DOI: https://doi.org/10.67862/msh.2025.tr3fip3l

Management Sciences Horizon EISSN 3115-5642, Vol. 1 No. 1; July, 2025

Role of Social Media Marketing Tools on Purchase of Infinix Smartphone Amongst Students of Marketing Department in University of Jos, Nigeria.

Ibrahim, Khalid Inusa[1]; Arinzechukwu Jude Okpara[2] & Hassan, John Sunday[3]

[1]Department of Business Administration and Management, Federal Polytechnic, Nya'k Shendam, Plateau State;
[2]Department of Marketing, Faculty of Management Sciences, University of Jos, Jos, Nigeria. &
[3]Department of marketing, University of Jos

Email: ibrokhalid9@gmail.com;

ABSTRACT

The main objective of the study is to examine the role of social media marketing on consumer purchase of infinix smartphone amongst students of marketing department in University of Jos. Quantitative research method is the most appropriate approach to address the objectives of the study which is in line with expert advice, hence this study therefore adapts to survey research design which involves the collection of data from a sample population, while the population of the study comprises entire population of students in Marketing Department which is 546 students, while a structured questionnaire was used to obtained data from 482. The study employed multiple regressions analysis which was used in the testing the relationship between consumers purchase (dependent variable), social media platform, Facebook, Youtube and Instagram (independent variables) which was used on Statistical Packages for social sciences IBM (SPSS) 26. The results indicate that there is a positive and significant relationship between facebook, youtube and instagram on consumer purchase. The study concludes that facebook, youtube and instagram have a significant effect on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos and recommend that business owners should regularly make use of facebook, youtube and instagram to reach their customers because it increases purchase of infinix smartphone amongst students of Marketing Department in University of Jos.

Keyword: Facebook, Youtube Instagram, consumer purchase,

INTRODUCTION

The intensity of competition has increased in today's business-scape (Attor et al., 2022). Consumer purchasing decisions refers to the process in which consumers identify their needs, collect data, assess choices and finally make the purchase decision. Solomon et. al. (2016) posit that consumer purchasing decisions is investigating the process intricate when consumers or groups pick or buy, products, services, ideas or know-hows to satisfy needs and longings. Consumer purchasing is a process that starts way before the purchase is carried out and has consequences long afterward. Consumer purchasing process leads to the final decision-making which entails a model that has five stages of the classic model. First its problem recognition, then information search, ten evaluation of alternatives after-which purchase decision and after-purchase conduct follows (Tsimonis & Dimitriadis, 2014). Marketers must identify how consumers actually make their buying decisions. Individuals can be initiators, as well as deciders, buyers or users and different marketing crusades might be targeted to each type of person. Consumers purchasing are influenced by brand name, whereby a good brand name should go hand in hand with coming up with quality products. Product placement is also a key factor, having the brand pages in a manner that accessibility of it becomes easy will increase the engagement level of consumers with the product (Mas-Machuca & Marimon, 2016).

Meanwhile, arrival of social media has changed the way individuals and enterprises connect and relate with each other (Edwards, 2017). While digital social networks were initially created for social connections at individual and family levels, businesses have since established opportunities to advertise their latest products Social media have progressed drastically in building successful consumer engagement both in brand building and sustainable consumption (Edwards, 2017). Recently, marketing is changing faster than ever. Everyday new communication means appear. Freshly, media have been pigeon-holed into old-fashioned and non-traditional approaches. TV and newspapers are for instances of such traditional media. Patrons are now progressively using social media to attach, look for, and interchange information, thoughts, and experiences of brands and companies (Edwards, 2017). Facebook, MySpace, YouTube, and Twitter are cast-off to share experiences whether good or negative. Social media was found that it plays a vital role in building a brand as well.

In 2012, Infinix entered the Nigeria market by developing the first model, and soon after, in June 2008, Samsung released the Samsung Instinct, most people now look at infinix as the main phone after Samsung. Since then, rivalry in the market has been moderately stiff among the established players and new entrants. According to Cecere et al. (2014), the recent battle over patents and designs of infinix smartphone is a clear indicator that smartphone makers are fiercely competing for leadership in the market. The influence of social media on consumer behaviour has been studied by various scholars internationally and locally each having its own different set of arguments. A study done by Vries, Gensler and Leeflang (2012) as well analyzed the

effects of social media marketing to give insights into consumer behaviour on the popularity of infinix brands of smartphone, and there is scanty evidence on social media marketing strategies that affect consumer purchase of infinix smartphone as students are seen as the most users of smartphone. The study mainly focuses on Social media marketing plus consumer purchase of infinix smartphone amongst students of marketing Department in University of Jos.

