase. One need not visit stores and shops to purchase items as with the availability of smartphones and social media applications, one can comfortably shop wherever and whenever. The role of social media in promoting fashion and trends is significant as the rapid growth of social media makes it easier for individuals to create and own brands. The rise of the media has also brought with it fashion Influencers across the globe, as they share their photos on Instagram, TikTok and other image and video sharing sites (Kietzman & Kristopher, 2011).

The use of social media advertising refers to a system that enables marketers to connect, collaborate, engage, and use collective intelligent crowdsourcing for marketing goals (Hassan and Yong, 2019). Advertisers use social media such as Twitter, Facebook, and YouTube to promote luxury fashion businesses in the fashion industry. Traditional designers, such as Veeky James, Medlin Boss, Yomi Casuals, Mia Atafo, etc. generally conduct live broadcasting fashion displays on their social media pages. People create accounts on these

social media applications and after some time, with constant creation and posting of contents, they gain a number of online family (followers) and that marks the beginning of building of a fashion community. Different fashion brands start approaching them for collaboration, influencing and endorsement. This leads to trends in fashion and a difference in fashion choices of their followers.

Social media platforms has provided new pathways for trends and style to circulate; influencers or celebrities that people follow on social media are the people they look up to for fashion tips, once they wear something and post on their handles, the next thing you know, it's a new trend and it goes viral all over the globe in a matter of hours. Also, its usage by fashion consumers and designers to promote and participate in trends has increased, as social media has created new channels of advertising for fashion houses to reach their target markets. Since its surge in 2009, fashion brands have used social media to build interactions between the brand and its customers, increasing awareness and engagements. The emergence of influencers on social media has helped to create a new way of advertising and maintaining customer relationship in the fashion industry. Numerous social media platforms are used to promote fashion trends with Instagram, Facebook and TikTok being the most popular.

Theoretical Framework

This work adopted the Uses and Gratification Theory and the Media Dependency theory. The Uses and Gratification theory was propounded by E. Katz and J. Blumler in 1974. They explain that Uses and Gratifications Theory is a theory of mass media that highlights what people do with media. Proponents of the theory are of the opinion that people do not expose themselves to media messages for the sake of doing so rather there are certain ulterior motives which compel them to do so, (Ndimele& Innocent, 2006). The theory was developed to explain how users deliberately choose media messages and channels that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions, diversion or escape from boredom or problems (Dominick, 2008). The theory states that audience members are not passive consumers of the media rather audience are active and responsible for choosing media messages or channels that will meet their desires and needs in order to achieve satisfaction. It focuses on why people use the media and what they use the media for.

Relating it to this study, people make use of social media because of the gratification they will derive from it. Social media allow for participation as they give the advertisers of made-in Nigeria fashion products and customers in this case tertiary students the opportunity to interact with each other on a one-on-one basis. The implication is that both advertisers of made-in Nigeria fashion products as well as the tertiary students who use social media platforms are active as they willingly create their presence on these social media platforms and they choose and use them as a means to fulfill their wants and goals. Once the usage of social media influences the patronage of their fashion products and services positively, then satisfaction is achieved for the advertisers. And once the usage influences their perception about made-in Nigeria products, then patronage will be made for the tertiary students.

Media Dependency Theory:

The media dependency theory was propounded in 1976 by Ball-Roachhead and Melvin De Fleur. The theory states that people are dependent on the media for their information needs which grows because of their uncertainty in the society.

According to Ukaegbu (2018), the degree of audience dependency on the media for information varies and the more dependent the audience is on the mass media, the more it will have influence on them. This theory proposes that people become dependent on media to satisfy their information needs, and that this dependence can have important social and cultural consequences.

Relating this theory to the current study, people now depend on social media for both advertising of their made-in Nigeria fashion products and the patronage of this fashion products. As a result of their constant exposure to the various advertisements that goes on the different social media platforms, they get exposed to different products as well as made-in Nigeria fashion products thus being influenced into patronizing them. They are able to do this because of their dependents on social media for their information needs about current trends especially when it concerns made-in Nigeria fashion products

Methodology

This study adopted the survey research design. The method was considered appropriate for this study because the study was aimed at ascertaining the opinions of tertiary students with regards to use of social media as well as its influence on the perception and patronage of Made-in Nigeria fashion products. The population of this study was 59,721 out of which 382 students were sampled for the study. This population comprised all the students in the public tertiary institutions under study. The tertiary institutions are; Abia State University, Uturu (ABSU); Michael Okpara University of Agriculture, Umudike (MOUAU); Abia State Polytechnic, Aba (ABIAPOLY); Abia College of Health Science and Technology, Aba (ACOHSTA); and Abia State College of Education Technical, Arochukwu (ASCETA).

