

Social Media Advertising And Marketing Success In The Nollywood Entertainment Industry In South-South, Nigeria

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Abstract: The world of business has proven to be dynamic and ever evolving, this can be attributed to the impact of changing needs and change in technology as is evidently clear in the case of social media. The social media has influenced greatly the way organizations conduct their business operations. This work however was motivated by the lacuna in literature as to how social media advertising has influenced marketing success in the Nollywood music/entertainment industry, we measured social media adoption using performance expectancy perceived relevance and interactivity as measures for social media ads, and their impact on our criterion variable marketing success, we employed the convenience and judgemental sampling was adopted hence four(4) tertiary institutions(Uniport, Uniben, Unical and Uniuyo) constituted our population of study 160 questionnaire were sent out, 120 were returned we adopted the multiple regression to test the relationship between our dependent and independent variable. Hence a significant impact of social media advertising and marketing success was revealed to exist in our analysis Our first test of hypothesis reveals that performance expectancy significantly affects marketing success with a regression coefficient of 0.177 and a p-value of 0.035 which is less than alpha of 0.05. With this, we reject the stated null hypothesis, The Second test of hypothesis also reveals a significant relationship between perceived relevance and marketing success with a regression coefficient of 0.228 and a p-value of 0.022 which is also less than alpha of 0.05. with this, we also reject the stated null hypothesis.

I. INTRODUCTION

The evolution of the predominant social media era has transformed advertising function of marketing communications, most importantly, it changed the consumers' way of thinking. The emergence of social media channels has revolutionary impact on human attitude and behaviour by appealing to the consumer taste, and preference. social media has become the foci of marketing communication and it has enabled businesses as well as multiple brands to interact with their target audience directly and timely in order to develop strategies that guarantee brand success in the entertainment world. at the lower cost (Kaplan and Haenlein, 2010). Social media covers a broad and wide scope which consists of online networks (e.g. Facebook, Instagram, whatsapp, twitter) and other multimedia sharing sites (e.g. YouTube) It is more advantageous than traditional media because it enables communication and feedback between a firm and its customers due to the ability of target audience to make a comment, or feedback on an instagram or twitter ads for

example, this feedback makes it possible for firms to modify their offerings to suit the need and want of target market/audience. Today we have a lot of brands adopting the social media strategy through the use of different platforms of social media to enhance their brand Images these products appeal to the senses of target audiences. Hereby persuades online and active social media users to buy products by so doing leads to marketing success. However overtime the growing rate of adoption of Social media for marketing purposes cannot be overemphasized therefore multiple researches revealing the importance of social media advertising has been carried out, fortunately there seem to be a gap existing in the area of social media adoption and marketing success in the Nollywood music industry. This study aims at revealing the relationship between social media adoption and marketing success in the Nollywood entertainment industry, for the purpose of this study, performance expectancy, perceived relevance and interactivity were studied as dimensions for social media advertising. Abdallah, (2018). This is because in course of adopting the

social media as an innovative way of advertising, it enhances the effective reach of an advert, also enables the customers/target audience interact with such a post. The marketing success of a social media advertising can be measured by new customers generated, as well as opportunities that may stem from advertising on social media such as brand endorsements collaborating with top notch acts in the Nollywood music industry. The rapid growth of social media globally and its revolutionary impact on young generation's attitude (Millennials) is evident in our todays reality.