STATEMENT OF THE PROBLEMS

There is total lack of marketing intelligence, response unit, idea propagation and platform creation practices by social media marketer. Which makes the market to be slowing down through the platform. Societal media marketing has created enormous and endless opportunities for marketers globally and this influences consumers' purchase. With the emergence of modern communication technologies and the internet, consumers have now gained the power of shopping through various portals on the internet in the comfort of their spaces like homes by just a click of a button. This shows that marketing through social media has an important role to play in reaching these online shoppers. In terms of lack of resources, Van Scheeers (2016), He et al. (2017) and Davies et al. (2013) agree that small businesses have limited finances at their disposal to implement societal media marketing, because marketing in small businesses is generally awarded only a small percentage of the total business budget. With limited budgets, small business will fail to purchase sophisticated information technology (IT) to assist them in their social media marketing efforts. Besides limited funding and other resources, Van Scheers (2016) explains that Nigeria small businesses suffer from poor management and marketing skills.

Despite this, it could be that despite numerous advertisements on many social media platforms, the social media marketing actions and activities from various advertisers have not yet captured fully the attention of their intended recipients thus, failing to influence their online purchasing behavior. For example, scholar consumers have been found to scarcely notice advertisements beleaguered at them but rather favor other internet content (Hadija, Barnes, & Hair, 2012) yet they are unvarying users of the social media. Indeed, their lack of engagement and more so attention to social media advertising creates a problem for marketers who are trying to capitalize on their social media usage. This study was intended to study Social media marketing and consumer purchase of infinix smartphone amongst students of marketing department in University of Jos.

Research Questions

The study focused on the following research questions in other to fulfill the research objectives:

(i) What is the effect of Facebook on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos?
(ii) What is the effect of Youtube on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos?
(iii) What is the effect of Instagram on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos?

Objectives of the study

(i) To ascertain the influence of Facebook on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos.
(ii) To explore the effect of Youtube on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos.
(iii) To explore the effect of Instagram on consumers purchase of infinix smartphone amongst students of marketing department in University of Jos

LITERATURE REVIEW

Technology Acceptance Model

Irani et al., (2008) demonstrated that the Technology Acceptance Model (TAM) is a widely researched and significant extension of Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA). They noted that TAM has been extensively studied in various fields and has become an essential framework for understanding individuals' technology adoption behaviour. As an important addition to the TRA, Davis et al., (1989) produced a model that explains why people are willing to use technology in a certain way. He introduced two new ways to explain how people feel and what they want to do with a computer programme. Granić and Marangunić, (2019), explained the relationship between constructs of a model. Ng Sweeney et al., (2020) demonstrated that many researchers have investigated and tested the two TAM constructs and agreed that they are good predictors of how people will accept different corporate information technologies. The TAM model has been used for more than two decades in many different technologies, and it has been established to be a good model for predicting and explaining behaviour in many different fields (Davis 2013; Irani 2008). Furthermore, Kotler et al., (2016) reported that the technology acceptance model (TAM) is a viable and resilient model that has been frequently employed in a meta-analysis of 88 published papers. Nonetheless, the concept has a broader range of application. Another significant finding from this study indicated that many TAM studies have utilised students as surrogates for experts.

Purchase behaviour

Purchase behaviour refers to the complex process that involves a variety of activities including: search, selection, purchase, use, evaluation of products and services to meet their needs and desires (Belch & Belch, 2004). Similarly, Markii (2019) describes consumer purchase behaviour as the study of individuals, or organizations and the process consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society. According to Srinivasan, Srivastava, and Bhanot (2014), consumer purchase behaviour is the actions a person takes in purchasing and using products and services. It is vital to know the consumer buying decision process.

It shows that how a consumer start thinks before to buy a product. The buyer can use all five stages during decision making process towards a product. Perhaps, the buyer can also skip the one or more stages, it's all depends on consumer mind (Kotler at el. 2017). Purchase intention is usually determined by the customer's perceived value or benefit of the product (Wang & Tsai, 2014). Besides that, it is linked to the customer's attitude, perception and behavior on that product (Mirabi et al., 2015). Purchase intention is usually influenced by brand image, perceived price, product knowledge and perceived product quality in a positive manner in most cases (Tariq et al., 2013; Mirabi et al., 2015; Mirza & Ali, 2017). The higher the willingness to purchase a product the greater the chance of being bought though it does not necessarily mean actually buying it (Wang & Tsai, 2014).

