



EFFECT OF INTERNET ADVERTISING ON BRAND EQUITY AND CONSUMER PATRONAGE OF SELECTED BEVERAGE FIRMS IN LAGOS STATE, NIGERIA

Oduwole, Wahid Kolawole (PhD); Akinola, Emmanuel Olusegun,

Ochornogor, Rita Nkechi and Awofala, Taiwo Hassan

Department of Marketing,

School of Management and Business Studies,

Yaba College of Technology, Yaba Lagos.

Corresponding Email: kolawoleoduwole@yahoo.com

Abstract

This study investigated the relationship between internet advertising and brand equity consumer patronage of selected beverage firms in Lagos, Nigeria. The objectives of the study included examining the relationship between social media advertisement and consumer patronage, and assessing the relationship between internet advertisement and brand equity. This work was anchored social learning theory. The research design adopted was descriptive, and a sample size of 397 drawn from the population of Yaba College of Technology (YCT) and Lagos State Polytechnic (LASPOTECH) students. Data was collected using convenience sampling questionnaire administration. The responses were analyzed using both descriptive and inferential statistics. The research hypotheses were tested using Chi Square at 5% level of significance. The study found that there is a significant and positive relationship between social media marketing and consumer patronage and that internet advertisement has a significant and positive relationship with brand equity of beverage firms in Lagos State. Based on the findings of this study, it was concluded that internet advertising and social advertisement plays a significant role in the success of beverage firms in Lagos State. Therefore, it is recommended, among others, that beverage firms and indeed other business organizations and entrepreneurs in Lagos State should prioritize internet advertisement in their marketing strategies in order to improve their brand equity and customer engagement.

Keywords: *internet advertising, brand equity, social media advertisement, consumer patronage.*

Introduction

The food and beverage firms operate at multiple levels through subsistence, at a large scale to generate revenues with a very large portion of value flows into different areas of the society supplying and creating funds for other socio-economic and developmental activities. The need to stay relevant in the competitive environment made food and beverage firms to adopt different strategies to create and promote their products in order to establish a favourable position in the competitive market, either in terms of employment generation or means to survive in the competitive market.

The food and beverage firms have become the major drivers of many nations' economy (Asikhia, Makinde, Akinlabi & Oduwole, 2022). The importance of the food and beverage firms to the health and life of human beings made them to be important firms which are special in expanding economic activities of any country either developed or developing (Ibeh, Justitia & Nwajimeje, 2022).

The existence of competition among several food and beverage firms worldwide has made these firms to aggressively look for ways to promote their products in order to attract new customers and retain old ones (Sarki, Abubakar, Bala, and Kasimu 2021). According to Ellen (2017), food and beverage firms in the United States of America (USA) employ around 21,000 people and generates approximately \$60 billion in revenue and California is one of the top five food-producing states in the United States, leading in the production of raw milk, almonds worldwide, vegetables, fruits, nuts, and tomato processing. In Kenya, food and beverage firms expanded at a rate of 3.5 percent in 2015 and 3.2 percent in 2014, contributing 10.3 percent to GDP, but in South Africa, the firm accounts for 14 percent of the country's economy, down from 20 percent in 1994 (Asikhia, Makinde, Akinlabi & Oduwole, 2022; Kenya National Bureau of Statistics, 2018; South African Market, 2021).

1. Internet advertisement.

Internet advertisements is a form of marketing communication effort made by advertisers or promoters or marketers in promoting products or services through internet channels (Purnama, Indriana, Ratnapuri, Aryanto & Akmaliah, 2021).

Internet advertisements, according to Krishnaprabra and Tarunika (2020), is one sort of advertisement being widely used to promote products or services and to arrive at consumers using the internet tools such as social media, search engines, emails and other sources that requires internets. Mishra and Vashiath (2017) added that internet advertisements encompass the advertisement carried out through digital channels such as Facebook, Twitter, Instagram, YouTube, email and others. This implies that using internet platforms to advertise can effectively change the perceptions of consumers about a particular product or service and thereby influence their intentions to purchase the product (Asikhia, Makinde, Akinlabi & Oduwole, 2022). Singha, Veron-Jackson and Cullinane (2018), explained that the emergence, and proliferation of the internet has not only transformed

businesses, but also altered the association between businesses and customers and it has further changed way in which businesses communicate their brands to customers as against what was obtainable in the past.