II. LITERATURE REVIEW

The ever evolving importance of social media in conducting business activities can not be over emphasized. The emergence of Internet-based social media has made it possible for an individual to communicate with other people all over the world about a firm or businesses product or service. Social media has been around for a very long time. Social media is the interaction among people which they create, share, and or exchange user generated information and ideas in virtual communities such as the twitter, whatsapp, Instagram, facebook etc, which enables a two way communication between a brand and its customers/target audience. The term social media advertising or social media targeting in my own words simply can be said to be the employment of various social media tools as well as facets of marketing such as product, price, promotion, and distribution, to market a brand and effectively communicate its offerings to target audiences as well as persuade them to purchase and patronize an organizations product through paid Ads however various scholars hold divergent views as to what the definition and scope of social media advertising should cover. The implementation of Social media differs from the traditional media in different ways such as the reach, and effective reach, frequency, accessibility, usability, ability of a brand to monitor performance in terms of advertising effectiveness and efficiency, the social media technologies take on many different forms including magazines, internet forum, social blogs, social networking, pictures and videosharing apps. Social media advertising enables a brand gain more attention from active online users attention or website traffic (multiple active social media accounts, viewing the entire marketing mix of a brand at the click of a botton.) through sponsored Ads on these social media sites. Nollywood brands and firms usually creates content that attracts attention and encourages readers to share it with their social networks and other customers, hence fostering customer to customer(C2C) communications/ word of mouth. Information Technology's advancements are revolutionizing every business and firms. Social media advertising is the process of gaining awareness, driving traffic and engaging your customers and prospects using social media channels. Despite the growing rate of adoption of Social media for marketing purposes, as well as the multiple researches carried out in the area of social media advertising, there seem to be a lacuna in the area of social media adoption and marketing success in the Nollywood industry. This study aims at revealing the relationship between

social media adoption and marketing success in the Nollywood entertainment industry. The aim of Advertising on social media Sites is not to make money directly off them, but to harness their marketing potential and to use them to market and position a brand as value adding product. Advertising cost in online social networks when compared to traditional media are lower and easier to monitor via post insights these online active social media users access these advertised products through hyperlinks and official websites. Advertisers, as a result, have turned to social networks to grab their share of advertising space. These networking sites are gradually moving from a push medium to a pull medium when it comes to advertising, which means brands in Nollywood are able to communicate and promote their offerings directly to the target audience. Ducoffe, (1996), Schlosser et al., (1999). Target audiences get advertisements on their pages feed on these sites as a content they need to participate in to keep the service free. However these active online users who constitute the target audience enjoy the variety and exposure to advertisements online than they would with the traditional media due to the fact that they have a chance to air their views and comment as well as interact with a post on line which the traditional media is devoid of. Social media has stimulated an unimaginable development in human and business communications in contemporary times. In particular, it has changed consumers and businesses mindset and way of operating. (Mir and Zaheer, 2012). This new wave serves as a general stage for individuals worldwide to relate with one another and offer information and experiences identified with products. (Heinrichs et al., 2011). Attracted by the rapid penetration of social media into society, business organizations and brands continually use them as part of their advertising and brand building activities (Gallaughar and Ransbotham, 2010; Georgios and Sergios, 2014). Therefore it can be stated as a fact that social media allows companies to interact with customers using richer media with greater reach hence it can be stated as a fact that social media has modified the B2C, B2B, and C2C method of interaction and method of transaction These connections have changed the traditional roles of both business and customer in exchange relationships. Consumers create content, as well as influence purchase decisions of others in shared exchanges while viewing an advert on social media. This is possible through the review of comments made by consumers in the comment section. (Sashi, 2012). Social media has been acknowledged as possibly the greatest medium for relationship building. According to Park and Cho (2012), customers in order to have an idea or insight as to the value of a brand, its credibility and its need satisfying ability scroll and read the comments of other consumers, this is simply what fosters the C2C communications. Social Media Advertising is simply defined as a paid form of non personal communication about a brand and its offerings, using social media tools as well as applying the marketing faecets (product, pricing, promotion, physical distribution) in order to satisfy its target audience/market more effectively than competing brands.

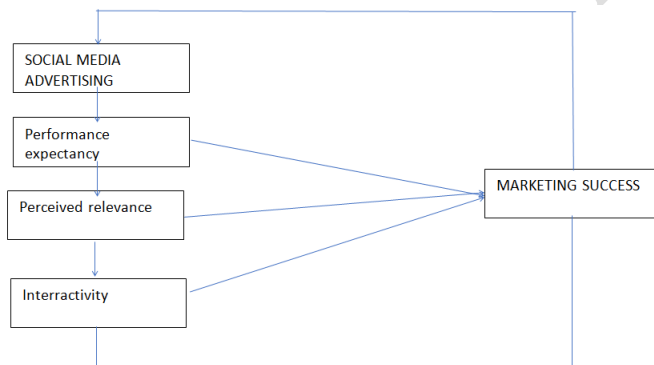
Social Media Advertising is also defined by (Kaplan & Haenlein 2010) as the practice involving the use of paid adverts on social media applications sch as Facebook, Twitter, YouTube, and other web-based applications and interactive

platforms to facilitate the creation, discussion, modification and exchange of user-generated content. Social media is therefore not limited to social networks like Facebook, but also include blogs, business networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, product/services reviews, social bookmarking, social gaming, as well as video sharing and virtual worlds. These platforms have shifted the emphasis of Internet services from being consumption-based towards becoming more interactive and collaborative, thereby creating new opportunities for interaction between various brands and their target audiences.