Social media marketing

Social media marketing is a relatively new marketing strategy that enables businesses to reach millions of customers at very little cost. Most businesses have realised that they can increase their competitive edge via social media marketing (Hamound 2016). The concept of social media marketing, according to Hamound (2016), is all about the process of conversation with others to build relationships. Social media is a new platform where e-vendors can disseminate information about products and businesses, reaching their customers and prospective customers quickly and easily. Social media marketing is a novel trend and rapidly growing way in which businesses are reaching out to targeted customers easily. Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns (Barefoot & Szabo 2010). By inspiring users to binge messages to personal contacts, social media marketing has injected a new term of exponential dissemination and trust to mass communication and mass marketing (Hafele, 2011). To define what social media platforms is based only on those that presently exist is limiting. In order for the definition and approach to be sustainable, there is need to take into consideration the new social media platforms

that are constantly being developed, and the likelihood that some will become very successful in the future (Hegner et al., 2017). It helps that there is a pattern in the way new forms of social media emerge. Some of these platforms have scaled down from public broadcasting, while others have reduced from private communication (Hegner, Fenko & Teravest, 2017). With marketing Intelligence is the application of intelligent IT systems on marketing information for strategic and tactical planning and decision making (Atanassova & Clark, 2015). Facebook, being the top performing social media site likes, influences customer opinions about products and services based on recommendations, advertisement.

Daily, a sizable number of users upload and watch content on social media platforms, which has a significant impact on daily life and the capacity to alter how consumers make sustainable purchasing decisions (Sun & Xing, 2022). As such, when social media platforms contain beneficial information on green products, we can predict that it will help to boost the intention to make sustainable purchases. Facebook (2.89 billion once-a-month active users), YouTube (1.86 billion monthly regular active users), Instagram (1 billion monthly active users), WhatsApp (2 billion active users) and Twitter (340 million active users) are the most popular social media sites (Ceci, 2021; Statista Research Department, 2021a; 2021b; 2021c; 2021d).

For Junsheng et al. (2019), social media marketing platforms are essential for promoting environmentally sustainable consumption. According to Busalim and Hussin (2016), not all social media networks have the same influence over purchases. Hutter et al. (2013) suggest that SMM, particularly on Facebook, has a beneficial impact on customer purchase intention. This study will examine these platforms to determine how much social media sites like Facebook, YouTube, and Instagram influence consumers' intentions to make green purchases.

As of January 2021, Nigeria had 33.9 million active social media users (Sasu, 2022; Statista Research Department, 2022). With over 90 million users, WhatsApp is the most popular nationwide channel. However, Facebook surpassed WhatsApp users in 2022 (Sasu, 2022; Statista Research Department, 2022). Facebook, YouTube, and Instagram are Nigeria's most widely used social media platforms (Kamer, 2022; Statista Research Department, 2022). Thus, these social media platforms are deemed fit for this research.

By this new approach of outreach and marketing, new tools are being developed and increased in turn for businesses. Social media marketers are now going better and more effective insight through the introduction of analytic applications by official social network site platforms (Hafele, 2011). There are numerous different social media sites, and they take many different forms and contain different features. Undoubtedly, the most common social networking site that first comes to our mind is Facebook. Facebook was first launched in February 2004, owned and operated by Facebook, Inc. As of May 2012; Facebook has over 900 million active users. Users must register before using the site; they may create a personal profile, add other users

as friends, and exchange messages, including automatic notifications when they update their profile (Facebook, 2012). In adding, users may join common-interest user groups; categorize their friends into lists such as "People From Work" or "Close Friends". Facebooks foremost mission is to give people the power to segment and make the sphere more open and connected (Facebook, 2012).

HYPOTHESIS DEVELOPMENT

Facebook on consumers purchase

Al-Dhuhli and Ismael (2013) investigated the impact of social media on consumer buying behaviour among students in Omani. The study used mixed methods research design. The study found that most students who shopped online selected Instagram as a prime tool to buy online comparing to previous studies which stated that Facebook had the highest rate respond among western users. From the analysis, Instagram had great impact on fashion products because it had features of displaying products in fashionable images and videos which as a result attracted more student consumers, especially females who were affected mostly by informational, design, psychological and cultural factors. The study concluded that the students believed that Instagram was the best and suitable tool to buy fashion products online. Therefore, the first hypothesis is as follows:

Ho_1: There is no significant effect of Facebook on consumers' purchase of infinix smartphone amongst students of Marketing Department in University of Jos.