2. Social media

Social media is a major platform where businesses can market their products on a daily basis and also give adequate explanations on the use and benefits of the products at a minimum costs (Surjit & Manpreet, 2013). Social media advertisement is one of the most used platform for marketing products, with an estimated 2.9 billion users worldwide as at 2019, a number that is projected to increase to 3.4 billion by 2023 (Farsi, 2021). With the use of Facebook, Twitter, Instagram, WhatsApp, Google and other social media platforms for marketing purposes by millions of people worldwide, internet advertisement has witnessed a massive growth and usage (Denga, Vajjhala & Rakshit, 2022). Social media advertising simply refers to the use of social media for advertising purposes. Azeem, and Haq (2012) conceive social media advertising as a concept that implies the use of social networks, online communities, blogs, wikis or any other online collaborative media for advertisement purposes.

3. Brand Equity

Alhaddad (2015) noted that brands are company's most valuable assets because it adds economic and strategic value to the firm and it is considered as the second most important assets for a firm after customers. Ugadu (2019), stated that enhancing brand equity has in the recent past, been a thing of concern to every firms including the food and beverage companies. This assertion was justified by Ibeh, Justitia and Nwajimeje (2022) when they submitted that the main purpose of establishing any company is to enhance its brand equity. Literatures at various times had mentioned that brand is a complex phenomenon not only in the actual product, but also as a unique property of a specific owner that were developed over time so as to embrace a set of attributes and values both tangible and intangible which meaningfully and appropriately differentiate products which are otherwise very similar.

Garcia, Galindo and Suarez (2018), defined brand equity as the set of brand assets and liabilities linked to the brand (e.g. name, symbols and logo) that add value or subtract value from, a product or service. Onana (2021) identified four facets of brand equity to include brand loyalty, brand associations, brand awareness and perceived quality. Garcia, Galindo and Suarez (2018) explained that brand loyalty is the link that a consumer develops with a brand, leading to attitudinal or behavioral resistance to change and that perceived quality is the perception among customers as the quality superiority of the product or service. Onana noted further that brand associations are the features of the brand connected to memory such as the physical appearance of the brand, the logo, the number of stars, brand history and reputation, relative price and country of origin. He concluded that brand awareness refers to the ability of the consumer to identify a brand from memory, increasing the likelihood that it can be recalled with or without external aids, in which case strong brands with positive brand equity has several advantages such as larger margins, brand extension opportunities, increase marketing communication

effectiveness, and great loyalty. Alhaddad (2015), observed that high brand equity levels are known to lead to higher consumer preferences higher purchase intentions.

4. Objectives Formulation

Asikhia, Makinde, Akinlabi and Oduwole (2022) observed that internet advertisements seem to be under-utilized by some consumers despite the series of benefits it provides to them in terms of reduction in time and costs. Perhaps this was the view of Anyiam (2023) who submitted that despite the increase in the use of internet advertisement, consumers still prefer to use the business website to get information only but rather than to make purchases. According to (Oyakhire, 2021) this may be due to the fact that internet advertisement is less understood by some organizations, which makes them not to take advantage of its importance in drawing customers and enhancing their brand equity. Agbonifoh, Ogwo, Nnolim and Nkamebe (2017) also noted that it is becoming obvious that companies and consumers who continue to ignore the internet would soon discover the difficulty of surviving outside the internet as it is redefining the relationship between the organization and the customers and will continue to determine the relationship between firms and their customers.

In Nigerian according to Mojekeh, Agbaiza, Mahmud and Momoh (2019) beverage companies suffer decline in their brand equities as a result of the competition with international brands. This fact is obviously reported in the Nigerian Food and Beverage Industry Outlook of 2020 where it was shown that that most local food and beverage companies in Nigeria do not understand how to effectively adopt or manage internet advertisements and as a result they could not effectively compete with international brands which, thus, led to continuous reduction in their brand equity (Asikhia, Makinde, Akinlabi & Oduwole, 2022).

Furthermore, Diyaolu, Adeleke and Rasheed (2022) noted that the bulk of the previous researches were done in the Western world, where cultural characteristics differ substantially from those in a developing nation like Nigeria, hence there is a scarcity of research that focuses on or narrows down on the various types of internet advertisements and their impact on brand equity (brand loyalty, awareness and consumer patronage). Lastly, most previous research on internet advertisement in Nigeria focused on other manufacturing firms and therefore, neglects the beverage firms despite its importance to the Nigerian economy, neither has it research social media ads, brand loyalty, internet advertisement and brand equity as a combine investigation in one work. As a result, the goal of this study is to bridge the gap while simultaneously contributing to research knowledge.

