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Facebook Advertising and Consumer Behaviour: A Study of Yuorit Yoghurt in Jos South, Nigeria

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Abstract

Background: The increasing penetration of social media, particularly Facebook, presents both opportunities and challenges for businesses seeking to influence consumer behaviour. This study investigates the impact of Facebook advertising on consumer behaviour, specifically focusing on its role in driving sales, shaping consumer perception, and informing campaign optimisation strategies for Yuorit Yoghurt, a consumer brand operating in Jos South Local Government Area, Nigeria.

Objective: The broad objective was to examine the impact of Facebook advertising on consumer behaviour towards Yuorit Yoghurt. Specifically, the study aimed to (1) ascertain how Facebook advertising has improved sales and patronage, (2) determine its influence on consumer perception (e.g., quality, reliability, trustworthiness), and (3) examine ROI measurement and identify strategies for campaign improvement.

Methodology: A descriptive survey design was employed, with data collected from 362 Facebook users of Yuorit Yoghurt's official page across Abattoir, Yingi, and Gold and Base communities in Jos South Local Government Area. A structured questionnaire was administered, and the collected data were analysed using descriptive statistics, including frequencies and percentages, presented in tables. The study's interpretation was guided by the Theoretical Reasoned Action (TRA) and Technology Acceptance Model (TAM).

Results: The findings indicate that Facebook advertising significantly drives sales and patronage, with 75.7% of respondents discovering the brand through ads and 84.3% making purchases thereafter. Consumer perceptions of the advertisements were overwhelmingly positive regarding quality (74.6% excellent), reliability (93.6%), and trustworthiness (89%), leading to high recommendation rates (95.3%). Furthermore, 87.3% of respondents perceived that Yuorit Yoghurt communicates campaign results, and

they suggested enhanced audience targeting (38.7%) and exclusive promotions (27.9%) as key improvement strategies, affirming a strong likelihood of continued engagement with optimised campaigns (95.3%).

Conclusion: Facebook advertising is a highly effective tool for Yuorit Yoghurt, profoundly influencing consumer awareness, positive perception, and purchase decisions. The study confirms its vital role in the brand's marketing strategy, underscoring the importance of maintaining high-quality, trustworthy content, transparent ROI communication, and continuous campaign optimisation to sustain consumer engagement and commercial success.

Keywords: Facebook Advertising, Consumer Behaviour, Sales, Patronage, Consumer Perception

Introduction

In the contemporary business landscape, establishing robust communication and marketing strategies is crucial for startup ventures to thrive and compete effectively. The advent of digital communication technologies has ushered in a significant paradigm shift in advertising operations, fundamentally altering consumer behaviour, patronage patterns, and access to information. Social media platforms, in particular, have emerged as transformative tools, reshaping the dynamics between businesses and consumers and influencing purchasing decisions.

Among these platforms, Facebook stands out as a dominant force in online advertising, widely adopted by organisations seeking to enhance brand visibility and engagement. Its sophisticated targeting capabilities allow businesses to reach diverse audiences, influencing consumer perceptions and fostering brand loyalty (Akpan, Nwankpa, & Agu, 2015). The platform facilitates the formation of virtual communities and enables interactive discourse around products and brands, significantly impacting purchase behaviours (Boyd & Ellison, 2007, cited in Ukaegbu et al., 2022). Consequently, Facebook advertising is increasingly recognised as a powerful promotional instrument for brand generation, maintenance, and management, offering instantaneous information and fostering a "pull model" of consumer engagement where users actively seek product details (Asogwa & Samuel, 2017). This evolution underscores a broader societal transformation driven by interactive media and online communication (Ekharefo & Ajala, 2017).

Despite the acknowledged benefits and widespread adoption of Facebook advertising, particularly for startups that leverage its strategies to influence consumer perceptions and purchases, significant challenges persist, especially in developing economies. While social media platforms are crucial for Nigerian entrepreneurs to meet their promotional demands, existing research often overlooks the specific hurdles they encounter.

This study addresses a critical issue by examining the efficacy of Facebook advertising in driving consumer patronage for startup businesses within a developing market context, specifically focusing on Yuorit Yoghurt in Jos, Nigeria. By investigating how Facebook advertising influences sales, shapes consumer perceptions of product quality, reliability, and trustworthiness, and considering strategies for measuring and improving campaign ROI, this research provides nuanced insights. It aims to provide empirical evidence and practical recommendations for overcoming the unique challenges associated with online advertising in emerging markets, thereby contributing to both academic discourse and strategic guidance for startups seeking to effectively leverage digital platforms.