Youtube on consumers purchase

O'Connor (2016) conducted a study on 'Millennials and YouTube with an aim to investigate the influence of user-generated video content on the consumer decision making process. The study assessed the usage of YouTube among Millennials, determined Millennials attitudes towards advertising on YouTube, compared the roles of peer reviewed content to branded content on Millennials decision making process and determined effect of source credibility on millennials purchase decisions. The researcher opted to use qualitative research methods, selecting semi-structured interviews as the data collection tool. The major findings from the research were that millennials actively seek out recommendations from their peers by watching a variety of UGC on YouTube. When it comes to making decisions about what to buy, one of the most important findings was that millennials trusted people rather than brands. The study proposed that marketers ought to use these findings to restructure the marketing strategies targeted at millennials or post millennial generations. Therefore, the second hypothesis is as follows

Ho_2: There is no significant effect of Youtube on consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos

2.4.3 Instagram on consumers purchase

Parsons (2017) sought to find out whether social media particularly Instagram had impacts upon an individual's decision to visit a tourist destination. This study found that social media impacted upon the motivation of a tourist and in turn influenced tourist decision-making

behaviour. The study noted that additional information was often gathered at the during-trip stage of the travel planning process where Instagram was used to find different attractions. The study found that Instagram, primarily influenced the younger generation due to their predominant presence on the platforms and that, the pressure surrounding it had caused a trend amongst younger people to go travelling to different destinations. Therefore, the third hypothesis is as follows

Ho_3: There is no significant effect of Instagram on consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos

3.0 METHODOLOGY

The study adopted survey research design as it enabled the researcher to examine, often multiple characteristics at once, of a subset at a specific point in time it also provided information about the current status of a population the way they exist (Dag & Petter, 2015). The target population of this study comprises of 546 students in the Marketing Department University of Jos, which include undergraduate and diploma student. (Department of Marketing, 2024). A simple random sampling was adopted, where all the population was used since it was not large (Hair & Brunsveld, 2019). The study adapted questionnaire from Social media marketing dimensions (Facebook, Youtube and Instagram) will be assessed by using modified version of five items of original (Parsons, 2017). For measuring consumer purchase a scale by Reis (2015), was adapted. A reliability coefficient of 0.70 or higher is considered as acceptable which all the variables attained. Data analysis was done through descriptive statistics by use of mean, standard deviation, skewness and kurtosis, while multiple regressions analysis was used in the testing the relationship between consumers purchase (dependent variable), social media platform, Facebook, Youtube and Instagram (independent variables).

4.1 RESULTS AND DISCUSSION

This part presents the results and discussions derived from the study on the role of social media marketing tools and consumer purchase of Infinix smartphone amongst students of Marketing Department in University of Jos. The findings are organized to provide descriptive statistics for preliminary analysis, followed by a multiple linear regression analysis for deeper insights.

4.1.1 Demographic Profile of Respondents

Table 1 shows for gender 218 respondents with (45.2%) are male, while 268 respondents representing (54.2%) are female. For age range of the respondents, 100

respondents with (20.7%) are within the ages of 20-25years, 170 respondents with (36.5%) are within the ages of 26-30years, 144 respondents with (29.9%) are within the ages of 30-35years, 52 respondents with (10.7%) are within the ages of 36-40years, while 10 respondents with (1.7%) are above 40 years. For marital status, married 132(27.3%), single 350(72.7%) For level as undergraduate, 40 respondents with (8.2%) are diploma students, 101 respondents with (20.9%) are 100 level, 123 respondents with (25.5%) are 200 level, 143 respondents with (29.6%) are 300 level while 75 respondents with (15.5%) are for 400 level as displayed in table 1.

Table 1: Demographic Distribution of the respondents

Gender		
Feature	**Frequency**	**Percentage**
Male	218	45.2
Female	264	54.8
Total	482	100.0
Age		
Position	**Frequency**	**Percentage**
20 – 25yrs	100	20.7
26- 30yrs	176	36.5
31- 35yrs	144	29.9
36-40yrs	52	10.7
Above 41 yrs	10	1.7
Total	482	100.0
Marital Status		
Married	132	27.3
Single	350	72.7
Total	482	100
Level as Undergraduate		
Diploma	40	8.2
100 level	101	20.9
200 level	123	25.5
300 level	143	29.6
400 level	75	15.5
Total	482	100.0