To select the sample units, a multi-stage sampling was used. First, the population is grouped as clusters of tertiary institutions. Further, the proportionate sampling technique was used to allot sample units to the institutions. Finally, the available sampling technique was used to select the survey participants in the classrooms, walkways and relaxation points. Questionnaire was deemed necessary because it made the collection of data swift and efficient. It included questions with rating scales. The rating relied on the degree of acceptability of the score indices which were placed on a 5-point scale (where 5 is the highest score and 1, the lowest).

Data Presentation and Analysis

RQ I: To what extent are tertiary students in Abia state exposed to Made-in Nigeria fashion products on social media?

In order to generate data to be used in answering this research question, the respondents were asked to rate 3 indices on their level of exposure to Made-in Nigeria fashion products on social media. Table 1 contains the data that shows the result from each index.

Table 1: Level of exposure to Made-in Nigeria fashion products on social media

Indices	Rating x	SA 5	A 4	FA 3	D 2	SD 1	Total	xi
I am aware of Made-in-Nigeria fashion products	f	117	102	102	36	7	364	3.78 Accepted 75%
	fx	585	408	306	72	7	1,378	
	%	32	28	28	20	2	100	
I am exposed to Made-in-Nigeria fashion products on social media	f	153	124	73	7	7	364	4.12 Accepted 82%
	fx	765	496	219	14	7	1,501	
	%	42	34	20	2	2	100	
Social media frequently advertises Made-in-Nigeria fashion products	f	80	131	109	29	15	364	3.63 Accepted 73%
	fx	400	524	327	58	15	1,324	
	%	22	36	30	8	4	100	

The first index focused on the extent respondents were aware of Made-in-Nigeria fashion products. The findings of the data showed an average mean score of 3.78 (>3) which is considered acceptable. The result therefore implied that tertiary students in Abia state are aware of Made-in-Nigeria fashion products at the rate of 75%.

The second index sought to determine how exposed tertiary students in Abia state are to Made-in-Nigeria fashion products on social media. The findings of the analysis revealed a mean score of 4.12 (>3) which is above average hence considered acceptable. The result therefore indicated that tertiary student in Abia State are highly exposed to Made-in-Nigeria fashion products on social media at a high rate of 82%.

The third index focused on the extent social media advertises Made-in-Nigeria fashion products. Findings of the result showed an average mean score of 3.63 (>3) which is also considered to be acceptable. By implication therefore, social media frequently advertises Made-in-Nigeria fashion products at the rate of 73%.

RQ II: What is the perception of tertiary students in Abia state about Made-in Nigeria fashion products?

In order to generate data to be used in answering this research question, the respondents were asked to rate 3 indices on their perception about Made-in-Nigeria fashion products. Table 2 contains the data that shows the result from each index.

Table 2: Perception about Made-in-Nigeria fashion products

Indices	Rating x	SA 5	A 4	FA 3	D 2	SD 1	Total	\bar{x}
Made-in-Nigeria fashion products are of good quality.	f	102	117	94	44	7	364	3.72 Accepted 74%
	fx	510	468	282	88	7	1,355	
	%	28	32	26	12	2	100	
Made-in-Nigeria fashion products are cheap when compared to foreign brands	f	87	73	109	73	22	364	3.35 Accepted 67%
	fx	435	292	327	146	22	1,222	
	%	24	20	30	20	6	100	
Made-in-Nigeria fashion products can be easily purchased in markets nearby	f	160	76	66	36	26	364	3.84 Accepted 77%
	fx	800	304	198	72	26	1,400	
	%	44	21	18	10	7	100	

The first index showed how the respondents perceive Made-in-Nigeria fashion products to be. The findings of the data recorded an average mean score of 3.72 which was considered acceptable. This result indicates a 74% positive perception by tertiary students in Abia state that Made-in-Nigeria fashion products are of good quality.

The second index sought to know respondents perceive Made-in-Nigeria fashion products when compared to foreign. The data revealed an average mean score of 3.35. This was considered to be acceptable (>3). The result implied that the tertiary students in Abia State at a rate of 67% perceive Made-in-Nigeria fashion products to be cheaper when compared to foreign brands.

The findings of the data on the third indices revealed a mean score of 3.84 (>3) which was also considered acceptable. The result indicates that the tertiary students in Abia State agrees that Made-in-Nigeria fashion products can be easily purchased in nearby markets and this was made evident at 77% response rate.

RQIII: To what extent does social media advertisement influences tertiary students in Abia state patronage of Made-in Nigeria fashion products?

In order to generate data to be used in answering this research question, the respondents were asked to rate 3 indices on the level of influence social media advertisement has on the patronage of Made-in-Nigeria fashion products. Table 3 contains the data that shows the result from each index.