A. THEORETICAL REVIEW

This work is anchored on the unified theory of acceptance and use of technology as proposed by Vankatesh, et al, (2003) this theory as proposed by Vankatesh makes abstract propositions, The UTAUT aims at explaining and revealing user intentions to use an information system along side usage behaviour. The UTAUT theory proposes that there are four key constructs which influence user intentions this includes: performance expectancy, effort expectancy, social influence, and facilitating conditions. However for the purpose of this study conceptual framework performance expectancy was adopted from the framework of Vankatesh, (2003) social influence and facilitating conditions were not adopted in our framework because the innovation called social media has an influence on brands due to it facilitates a two way communication between a brand and its target audience as well as competing brands also social media advertising requires lesser cost and efforts to adopt, which makes it less demanding. The perceived relevance and interactivity measures was adopted from the framework of Abdallah, (2018).

CONCEPTUAL FRAMEWORK



Source: authors conceptualization, (2021)

Figure 1.0: Proposed conceptual framework for social media advertising and marketing success of in the Nollywood entertainment industry

a. PERFORMANCE EXPECTANCY

According to Vankatesh et al, (2003) performance expectancy can be said to mean the degree and extent to which an individual or organization perceives adopting a system or innovation as useful in attaining a gain in job performance. Abdallah (2018) hence stated that individual brands or organizations are most likely to adopt new systems or

innovations if they perceive such systems and innovation to be more advantageous than previous ones as well as more productive, useful, and able to save them time and effort. Performance expectancy relates to the extent/degree to which an individual believes that using the system will be of greater benefit. This factor is similar to perceived usefulness from TAM and is recognized to be a fundamental attribute in influencing individual's attitude towards adopting an innovation. (Chau, Stephens & Jamieson, 2004). However in my own definition I would define performance expectancy as the degree to which brands in the Nollywood entertainment industry perceive or believe that using a particular social media tool such as Facebook and Instagram in advertising and positioning itself in the global market would be more effective in terms of reach, and interactivity as well as generate new customers. According to Vankatesh et al.'s (2003) studies, Performance expectancy is found to uniquely, significantly and positively influence one's behavioral intention to accept and use an IT system.

Most research works which aim at assessing online user behavior that adopt innovation diffusion theories such as the Technology Acceptance Model (TAM) by Fred Davis or the unified theory of acceptance and use of technology found that the customer's attitudes and intention to adopt a new idea or innovation, purchase and patronize brands advertising online is largely predicted by the usefulness perceived in online advertising (Ahn, Ryu, & Han, 2005). A new study in 2016 conducted by Lin and Kim (2016) reveals further evidence supporting the role of perceived usefulness on both customers' attitudes toward social media ads and purchase intention as well. More recently, Shareef et al. (2017) supported a strong correlation between advertising value and customers' attitudes toward social media ads. Accordingly, hence we state our first hypothesis thus:

H₀₁: there is no significant relationship between performance expectancy and marketing success

b. PERCEIVED RELEVANCE

Perceived relevance in the unified theory of acceptance and use of technology (UTAUT) is somewhat interwoven with the perceived usefulness in the Technology Acceptance Model (TAM) by Fred Davis. This is simply said to be the extent to which members of a social system perceive an innovation to be of importance. The usefulness of social media as a major marketing tool in recent times cannot be over emphasized. A lot of brands are adopting the social media advertising strategies in reaching their target audiences. Because it is cost effective, it breaks the barrier of distance, hereby turning the world market into a global village. By using social media platforms, advertisers and brands are able to create and customize, as well as tailor their offerings to suit the needs of their target audience. For the purpose of this paper we adopted the definition of Zhu and Chang on perceived relevance (2016, p. 443), which is the degree to which an audience or target segment perceives a personalized advertisement as being self-related or in some way instrumental in achieving their personal goals and values. This could be in form of hedonism. Sometimes the audience of an entertainment brand always