Source: SPSS 29.0

Table 2 Summary of Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for mean		Min.	Max.
					Lower Bound	Upper Bound		
Facebook	482	3.23	1.26	.04306	3.4458	5.8150	1.00	5.00
Youtube	482	3.54	0.45	.07143	3.3907	5.6724	3.00	5.00
Instagram	482	3.32	1.82	.05838	3.5034	5.7336	1.00	5.00
Overall		3.49	1.05	.40449	3.3683	5.6944	1.00	5.00
Consumer purchase		4.34	1.20					

Source: Field data (2024)

Based on table 2. The measure of respondents that received the lowest mean score was facebook on consumer purchase at 3.23, indicating that of all measures based on the survey respondents were most neutral to statements pertaining to youtube and Instagram which affect consumer purchase. This in turn implied that the items that had the least effect on consumer purchase also had effect on other variables or has been influence by others variables.

4.2 DIAGNOSTICS/ TEST OF ASSUMPTIONS

Assessment of the variables levels of skewness and kurtosis is one of the method employ to determine normality. The Kolmogorov-Smirnov test is used to test the null hypothesis that a set of data comes from a normal distribution. Based on normality test the study employ Kolmogorov Smirnov test, since it produces test statistics that are used (along with a degrees of freedom parameter) to test for normality and its association to the normal distribution as displayed in table 3.

Table 3: Kolmogorov-Smirnov Test

Variable	
Facebook	2.210
Youtube	2.092
Instagram	3.510
Consumer purchase	**3.711**

Source: SPSS v. 29

Table 3 Kolmogorov-Smirnovtest (K-S Test) revealed that the P-value of facebook is 2.210, Youtube is 2.092, Instagram 3.510 while consumer purchase is 3.711 are all greater than significance level or margin of error of .05. Therefore, the data is normally distributed. According to Momeni, Gildeh, & Hesamian (2017), pointed out that Kolmogorov-Smirnov rule states that the critical value of D is found from the K-S table values for one sample test. Acceptance Criteria: If calculated value

is less than critical value accepts null hypothesis. Rejection Criteria: If calculated value is greater than table value reject null hypothesis.

4.3 RESULTS ON MULTIPLE REGRESSION

Regression analysis is a widely recognized method for examining the relationships between multiple independent variables and a dependent variable, particularly when these variables are correlated. In this study, multiple regression analysis was employed to explore the role of social media marketing tools and consumer purchase of Infinix smartphone amongst students of Marketing Department in University of Jos.

Meanwhile, prior to conducting the analysis, essential assumptions were checked, including sample size, independence of residuals, outliers, multicollinearity, normality, linearity, and homoscedasticity. These preliminary analyses ensured the validity of the regression model, allowing for a reliable assessment of the relationship between role of social media marketing tools and consumer purchase of Infinix smartphone amongst students of Marketing Department in University of Jos.

4.4 TEST OF HYPOTHESES

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.474[a]	.224	.223	3.08677	.224
a. Predictors: (Constant), facebook, youtube, instagram					
b. Dependent Variable: consumer purchase					

Table 5: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4762.911	5	1190.728	20.845	000[e]
	Residual	1134.037	477	2.377		
	Total	5896.948	482			
a. Dependent Variable: consumer purchase						
b. Predictors: (Constant), facebook, youtube, instagram						

Table 6: Regression Result for Facebook and consumer purchase

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.555	.898		9.525	.000
	Facebook	.910	.024	.811	8.114	.000
	YouTube	0.893	.030	.000	3.293	.000
	Instagram	0.403	.018	.004	.179	.005
a. Dependent Variable: consumer purchase						

Based on table 4, the value of the *R*-Squared. In a multiple regression model, this is the proportion of the total sample variation in the dependent variable that is explained by the independent variable. The closer the R^2 is to 1 or 100% the better the goodness of fit. The R^2 lies between zero and one, because sum of square error cannot be greater than sum of square total. A value of R^2 that is nearly equal to zero indicates a poor fit of the OLS line. The coefficient of determination r^2=0.224 shows that the 22.4% change in the consumers purchase is as a result of the changes in facebook, youtube and instagram

Based on table 5, the F-Statistic is a test used to test multiple hypotheses about the parameters in a multiple regression model. This statistic tests the null hypothesis that all the regression coefficients are equal to zero. If the Fcal > F0.05 (tab), reject the null hypothesis and accept the alternative hypothesis vice-versa. The F- test with a value of 20.845 and p-value of 0.000 shows that there is a strong linear dependency existing among the variables. The F-statistic shows a very good fit, statistically.