Table 3: Level of social media advertisement influence on the patronage of Made-in-Nigeria fashion products.

Indices	Rating x	SA 5	A 4	FA 3	D 2	SD 1	Total	xi
I prefer made-in Nigeria fashion products	f	149	73	62	58	22	364	3.73 Accepted 74%
	fx	745	292	186	116	22	1,361	
	%	41	20	17	16	6	100	
I purchase made-in Nigeria fashion products I see advertised on social media.	f	135	83	66	58	22	364	3.68 Accepted 73%
	fx	675	332	198	116	22	1,343	
	%	37	23	18	16	6	100	
I share samples of made-in Nigeria fashion products advertised on social media to my friends who wants to purchase fashion products.	f	127	102	87	37	11	364	3.79 Accepted 75%
	fx	635	402	261	74	11	1,383	
	%	35	28	24	10	3	100	

The first index sought to know the extent tertiary students in Abia state prefer Made-in-Nigeria fashion products. The findings of the data revealed a mean score of 3.73 (>3) which was considered acceptable. This implied that there was 74% level of preference of Made-in-Nigeria fashion products by tertiary students in Abia state.

The second index was aimed at determining the extent to which respondents purchase Made-in Nigeria fashion products they see advertised on social media. This recorded a mean score of 3.68 (>3). This was therefore considered acceptable. The result indicated that the tertiary student in Abia State at a high level rate of 73% purchase made-in Nigeria fashion products they see advertised on social media.

Finally, the third index focused on the extent respondents actively participate in sharing samples of Made-in Nigeria fashion products advertised on social media to those who wants to purchase fashion products. Analysis of the data resulted to an average mean score of 3.79 (>3.0) which was acceptable. Thus this result signified a 75% level of participation by the tertiary students in Abia state who actively share samples of made-in Nigeria fashion products advertised on social media to their friends who wants to purchase fashion products.

Discussions of Findings

The findings of the study are in this section discussed in line with the research questions, in relation to the reviewed literature, and the theoretical framework.

RQ I: To what extent are tertiary students in Abia state exposed to Made-in Nigeria fashion products on social media?

According to the analysis carried out in the indices in table 1, it was revealed that tertiary students in Abia State to a great extent are exposed to Made-in-Nigeria fashion products on social media.

Based on the findings of the analysis, the researcher answers the research question as follows: tertiary students in Abia State are to a high extent exposed to Made-in-Nigeria fashion products advertised on social media platforms. This is because; social media made them to be aware of Made-in-Nigeria fashion products. They were exposed to Made-in-Nigeria fashion products advertised on social media platforms and social media platforms are used to frequently advertise Made-in-Nigeria fashion products.

This findings agrees with the findings of Ihechu, Osuagwu and Nwankwo (2021), in their study were they asserted that social media platforms such as Instagram to a great extent are used to advertise fashion products and also influence the patronage of fashion products. That is why the findings of the analysis revealed that social media platforms such as Instagram are one of the mostly preferred platforms for online shopping of Made-in-Nigeria fashion products by tertiary students in Abia state. Hence it becomes acceptable that tertiary students in Abia state become aware of made in Nigeria fashion products based on their level of exposure to social media. As the findings of the current study has also revealed that social media platforms such as Instagram are used to frequently advertise Made-in-Nigeria fashion products.

The finding also supports the Uses and Gratification Theory as it further demonstrates that tertiary students in Abia State exposes themselves to social media for different reasons and one of such reasons is to access fashion products. Hence tertiary students in Abia State frequently expose themselves to social media platforms for its ability to satisfy their various needs ranging from entertainment down to personal needssuch as shopping which therefore gives them exposure to Made-in-Nigeria fashion products that are advertised on these social media platforms.

RQ II: What is the perception of tertiary students in Abia state about Made-in Nigeria fashion products?

According to the analysis carried out on the indices in table 2, it was revealed that the tertiary students in Abia state have various perception about Made-in-Nigeria fashion products. The findings from the first index revealed that the respondents perceive the Made-in-Nigeria fashion products to be of good quality. This is based on the response of 74% of the respondents. According to the findings of the second index at a rate of 67%, the respondents perceive Made-in-Nigeria fashion products to be cheaper when compared to other foreign brands. It was also found as revealed in the third index that the tertiary students in Abia State agrees that Made-in-Nigeria fashion products can be easily purchased in nearby markets and this was made evident at 77% response rate. Therefore, it becomes imperative to state that tertiary student in Abia State at a significant rate of 77% have a favourable perception about Made-in-Nigeria fashion products.