look out for music/videos that guarantee their listening pleasure. according to zhu and chang it could be argued

that an audience will respond positively to a social media ads and have a strong conviction about a brand and be willing to depend on such ads when making their decisions if they perceive the ads to be relevant to their goals and preferences. Only then can the marketing success of a social media be guaranteed. This can be in form of new customers/audience generated, and opportunities (collaborations, brand endorsement.

Hence our hypothesis is stated thus:

H₀₂: there is no significant relationship between perceived relevance and marketing success

c. INTERACTIVITY

Interactivity enables active social media users to freely voice out their divergent opinions as to their satisfaction and dissatisfaction towards a brand in the Nollywood this enables them give the organizations an idea as to what features to be embedded in the product should need be for modification this is an attribute which the traditional media (tv And Radio/ Magazines) Are devoid of. unlike watching TV or listening to the radio, where target audiences are merely passive recipients the interactivity of social media lets consumers become active recipients opinion counts. Interactivity can be broadly described as the extent to which users participate in modifying the form and content of a mediated environment in real time (Steuer, 1992). Interactivity is one of the defining characteristics of new media technologies, giving greater access to vast information about brands and their offerings Interactivity depends on the context. In an online social networking context, interactivity refers to a user-centered interaction which implies that the electronic word of mouth otherwise called c2c communication is made possible, however online social media users who are the target audience for the social media advertising can also post comments and smileys which indicate their level of satisfaction or dissatisfaction with a brand. interactivity was defined by kiouisis, (2002) as the extent to which an individual could control the content and information of the media platform. Kiouisis (2002) and Liu and Shrum (2002) further elaborated on the concept of interactivity as the ability of a media platform to provide a synchronous communication and interaction between a brand and its target audience. The above studies and other numerous studies have supported the role of interactivity in the customer's intention toward different technologies.

For instance musical brands who run ads on Instagram get feedbacks from its audience in form of comments This makes it possible for the brands themselves to rebrand in other to reposition themselves as value offering. According to the above-mentioned discussion, it could be argued that the level of interactivity existing in social media advertising could shape customers' purchase intention of the products presented in social media ads, which leads to marketing success. Hence our hypothesis is stated thus:

H₀₃: there is no significant relationship between interactivity and marketing success

III. METHODOLOGY

For the purpose of this study we will adopt the cross sectional survey design as well as the quasi experimental research design also we adopted the survey technique by administering questionnaire to 160 students from the University of Port Harcourt, University of Benin, University Of Calabar, University Of Uyo. The questionnaire was split into two sections with issues concerning the profile of the participants, and questions concerning the aspects of social media advertising and marketing success. These questions were pre-tested for comprehension, the relevance of completeness and validity through ten students and five scholars in the field of marketing. We adopted the jury opinion in order to validate the CFA. Data on social media advertising and marketing success were captured on a five-point Likert scale with 1 depicting "strongly disagree" and 5 depicting "strongly agree". Specifically, the performance expectancy, perceived relevance and interactivity were studied in order to determine the significant impact on marketing success. Data will be analyzed using the statistical package for social sciences (SPSS) version 21 and the multiple regression will be used to determine the relationship between our predictor variable (social media advertising on our criterion variable(marketing success) analyze our data.

IV. DATA PRESENTATION AND DISCUSSION OF FINDINGS

NAME OF INSTITUTION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNIPORT	25	20.8	20.8	20.8
	UNIBEN	41	34.2	34.2	55.0
	UNICAL	32	26.7	26.7	81.7
	UNIUYO	22	18.3	18.3	100.0
	Total	120	100.0	100.0	