The result of the regression result in table 6, shows that the p-value of facebook (FcB) is 0.000, the decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis will be rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate. Since the p-value (0.000) is less than the significant level of 0.05. The null hypothesis is therefore rejected concluding that there is a significant effect of Facebook on consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos. The result of the regression result in table 6, shows that the p-value of youtube is 0.096, the decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis was rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate. Since the p-value (0.000) is greater than the significant level of 0.05. The null hypothesis is therefore accepted not rejected concluding that there is a significant effect of Youtube on consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos. The result of the regression result in table 6, shows that the p-value of intagram is 0.000, the decision rule is that if the p-value is less than the level of significance of 0.05, the null hypothesis was rejected while the alternate hypothesis is accepted. But if the p-value is greater than the level of 0.05, accept the null hypothesis and reject the alternate. Since the p-value (0.005) is greater than the significant level of 0.05. The null hypothesis is therefore accepted not rejected concluding that there is a significant effect of Instagram on consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos

4.5 DISCUSSION OF FINDINGS

The study revealed the existence of a positive and significant effect between facebook and consumers purchase of infinix smartphone amongst students of

Marketing Department in University of Jos. This finding is in line with the finding of Richard and Guppy (2014), which established use of Facebook's like button, location based check-in service and the share button applications positively influenced consumers purchase intention. The study revealed the existence of a positive and significant effect between youtube and consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos. This finding is in line with the finding of Yüksel (2016), which established use that entertainment, informativeness. The study revealed the existence a positive but significant relationship between instagram and consumer purchase. This finding is in line with the finding of Parsons (2017), who stated that Instagram The study noted that additional information was often gathered at the during-trip stage of the travel planning process where Instagram was used to find different attractions.

5.1 CONCLUSION AND RECOMMENDATIONS

This study found that the most critical factors in allowing students to select and purchase their preferred smartphone were based on what they see from social media tools such as facebook, youtube and Instagram. The students are considerate individuals interested in purchasing smartphones of high quality and trending brands, not minding the price range. It is imperative to note that poor features and quality of these smartphones discourage smartphone students, thus, necessitating a negative influence on the purchase. The study concluded that student will also make their decision regarding what social media present to them not minding opinion from peers. Arising from above it is recommended that:

i. Business owners should intensify the adoption of facebook approach in respect to purchase of confectionaries, since it increases sales of the product.
ii. Thus, the study recommend that businesses should engage in youtube approach of showcasing their products benefits, since it increases consumers purchase.
iii. Business owners should regularly make use of Instagram to reach their customers because it increase consumers purchase of infinix smartphone amongst students of Marketing Department in University of Jos.

6.0 AUTHORS CONTRIBUTIONS

Mr Ibrahim, Khalid Inusa carried out the field work and part of literature review.

Mr. Arinzechukwu Jude Okpara, reviewed literature, conceptualized the study and drafted the introduction part, also analyzed data and brought the entire manuscript together.

Mr Hassan, John Sunday contributed in the aspect of design and methodology. All the authors read and approved the manuscript.

REFERENCES

Abiodun, A. O. (2011). The Impact of Advertising on Sales Volume of a Product A case study of Starcomms Plc, Nigeria.

Acikgoz, F., and Burnaz, S., (2021). The influence of 'influencer marketing' on YouTube influencers, *International Journal of Internet Marketing and Advertising*, 15(2), 201-219.

Anjana, S. S. (2018). A study on factors influencing cosmetic buying behavior of consumers. *International Journal of Pure and Applied Mathematics*, 118(9), 453-459.

Akpan, C. S., Nwankpa, N. N., &Agu, V. O. (2015). Influence of Facebook advertisement on the buying behaviour of students of a Nigerian University. International Journal of Humanities and Social Science, 5 (7), 135-148.

Al-Dhuhli, I., & Ismael, S. (2013). The Impact of social media on consumer buying behaviour. Unpublished Master's Project, Sultan Qaboos University.

Bhakar, S., Bhakar, S., and Kushwaha, K. (2019). "The effectiveness of E-advertisement towards customer purchase intention: Indian perspective," in *Proceedings of 10th International Conference on Digital Strategies for Organizational Success.* Gwalior. doi: 10.2139/ssrn.3315066

Benjamin, K. (2012). Instagram. Haymarket Business Publications, 25(23), 1.