This findings is in line with the positionof Bakalo and Zewude (2023) in their study that the most important determinant factors for consumer attitudes regarding social media advertising was perceived usefulness, informative, perceived credibility, reliability, trust, irritation, trustworthiness, satisfaction and awareness, attitude functions, materialism, and perceived

ease-of-use. This is acceptable as the result of the findings of the current study has shown that tertiary students in Abia state constant exposure to the various advertisements that goes on the different social media platforms, they get exposed to different products as well as Made-in Nigeria fashion products thus being influenced into purchasing them and when this is done, there is a level of perception that is formed within them about the Made-in-Nigeria fashion products they have purchased based on quality, price especially when compared to foreign fashion products and their ability to access the fashion products easily.

RQ III: To what extent does social media advertisement influences tertiary students in Abia state patronage of Made-in Nigeria fashion products?

The result from the analysis of table 3 revealed that tertiary student in Abia State were influenced by social media advertisement of Made-in-Nigeria fashion products. According to the analysis of the indices carried out, the level of influence social media advertisement has on the patronage of Made-in-Nigeria fashion products was revealed. Therefore the researcher answers this research question by stating that: social media advertisement to a great extent influences tertiary student in Abia State patronage of Made-in-Nigeria fashion products. This is because the students now prefers Made-in Nigeria fashion products, purchase made-in Nigeria fashion products they see advertised on social media and they share samples of made-in Nigeria fashion products advertised on social media to my friends who wants to purchase fashion products.

The findings is supported by the Media dependency theory byBall-Roachhead and Melvin De Fleur (1976), which stated that the more dependent the audience is on the mass media, the more it will have influence on them. In line with the findings of the current study, their dependence on social media influences them into purchasing Made-in-Nigeria fashion products they see being advertised on social media platforms such as Facebook, Instagram and Whatsapp. This also agrees with the result of the second hypothesis testing which states that; there is a significant relationship between the level of exposure to Made-in-Nigeria fashion products and social media advertisement influence on tertiary students in Abia State patronage of Made-in-Nigeria fashion products. Which means that based on the level of exposure of tertiary students in Abia State to Made-in-Nigeria fashion products advertised on social media, there tend to be an influence on them to patronise Made-in-Nigeria fashion products they see advertised on various social media platforms.

This findings also agrees with the findings of Ihechu, Osuagwu and Nwankwo (2021), in their study were they asserted that social media platforms such asInstagram to a great extent influenced the patronage of fashion products.This is in relation to the findings of Nguyen, Nguyen and Hanh (2022),that customers will have positive attitude towards social media advertising if the ad has good information, entertainment, credibility and social role. Just as the current study has shown that social media advertisements influences tertiary students in Abia state patronage of Made-in-Nigeria fashion products.

Conclusion

Without doubt, the use of social media platforms has gone beyond the usual networking and interpersonal connections it used to be decades ago. As the current study has shown that people now use social media platforms such as Facebook, Instagram and Whatsapp for the advertisement and patronage of Made-in-Nigeria fashion products.

From the study, it is clear that the potential of social media advertising to the patronage of fashion products especially Made-in-Nigeria fashion products cannot be overemphasized. It is no longer a question of whether a business organization/entrepreneur like a fashion designer should have a marketing presence on social media but a dedicated online marketing presence is expedient for them to leverage on the advantages this social media platforms provides for both tertiary students and those using them to advertise their Made-in-Nigeria fashion product as well as services.

All this, the study has revealed, therefore that social media is playing a significant role in the life of its users thus it is naturally expected that it will influence their decision when it comes to the patronage of Made-in-Nigeria fashion products. Based on the foregoing, the researcher concluded that social media advertisement to a great extent influences the perception of tertiary student in Abia state and their patronage of Made-in-Nigeria fashion products. This is because the students now prefer Made-in Nigeria fashion products as they perceive it to be cheaper than foreign brands, of good quality and can be easily purchased in nearby markets. Thus influencing their patronage of the Made-in Nigeria fashion products they see advertised on social media and they go as far as sharing samples of Made-in Nigeria fashion products advertised on social media to friends who want to purchase fashion products.

Recommendations

Based on the findings of this study, the researcher recommends the following:

- i. Students and Nigerians should embrace the opportunities presented by social media platforms like; Facebook, Instagram and Whatsapp to advertise their Made-in-Nigeria fashion products and services as they have great potentials to effectively influence the patronage of their fashion products and services.
- ii. More people should take advantage of the opportunities social media has provided and create positive contents about Made-in-Nigeria fashion products so as to promote favourable perceptions about Made-in-Nigeria products in the minds of people.
- iii. The findings of the study have shown that Made-in-Nigeria fashion products are of good quality hence people should be willing to recommend and encourage their friends and loved ones to patronise Made-in-Nigeria fashion products as this will help to increase the GDP of the nation.

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