Objectives of the Study

The broad objective of this study was to examine the impact of Facebook advertising on consumer behaviour towards Yuorit Yoghurt in Jos South Local Government Area. Specifically, the study sought to:

1. Ascertain how Facebook advertising has helped to improve sales and patronage of Yuorit Yoghurt.
2. Determine the influence of Facebook advertising on consumer perception (e.g., quality, reliability, trustworthiness) of Yuorit Yoghurt.
3. Examine the extent to which Yuorit Yoghurt measures the Return on Investment (ROI) of its Facebook advertising campaigns.
4. Identify effective strategies for improving Yuorit Yoghurt's Facebook advertising campaign performance.

Literature Review

The Evolving Landscape of Social Media Advertising

Social media's transformative impact on communication and commerce is widely acknowledged, with its definition often evolving in tandem with technological advancements (Solis, 2015). Fundamentally, social media platforms facilitate interaction, association, and communication, enabling users to share opinions, insights, and experiences (Iblasi, Bader & Al-Qreini, 2016). This interactive nature, deeply rooted in Web 2.0 principles, empowers the creation and exchange of user-generated content, fostering dynamic information flow (Gui-hong & Yu, 2015). Prominent platforms like Facebook, Twitter, and LinkedIn connect millions of people globally, allowing users to build profiles, express their opinions, and share information (Ojeleye et al., 2018)

Within this digital ecosystem, social media advertising has emerged as a particularly potent force, significantly surpassing traditional media in message transmission velocity and reach for brand awareness (Sadhasivam & Priya, 2015). Defined as a paid, non-personal communication by an identified sponsor disseminated through social networks (Kotler & Armstrong, 2012), it represents a critical component of integrated marketing communications. Its growth is the fastest within digital advertising, offering direct customer feedback mechanisms and superior targeting capabilities (Ohajionu & Mathews, 2015). Studies consistently demonstrate the influence of social media advertising, particularly on platforms like Facebook and Twitter, on consumer patronage and brand awareness (Akpan, et al., 2015; Chukwu & Ifediora, 2014). This "pull model" of advertising, where consumers actively seek information, is characterised by immediacy and interactivity, revolutionising communication into an engaging dialogue (Hasan, 2016; Asogwa & Samuel, 2017).

Social Media Advertising and SME Performance

For Small and Medium-Sized Enterprises (SMEs), social media advertising presents both significant opportunities and distinct challenges. Historically dominated by larger firms, digital technologies now offer SMEs a viable means to compete and expand their market reach, especially given their often-limited resources (Mazzarol, 2015; Brown, 2009). The cost-effectiveness and relatively low technological barriers of social media platforms make them particularly attractive to SMEs (Ugochukwu et al., 2021). By facilitating robust brand promotion, customer relationship building, and expense management, social media is considered central to SME growth (Abdulrazak, 2022)

The influence of social media advertising on SME performance is multi-faceted, encompassing:

- *Company Growth*: Digital marketing provides a strong growth outlook, enabling SMEs to achieve sustainable success through effective brand promotion and wider audience access (Abdulrazak, 2022).
- *Brand Awareness*: Beyond labels, brands embody consumer expectations and feelings (Kotler, 2013). Social media plays a crucial role in raising brand awareness through innovation, consumer experience, and fostering online connections.
- *Building Trust*: Essential for customer retention and repeat purchasing, brand trust is significantly influenced by digital communication channels (Ruyter et al., 2001). Social media enables continuous customer engagement and feedback, strengthening this trust, provided security and privacy are respected.
- *Customer Engagement*: Optimising customer satisfaction and engagement is a top priority for marketers. Social media advertising facilitates this by encouraging interaction and providing platforms for a comprehensive customer experience, from information gathering to post-purchase support (Golzer & Frizsche, 2017).
- *Targeted Marketing and Cost-Effectiveness*: Social media offers unparalleled ability to target specific demographics based on interests, providing "smart" marketing that reaches the most receptive audiences. This, combined with low financial barriers and the viral potential of content, makes it highly cost-effective compared to traditional campaigns (Ugochukwu et al., 2021).
- *Customer Service*: The interactive nature of social media extends to customer service, offering immediate assistance, feedback mechanisms, and personalised support, which are crucial for maintaining customer satisfaction.