As a result of the forgoing, this work examines internet advertising and brand equity and consumer patronage of selected beverage firms in Lagos, Nigeria. More specifically the work;

- i. assessed the relationship between internet advertisement and brand equity of selected beverage firms in Lagos, Nigeria
- ii. examined the relationship between social media advertisement and consumers' patronage of selected beverage firms in Lagos, Nigeria

5. Previous researches

Extant literatures acknowledged that customers attitude towards online advertising could be entertaining, informative, credible, economic and value corrupting (Ewanlen & Obeki, 2021). Ninan (2008) asserts that proper and effective advertising always help firms improve their brand image and increase market share. Most literatures have shown in different attempts of scholars at justifying the importance internet advertising have been carried out by scholars at different times (Masa'deh, Al-Haddad and Al- Abed, 2021; Ebrahim, 2019; Momen, Sultana and Haque, 2019; Chakraborty, 2019) Masa'deh, Al-Haddad and Al-examineAbed (2021) examined the impact of social media activities on brand equity adopting a cross-sectional quantitative study using a validated questionnaire and multiple regression analysis and found that social media activities have a significant impact on brand equity brand awareness and brand image. Momen, Sultana and Haque (2019) investigated Integrated online marketing communication for the Quantitative study using a responsive group of 370 students, exploratory Positive relationships were found between brand image and brand equity. Chakraborty (2019) investigated the mediating role of brand equity dimensions between online reviews and purchase intention, data collected from e-commerce site's brand community on Facebook social media platform using google form application, exploratory factor analysis, and structural equation modeling with bootstrapping method brand awareness and perceived value mediate the relationship between source credible online reviews and purchase intension.

Different scholars in research outcomes have continued to argue that internet advertisements may negatively influence on consumers purchasing intentions because the products/services advertised on the internet may not possess the required quality or standard expected by the consumers (Al-Shourah, 2014; Lin & Chen, 2015). Schmidt, Dorner, Berg, Schumacher, and Bockholdt (2015) claimed that what consumers see and hear online often influences their buying behaviour. Miell, Gill and Vazquez (2018) also asserted that consumers' desire to purchase a particular product or service based on internet advertisement may be hindered by challenges either negatively or positively. Therefore, Adeola, Moradeyo, Muogboh and Adisa (2021) concluded that these challenges in most cases have negatively influenced the Nigerian consumers perception of internet advertising.

Seo and Park (2017) analyzed the effects of social media marketing activities (SMMA) on brand equity and customer response in the airline industry. The survey was conducted with a total of 302 passengers who used social media managed by airlines, and data were analyzed via structural equation modeling. The results showed that trendiness was the most important SMMA component, and airline SMMA had significant effects on brand awareness and brand image. Internet advertisement deals with the promotion of brands to connect with potential customers using the internet and other forms of digital communication (Mitiku, 2021). This includes not only email, social media, and web advertising,

According to Asikhia, Makinde, Akinlabi and Oduwole (2022), internet advertisement has a different and special feature that makes consumers to be engaged with a particular product or service in a special way.

6. Methodology

Objectives of research described in the study included examining the relationship between social media advertisement and consumer patronage and assessing the relationship between internet advertisement and brand equity. For data gathering the scholar used questionnaire which were designed and served on the working population for the study which comprised the definite population that is the students of Yaba College of Technology and Lagos State Polytechnic. According to online reports, Yaba College of Technology has about 20,000 students while Lagos State Polytechnic has 50,000 students as at 2023. The study questionnaire benefited from Evans, and McKee (2010) the in regard to the statements used in the social media measurement while brand equity benefited from Villanueva and Hanssens (2007) value equity, brand equity and customer equity questionnaire statements.