Berbegal-Mirabent, J., Mas-Machuca, M., & Marimon, F. (2016). Antecedents of online purchasing behaviour in the tourism sector. Industrial Management & Data Systems, 116(1), 87–102. https://doi.org/10.1108/IMDS-05-2015-0213

Bilal, G., Ahmed, M. A., & Shehzad, M. N. (2014). Role of social media and social networks in consumer decision making: A case of the garment sector. International Journal of Multidisciplinary Sciences and Engineering, 5(3), 1-9.

Bocconcelli, R., Cioppi, M., & Pagano, A. (2017). Social media as a resource in SMEs' sales process. Journal of Business & Industrial Marketing, 32(5), 693–709. https://doi.org/10.1108/JBIM-11-2014-0244

Calder, M. and Schaedel, A. (2019). "Source memory for advertisements: The role of advertising message credibility", Memory & Cognition, vol. 49, pp. 32–45, 2019.

Chang, J., & Lewis, C. (2009). Loyalty in media sharing websites: The case of Universal Music Group. Journal of Internet Business, 7, 20-41.

Chaudhary, M., & Gupta, A. (2012). Children's influence in family buying process in India. Young Consumers, 13(2), 161–175. https://doi.org/10.1108/17473611211233512

Choong, L. H. (1998). The theory of reasoned action applied to brand loyalty. Journal of Product 7(1), 51–61.https://doi.org/10.1108/10610429810209737

Darban, A., & Li, W. (2012). The impact of online social networks on consumers' purchasing decision: The study of food retailers'. Master), Jönköping, Jönköping University.

Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. Computers in human behavior, 59, 165-172.

Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and 25).

Brand 69 purchase amongst Millennials. Internet Research https://doi.org/10.1108/IntR-01-2014-0020 (Vol. of &

Duque, G., San Antonio, D., & Brazil, L. (2017). A correlational study on social media involvement and parental relationship among students of Asia Pacific College. Presented at the DLSU Research Congress 2017 De La Salle University, Manila, Philippines.

Etikan, I., & Babtope, O. (2019). A basic approach in sampling methodology and sample size calculation. Med Life Clin, 1(2), 50-54. 9.

Forsberg, A., & Rantala, A. (2020). The Being Taken Seriously Questionnaire—Development and Psychometric Evaluation of a PREM Measure for Person-Centeredness in a High-Tech Hospital Environment. International Journal of Environmental Research and Public Health, 17(8), 2660.

Gill, S. L. (2020). Qualitative sampling methods. Journal of Human Lactation, 36(4), 579-581.

George, J. F. (2004). The theory of planned behavior and Internet purchasing. Internet Research, 14(3), 198–212. https://doi.org/10.1108/10662240410542634

Harris, C. G. (2012). An Evaluation of Search Strategies for User-Generated Video Content. Proceedings of First International WWW Workshop on Crowdsourcing Web Search. Lyon, France.

Hegner, S. M., Fenko, A., & Teravest, A. (2017). Using the theory of planned behaviour to understand brand love. Journal of Product & Brand Management, 6(1), 26–41. https://doi.org/10.1108/JPBM-06-2016-1215

Humphrey Jr, W. F., Laverie, D. A., & Rinaldo, S. B. (2017). Brand choice via incidental social media exposure. Journal of Research in Interactive Marketing, 11(2), 110–130. https://doi.org/10.1108/JRIM-04-2016-0025

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. Management, 22(5/6), 342–351. Journal Product https://doi.org/10.1108/JPBM-05-2013-0299 Aboutus, 1,2016, (2016). Instagram 2017Retrieved February from https://www.instagram.com/about/us/

Jargalsaikhan, T., & Korotina, A. (2016). Attitudes towards Instagram micro-celebrities and their influence on consumers' purchasing decisions. Unpublished dissertation, Jonkoping University.

Kaur, K., Salome, S., & Muthiah, S. (2014). The influence of social media on the consumer decision making process amongst university students in Malaysia. Retrieved from: https://www.researchgate.net/publication/278021956_The_Influence_of_Social_Media_on_the_Consumer_Decision_Making_Process_Amongst_University_Students_in_Malaysia

Lee, Y.-K., Kim, S. Y., Chung, N., Ahn, K., & Lee, J.-W. (2016). When social media met commerce: a model of perceived customer value in group-buying. Journal of Services Marketing, 30(4), 398–410. https://doi.org/10.1108/JSM-04-2014-0129

Lin, C. A., & Xu, X. (2017). Effectiveness of online consumer reviews. Internet Research, 27(2), 362–380. https://doi.org/10.1108/IntR-01-2016-0017

Mwaisaka, F. W. (2017). The influence of social media on the consumer decision making process in the cosmetic industry in Nairobi County, Kenya (Doctoral dissertation, University of Nairobi).