Table 1: depicting the population and number of questionnaire distributed

From the distribution table above it is evident that out of one 160 questionnaire sent out, 120 were returned, 25 questionnaire were found to be valid for UNIPORT which makes up to 20.8 percent of the total, 41 questionnaire was returned for UNIBEN which summed up to 34.2 percent, 32 questionnaire was returned for UNICAL summing up to 26.7 percent and 22 questionnaire was returned for UNIUYO which indicated 18.3 percent all together giving us a sum total of 100 percent.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 ^a	.401	.385	1.658

a. Predictors: (Constant), Interactivity, Performance_expectancy, Perceived_Relevance

Table 2

Our model summary reveals a regression coefficient of 0.633 which is positive and close to 1. It also reveals an r square (coefficient of determinant) of 0.401 which implies that

our predictor variables (interactivity, performance expectancy, and perceived relevance account for 40.1% of the outcome of our criterion variable.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.206	3	71.069	25.850	.000 ^b
	Residual	318.919	116	2.749		
	Total	532.125	119			

a. Dependent Variable: Marketing_Success

b. Predictors: (Constant), Interactivity, Performance_expectancy, Perceived_Relevance

Table 3

Furthermore, our ANOVA table reveals a difference of 119 as well as an F-value of 25.850 which is good. The table also reveals a p-value of 0.000 which is less than alpha of 0.05. this also indicate that our predictor variables significantly affects our criterion variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.890	1.936		6.659	.000
	Performance_expectancy	.275	.082	.177	5.922	.036
	Perceived_Relevance	.214	.092	.228	5.318	.022
	Interactivity	.490	.073	.724	6.754	.000

a. Dependent Variable: Marketing_Success

Table 4

H01: There is no significant impact of Performance expectancy on marketing success

Our first test of hypothesis reveals that performance expectancy significantly affects marketing success with a regression coefficient of 0.177 and a p-value of 0.035 which is less than alpha of 0.05. With this, we reject the stated null hypothesis. From the above analysis, there is a strong correlation with the findings of Abdallah (2018) which revealed a significant impact of perceived relevance of social media ads on customer purchase intention customers are more likely to be attached if they perceive the targeted ads as more useful and valuable (Chang et al., 2015; Rana, Dwivedi, Lal, Williams, & Clement, 2017). Empirically, Chang et al. (2015) supported the role of perceived usefulness as a similar factor to performance expectancy on customer preferences, like intention, and share intention. All these can be considered as measures of marketing success as studied by previous scholars.

H02: There is no significant impact of Perceived relevance on marketing success The Second test of hypothesis also reveals a significant relationship between perceived relevance and marketing success with a regression coefficient of 0.228 and a p-value of 0.022 which is also less than alpha of 0.05. with this, we also reject the stated null hypothesis. However from the above analysis, there is a strong correlation of the findings of this study with the findings of Abdallah (2018) which revealed a significant impact of perceived relevance of on customer purchase behaviour.

H03: there is no significant impact of Interactivity on marketing success Finally, test of hypothesis three reveals a strong cause-effect relationship between interactivity and marketing success with a regression coefficient of 0.724 and a p-value of 0.000 which is also less than alpha of 0.05. we also reject the stated null hypothesis. Interactivity was also revealed in the study of Rafaeli (1988) as a media platform's ability to provide a timely response, while Rice and Williams

(1984) saw interactivity as a real-time exchange of information in two customer's perspective (Jung et al., 2016). As cited by Ducoffe (1996); Gao and Koufaris (2006); Rathore et al. (2016); and Taylor et al. (2011) this however is in line with the findings of this work.

V. CONCLUSION/RECOMMENDATIONS

In todays reality the business activities are hugely influences by social media. Social media can be established anywhere with an Internet connection, therefore should be considered by marketing oriented brands, advertisers, and online content creators as a basic part of their communications because social media affects all aspects of the Internet and transforms the role of Internet in the everyday life of individuals and organizations within a social system. Today, consumers gain a new role with social media due to the User Generated Content (UGC) advantage in which the social media offers Consumers who have access to smartphones or other mobile devices as well as the internet are the content creators. Our study has been able to reveal the positive impact of social media advertising on marketing success, hence we that social media advertising has influenced the marketing success of brands in the Nollywood entertainment industry. Therefore we recommend that further studies should be carried out on social media advertising and its impact on marketing success in other institutions as this study was limited to five tertiary institutions which include; UNIPORT, UNIBEN, UNICAL, UNIUYO.

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