The sample size for the research was calculated using Taro Yamane's sample size formula $[n = N/(1+Ne^2)]$ where n is the sample size, N is the population size of 70,000 The margin of error assumed to be 0.05 and 1 is a constant value. Thus, the sample size becomes three hundred and ninety-eight (398) $[n = 70000/(1+70000(0.05^2))]$. A convenient sampling method was used to recruit the respondents for this research. The sampling method was adopted as a result of its ability to ensure that research respondents are available and easier to access

Table I: Socio-Demographic Characteristics of Respondents

Items	Response	Frequency	Percentage %
Gender	Male	110	33.23%
	Female	220	66.77%
	Total	330	100.00%
Age Bracket	Below 18 years	90	27.33%
	18 – 27 years	233	70.67%
	28 - 37 years	7	2.00%
	Above 37 years	0	0.00%
	Total	330	100.00%

Institution	Yaba College of Tech.	246	74.67%
	Lagos State Poly Tech.	84	25.33%
	Total	330	100.00%
Level	ND	74	22.42%
	HND	256	77.57%
	Total	330	100.00%

Source: Field Study (2023)

Table 1: reveal the socio-demographic characteristics of the respondents for this study. The results show that the majority of the respondents were female (66.77%) and are in the age bracket of 18-27 years (70.67%). The majorities of the respondents also attend Yaba College of Technology (74.67%) and are at the HND level (77.57%). The implication of these results is that the sample population is primarily young, the female students at Yaba College of Technology and are at the HND level. This will be important to consider when interpreting the

results of the study and determining the generalizability of the findings to the larger population of beverage consumers in Lagos, Nigeria.

Descriptive analysis of the questionnaire items

Table II: Social media advertisement and consumer patronage of selected beverage firms in Lagos, Nigeria.

<i>Using internet advertisement can help to;</i>		<i>SD</i>	<i>D</i>	<i>FD</i>	<i>FA</i>	<i>A</i>	<i>SA</i>	<i>Total</i>
<i>facilitate excellent consumers' engagement</i>	<i>Frequency</i>	14	16	14	94	97	95	330
	<i>%</i>	4.2%	4.8%	4.2%	28.5%	29.4%	28.8%	100.0%
<i>Achieve instant purchases can be achieved from the</i>	<i>Frequency</i>	0	0	0	109	110	111	330
	<i>%</i>	0.0%	0.0%	0.0%	33.0%	33.3%	33.6%	100.0%
<i>Consumers' trust in a brand can be enhanced by adopting internet advertisements</i>	<i>Frequency</i>	0	0	0	129	98	103	330
	<i>%</i>	0.0%	0.0%	0.0%	39.1%	29.7%	31.2%	100.0%
<i>With the aid of internet advertisements, product performance or services can be improved</i>	<i>Frequency</i>	0	0	0	126	98	106	330
	<i>%</i>	0.0%	0.0%	0.0%	38.2%	29.7%	32.1%	100.0%
<i>Internet advertisements can aid in the recognition of brands</i>	<i>Frequency</i>	0	0	0	121	111	98	330
	<i>%</i>	0.0%	0.0%	0.0%	36.7%	33.6%	29.7%	100.0%

Source: Field Study (2023)

Table 2 above showed the results of the survey on the relationship between social media advertisement and consumer patronage of selected beverage firms in Lagos, Nigeria. The participants rated their agreement with various statements about the impact of social media advertisement on brand awareness, feedback, commitments, understanding of consumer tastes and preferences, and brand recognition as variables promoting equity. The results indicated that majority of the participants (34.5%) strongly agreed that social media advertisement has helped in the creation of awareness about a product or service. Additionally, 30.9% of the participants agreed and strongly agreed that social media advertisement is good for the provision of feedbacks about a product or service. A slightly lower percentage of participants (27.6%) fairly agreed that brand commitments can be positively influenced with the aid of social media advertisements and 30% strongly agreed that social media advertising is useful for understanding consumers' tastes and preferences. Lastly, 27.3% strongly agreed that there is an increase in recognition of brands through the aid of social media advertisement. The implication of this research is that social media advertisement is seen as a useful tool for increasing brand awareness and understanding consumer tastes and preferences among beverage firms in Lagos, Nigeria. Additionally, the research suggests that social media advertisement can also be used to provide feedback and positively influence brand commitment and recognition. This will engender patronage

Table III: Internet advertisement and brand equity of selected beverage firms in Lagos, Nigeria.