Theoretical Framework

This study adopts the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM) as its guiding theoretical frameworks. These two models offer complementary lenses through which to understand consumer attitudes, behavioural intentions, and the acceptance of digital platforms, specifically Facebook advertising, in driving patronage for startup businesses in a developing market context.

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), posited by Fishbein and Ajzen (1975), is a foundational social-psychological model explaining volitional behaviour. It posits that an individual's behaviour is primarily determined by their intention to perform that behaviour, which, in turn, is a function of two key factors: attitude towards the behaviour and subjective norms (Ajzen & Albarracín, 2007).

- *Attitude towards the behaviour* refers to an individual's positive or negative evaluation of performing the action. In the context of Facebook advertising for startups, engaging and persuasive advertisements, compelling visuals, and relatable content can shape individuals' attitudes towards these enterprises. For Yuorit Yoghurt, a well-crafted Facebook advertisement showcasing its unique products and benefits is expected to foster a positive attitude among potential customers in Jos.
- *Subjective norm* represents an individual's perception of the social pressure to perform or not perform a behaviour, influenced by significant referents (Ajzen & Fishbein, 1980, as cited in Miller, 2005). Within Facebook advertising for startups, subjective norms encompass the perceived social approval or pressure from friends, family, or online communities (Copeland & Zhao, 2020). TRA suggests that individuals are more likely to patronise startups if their social network approves of

such actions. Positive customer reviews, testimonials, and social media shares can thus create a perception of social approval, influencing others to support businesses like Yuorit Yoghurt.

Collectively, these positive attitudes and subjective norms influence behavioural intentions, which are a measure of the likelihood a person will engage in a given behaviour (Jaccard, 2012; Ajzen & Fishbein, 1980, as cited in Miller, 2005). For startup businesses, this translates to the likelihood of potential customers expressing interest, engaging with the brand, and ultimately making a purchase. By leveraging Facebook advertising to shape positive attitudes and subjective norms—through targeted campaigns tailored to local contexts, cultural preferences, and community values—startups can enhance their visibility and cultivate social approval, ultimately driving patronage.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), focuses on understanding user acceptance and usage of technology. It is grounded in the premise that user acceptance is primarily influenced by perceived usefulness (PU) and perceived ease of use (PEOU).

- *Perceived Ease of Use (PEOU)* refers to the degree to which a user believes that using a particular system would be free of effort (Davis, 1989). In the context of Facebook advertising for startups, PEOU reflects users' perceptions of how effortless it is to engage with the brand through the platform. A well-designed, user-friendly Facebook page and a simplified ordering process for Yuorit Yoghurt, for instance, would positively influence PEOU, making it convenient for users to explore and purchase products. Prioritising PEOU in digital strategies is crucial for startups, as it minimises complexities and digital barriers, making online interactions accessible and fostering repeat engagement (Venkatesh & Bala, 2008).
- *Perceived Usefulness (PU)* is defined as the degree to which a person believes that using a particular system would enhance their job performance (Davis, 1989). For Facebook advertising, PU encapsulates users' evaluations of the practical advantages and value derived from engaging with a brand on the platform. Users are more likely to perceive a startup's usefulness if its Facebook presence provides valuable information, special offers, or health benefits, as demonstrated by Yuorit Yoghurt's potential communication of such benefits. Perceived usefulness is critical for building trust and encouraging repeat custom, as users who recognise the practical benefits are more inclined to trust the brand. Tailoring content to align with PEOU preferences and emphasising practical benefits can significantly enhance acceptance and patronage.

Integrated Theoretical Framework

While TRA explains the psychological processes underlying behavioural intentions, TAM specifically addresses the acceptance of the *technology* itself (Facebook advertising platform). These theories are highly complementary for this study. TRA helps to explain *why* consumers form attitudes and subjective norms about a startup (e.g., quality of ads, social proof), which then influence their intention to patronise. TAM, conversely, explains *how* the characteristics of the Facebook platform and its advertising (its ease of use and perceived benefits) influence a user's willingness to engage with those ads and, consequently, the startup.

Therefore, this study proposes that the effectiveness of Facebook advertising in driving patronage for startups like Yuorit Yoghurt is mediated by both the perceived ease of use and usefulness of the advertising platform (TAM), which foster positive attitudes towards the startup and favourable subjective norms (TRA), ultimately leading to stronger behavioural intentions and actual patronage. By integrating these frameworks, this study provides a comprehensive understanding of the intricate dynamics that shape

consumer behaviour in the rapidly evolving digital advertising landscape, particularly within emerging markets where technology adoption and social influence play critical roles.