Nyagucha, M. A. (2017). Impact of Social Media on Consumer's Decision Making Process among the Youth in Nairobi (Doctoral dissertation, United States International University-Africa).

O'Connor, F. (2016). 'Millenials & Youtube': An investigation into the influence of user generated video content on the consumer decision making process (Doctoral dissertation, Dublin, National College of Ireland).

Ochieng, K. M. (2012). The effectiveness of social media advertising on college going social network site users: A survey of the University of Nairobi Students. Unpublished MA Project, University of Nairobi.

Ogunyombo, O., Oyero, O., & Azeez, K. (2017). Influence of social media advertisements on purchase decisions of undergraduates in three Nigerian Universities. Journal of Communication and Media Research, 9(2), 244 – 255.

Pace, S. (2008). YouTube: An opportunity for consumer narrative analysis? Qualitative Market Research: An International Journal, 11(2), 213-226.

Parsons, H. (2017). Does social media influence an individual's decision to visit tourist destinations? using a case study of Instagram (Doctoral dissertation, Cardiff Metropolitan University).

Raice, S. & Spencer, A. E. (2012). Insta-Rich: $1 Billion for Instagram --- Facebook Inks Its Biggest Deal Ever; Neutralizes Threat from a Hot Photo Start-Up, Wall Street Journal, 1.

Reis, E. (2015). Influencing factors on consumer buying behaviour of luxury goods: A research on the buying behaviour of young consumers in Finland. Unpublished Project, Turku University of Applied Sciences

Richard, J. E., & Guppy, S. (2014). Facebook: Investigating the influence on consumer purchase intention. Asian Journal of Business Research, 4(2), 1-10.

Rondán-Cataluña, F. J., Arenas-Gaitán, J., & Ramírez-Correa, P. (2015). Travel buying behavior in social network site users: to buy online vs. offline. Journal of theoretical and applied electronic commerce research, 10(1), 49-62.

Rahman, M. M., Tabash, M. I., Salamzadeh, A., Abduli, S., & Rahaman, M. S. (2022). Sampling techniques (probability) for quantitative social science researchers: a conceptual guidelines with examples. Seeu Review, 17(1), 42-51

RVSPK, R., Priyanath, H. M. S., & Megama, R. G. N. (2020). Methods and rules-of-thumb in the determination of minimum sample size when applying structural equation modelling: A review. J Soc Sci Res, 15(2), 102-109

Senthilkumar, S., Ramachandran, T., & Anand, S. (2013). The influence of electronic word- of-mouth over Facebook on consumer purchase decisions. International Journal of Management, 4(3), 1999-208.

Shao, W., & Ross, M. (2015). Testing a conceptual model of Facebook brand page communities. Journal of Research in Interactive Marketing, 9(3), 239–258. https://doi.org/10.1108/JRIM-05-2014-0027

Todua, N., & Jashi, C. (2015). Some aspects of social media marketing (Georgian Case). International Journal of Social, Behavioral, Educational, Economic and Management Engineering, 9(4), 1160-1163.

Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. Marketing Intelligence & Planning, 32(3), 328–344. https://doi.org/10.1108/MIP-04-2013-0056

Uttley, J. (2019). Power analysis, sample size, and assessment of statistical assumptions—Improving the evidential value of lighting research. Leukos.15(2-3), 143-162.

Vähäjylkkä, M., & Lepistö, E. J. (2017). YouTubers' impact on viewers' buying behavior. Unpublished Research Project, JAMK University of Applied Sciences.

Waithaka, M. W. (2013). internet use among university students in Kenya: A case study of the University of Nairobi. Unpublished MA Project, University of South Africa.7273

Wang, C. (2015). Do people purchase what they viewed from YouTube? The influence of attitude and perceived credibility of user-generated content on purchase intention (Doctoral dissertation, The Florida State University).

Woo, J., Ahn, J., Lee, J., & Koo, Y. (2015). Media channels and consumer purchasing decisions. Industrial Management & Data Systems, 115(8), 1510–1528. https://doi.org/10.1108/IMDS-02-2015-0036

Yüksel, H. F. (2016). Factors affecting purchase intention in Youtube videos. Bilgi Ekonomisi ve Yönetimi Dergisi, 11(2), 33-47.

Zhang, T. (Christina), Abound Omran, B., & Cobanoglu, C. (2017). Generation Y's positive and negative eWOM: use of social media and mobile technology. International Journal Contemporary Hospitality Manage.