<i>Using internet advertisement can help to</i>		<i>SD</i>	<i>D</i>	<i>FD</i>	<i>FA</i>	<i>A</i>	<i>SA</i>	<i>Total</i>
<i>facilitate excellent consumers' engagement</i>	<i>Frequency</i>	14	16	14	94	97	95	330
	<i>%</i>	4.2%	4.8%	4.2%	28.5%	29.4%	28.8%	100.0%
<i>Instant purchases can be achieved from the use of internet advertisements</i>	<i>Frequency</i>	0	0	0	109	110	111	330
	<i>%</i>	0.0%	0.0%	0.0%	33.0%	33.3%	33.6%	100.0%
<i>Consumers' trust in a brand can be enhanced by adopting internet advertisements</i>	<i>Frequency</i>	0	0	0	129	98	103	330
	<i>%</i>	0.0%	0.0%	0.0%	39.1%	29.7%	31.2%	100.0%
<i>With the aid of internet advertisements, product performance or services can be improved</i>	<i>Frequency</i>	0	0	0	126	98	106	330
	<i>%</i>	0.0%	0.0%	0.0%	38.2%	29.7%	32.1%	100.0%
<i>Internet advertisements can aid in the recognition of brands</i>	<i>Frequency</i>	0	0	0	121	111	98	330
	<i>%</i>	0.0%	0.0%	0.0%	36.7%	33.6%	29.7%	100.0%

Source: Field Study (2023).

The Table indicated a strong relationship between internet advertising and brand equity among selected beverage firms in Lagos, Nigeria. The majority of respondents (29.4%) agreed that using internet advertisement can help to facilitate excellent consumers' engagement. Also large proportion of respondents (33.6%) strongly agreed that purchases decisions are made from internet advertisements information. Furthermore, a significant number of respondents (39.1%) fairly agreed that consumer trust in a brand can be enhanced by adopting internet advertisements. Additionally, many respondents (38.2%) fairly agreed that with the aid of internet advertisements, product performance or services can be improved. Lastly, a significant number of respondents (36.7%) fairly agreed that internet advertisements can aid in the recognition of brands. Overall, the results suggest that internet advertising plays a crucial role in building brand equity for beverage firms in Lagos, Nigeria.

7. Tests of Hypotheses

This section of the research presents the results of testing the research hypotheses using Chi Square at 5% level of significance. The tests of hypotheses provide insights into the relationships between the independent and dependent variables and help to address the research questions.

The decision criteria is to accept the null hypotheses if the significance value is greater than or equals 0.05, otherwise, the alternate hypotheses should be accepted.

Testing of Hypothesis One

H₀₁: Social media advertisement does not have relationship with consumer patronage of selected beverage firms in Lagos, Nigeria.

Chi-Square Test Statistic for Hypothesis One

	<i>Observed N</i>	<i>Expected N</i>	<i>Residual</i>
<i>D</i>	5	66.0	-61.0
<i>FD</i>	41	66.0	-25.0
<i>FA</i>	92	66.0	26.0
<i>A</i>	176	66.0	110.0
<i>SA</i>	16	66.0	-50.0
<i>Total</i>	330		
<i>Chi-Square</i>			297.303 ^a
<i>Df</i>			4
<i>Asymp. Sig.</i>			<.001

- 0 cells (0.0%) have expected frequencies less than 5.
- The minimum expected cell frequency is 66.0.

Source: Field Study (2023)

The results of the chi-square test for hypothesis one presented in Table 2 indicate that there is a positive and significant relationship between social media advertising and consumer patronage of selected beverage firms in Lagos, Nigeria. The chi-square value of 297.303 and the significance level of less than .001 both indicate that this relationship is statistically significant. Thus, the null hypothesis is rejected while the alternate hypothesis is accepted that social media advertising has a significant relationship with consumer patronage of selected beverage firms in Lagos, Nigeria. The implication of this result is that social media advertisement plays a significant role in influencing consumer patronage of beverage firms in Lagos, Nigeria. This suggests that beverage firms in Lagos should focus on using social media advertising to increase their brand equity and attract more customers.

Testing of Hypothesis II

H₀₂: Internet advertisement does not have any relationship with brand equity of selected beverage firms in Lagos, Nigeria.

Chi-Square Test Statistics for Hypothesis two

	<i>Observed N</i>	<i>Expected N</i>		<i>Residual</i>
<i>FA</i>	58		110.0	-52.0
<i>A</i>	259		110.0	149.0
<i>SA</i>	13		110.0	-97.0
<i>Total</i>	330			
<i>Chi-Square</i>				311.945 ^a
<i>Df</i>				2
<i>Asymp. Sig.</i>				<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 110.0.

Source: SPSS version 26

The results of the chi-square test for the hypothesis 2 presented in Table 3 above indicates that there is a positive and significant relationship between internet advertisement and brand equity of selected beverage firms in Lagos, Nigeria. The chi-square value of 311.945 is significant at a level of $p < .001$, which means that there is less than 0.1% probability that the results are due to chance. Thus, the null hypothesis is rejected while the alternate hypothesis is accepted that internet advertisement has a significant relationship with brand equity of selected beverage firms in Lagos, Nigeria. This implies that internet advertisement has a positive and significant effect on the brand equity of the selected beverage firms in Lagos, Nigeria.

8. Discussion of Findings

The study reveals that there is a positive and significant relationship between social media advertisement and consumer patronage as result of consumer engagement of some selected beverage firms in Lagos State. This finding is supported by the study conducted by Chiyem, Nwaizugbo, Titus, Okeke and Obiajulu (2020) which found that there is a significant and positive relationship between sociability and patronage of electronic products in South-South Universities in Nigeria. This supports the implication of the chi-square test results that social media advertising plays a significant role in influencing consumers' patronage of beverage firms in Lagos, Nigeria. The study by Diyaolu, Adeleke, and Rasheed (2022) provides a contrast to this result as it found that sales promotion tools, rather than internet advertising, significantly affect customer patronage in the selected Food and Beverages Companies in Lagos State.

Also, the study conducted by Onana (2021) found that social media and mobile marketing have positive and insignificant effect on the brand equity of micro enterprises in Nigeria, while web solutions have a negative but insignificant effect. This contrast with the chi-square test results that suggest that social media advertising plays a significant role in influencing consumers' patronage of beverage firms in Lagos, Nigeria. This suggests that more

research is needed to understand the specific impact of social media advertising on consumer patronage of beverage firms in Lagos, Nigeria.

This study also found that internet advertising has a significant and positive relationship with brand equity of selected beverage firms in Lagos State. The findings from the study by Onana (2021) provide support for this result as they both suggested that digital marketing, including internet advertising, has a positive effect on brand equity. Similarly, Olannye and Onobrakpeya (2017) also found that viral marketing, which can include internet advertising, has a significant relationship with brand equity in the Nigerian non-alcoholic beverage industry. Alhaddad (2015) also noted the role of awareness on social media, which can be achieved through internet advertising, on brand equity also support the finding of this study. On the other hand, the study by Garcia, Galindo, and Suárez (2018) suggests a contrast to the findings. The study found that the experience during the hotel stay, rather than the online purchase process (which can include internet advertising), has an influence on hotel brand equity. This suggests that internet advertising may not have as significant of an impact on brand equity as other offline experiences. The study by Diyaolu, Adeleke, and Rasheed (2022) also provides a contrast to this result as it found that sales promotion tools, rather than internet advertising, significantly affect customer patronage in the selected Food and Beverages Companies in Lagos State, Nigeria.

9. Conclusion

In recent times, social media advertisement has taken a giant position in the contemporary business organizations marketing effort, which has significantly and largely influenced marketing communication equation of big and large enterprises to a large extent. An enterprise that is able to manage this arm of communication is likely to permeate the hearts of their numerous customers and make remarkable effect on the organizations objectives especially in the area of market share expansion and customers satisfaction. In a bid to explain these variables that are likely to influence patronage, Chen (2014) cited by Okorie, Nwaizugbo, Okeke, Nnedumd (2020) proposed a model which is made up of four independent variables (Sociability, Usability, Dependence and Involvement) and three mediating variables (Perceived risk, perceived value and Trust) and one outcome variable-patronage. This study has been able to counter some of the positions established by Chen (2014). It has been established that sociability influences patronage in South-South Nigerian University (Okorie, Nwaizugbo, Okeke, Nnedumd, 2020). Again, this study affirmed the fact that dependability and social media involvement can actually influence patronage to a large extent. This position has further been buttressed by this current study. By implication of this findings explained that target customers who depend and are irrevocably involved in social media will certainly increase their patronage of both the medium and brand. Therefore, the study recommends thatto depend on social media advertising, business organizations should ensure that members of their target market have sufficient time to be online. Secondly, firms should be certain that their target market can access their advert on social media.

10. Research Limitations and suggestions for future research

This research has limitations and require further research. More work should include using other measuring tools in viewing social media and other variables in subsequent research such as customer loyalty, customer satisfaction and customer experience, repurchase intention. Practically this research outcome could be adopted by young entrepreneurs to be more vigorous in marketing their products through the utilization of social media marketing. This expected to give benefits such as increased sales, reduce promotional costs, improve relationships between firms and their customers as well as between entrepreneurs and other entrepreneurs.

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