Methodology

This section details the research procedures employed in this study, outlining the design, study area, target population, sampling methods, instrumentation, data collection process, validity and reliability measures, and data analysis techniques.

Research Design and Location

This study adopted a survey research design, utilising a quantitative approach. A survey design was chosen as it enabled the systematic collection of numerical data from a large number of respondents, which was crucial for investigating relationships, patterns, and trends related to Facebook advertising and consumer patronage. The study was conducted in Jos Metropolis, Plateau State, Nigeria.

Population and Sampling Technique

The target population consisted of Facebook users who engaged with Yuorit Yoghurt's official page in Jos Metropolis. This specific population was selected due to their direct experience and understanding of Yuorit Yoghurt's Facebook advertising efforts and their potential influence on purchasing decisions.

A purposive sampling technique was employed for this study. This non-probability sampling method involved deliberately selecting individuals who possessed specific knowledge, experiences, or characteristics relevant to the research objectives. Participants were chosen based on their active engagement with Yuorit Yoghurt's Facebook page and their perceived knowledge regarding its advertising and patronage.

Sample Size

The sample size for this study was statistically determined using Taro Yamane's (1967) formula for calculating sample size for populations greater than 10,000.

Given:

- n = sample size
- N = population size (Facebook followers of Yuorit Yoghurt: 84,000, based on their official Facebook page records)
- e = error margin (0.05)
- 1 = constant

The formula: $n = N / (1 + N(e)^2)$

Applying the formula: $n = 84000 / (1 + 84000(0.05)^2)$ $n = 84000 / (1 + 84000(0.0025))$ $n = 84000 / (1 + 210)$ $n = 84000 / 211$ $n \approx 398.10$

Therefore, a sample size of 400 respondents was derived and utilised for the study.

Instrument of Data Collection

The primary instrument for data collection was a structured questionnaire. Questionnaires were chosen for their effectiveness in gathering standardised data, opinions, and feelings from a large number of participants within a statistical framework. Both demographic and psychographic data were collected.

Validity and Reliability

Validity of the questionnaire was ensured through an expert review process. Questions were initially collected from experts, media practitioners, and individuals with extensive knowledge of the subject matter. Reliability of the instrument was established through a pilot test with 20 participants, and this yielded a correlation coefficient of 0.078.

Data Collection Procedure

Primary data were collected directly from the selected respondents using the self-administered questionnaire. Prior to administration, the informed consent of each respondent was sought to ensure their voluntary participation and understanding of the study's purpose and confidentiality measures. The questionnaires were handed out directly to the respondents and collected immediately upon completion, where feasible, or within a short, agreed-upon timeframe.

Data Analysis

The quantitative data obtained from the questionnaires were analysed using frequency counts and percentages. This approach allowed for the summarisation and descriptive analysis of respondents' demographic information and their responses to questions concerning Facebook advertising and patronage of Yuorit Yoghurt. This method was appropriate for presenting the prevalence of certain opinions and the distribution of characteristics within the sample.

Results

A total of 400 questionnaires were distributed to Facebook users of Yuorit Yoghurt's official page across Abattoir, Yingi, and Gold and Base communities in Jos South Local Government Area. Of these, 362 (90.5%) were completed and retrieved, forming the basis for the subsequent analysis.

Demographic Characteristics of Respondents

Table 1: Demographic Characteristics of Respondents (N=362)

Characteristic	Category	Frequency (n)	Percentage (%)
Sex	Male	173	48
	Female	189	52
Total		362	100

Age	18 — 30 years	230	63
	31 — 50 years	110	31
	51 — 60 years	22	6
	61 years and above	0	0
Total		362	100
Educational Qualification	School certificate and equivalent	64	17
	OND/ND	105	29
	B.Sc/HND	183	51
	M.Sc	10	3
	Ph.D	0	0
Total		362	100
Marital Status	Single	227	63
	Married	134	37
	Divorced	0	0
Total		362	100

Table 1 indicates that the study sample comprised a slightly higher proportion of females (52%) than males (48%). The majority of respondents (63%) were aged between 18 and 30 years, signifying a relatively young participant base. Over half of the respondents (51%) held a Bachelor's degree or HND, and 63% were single.

Facebook Advertising's Contribution to Sales and Patronage

Respondents' awareness and perceptions regarding how Facebook advertising has influenced Yuorit Yoghurt's sales and patronage are summarised in Table 2.

Table 2: Perceptions of Facebook Advertising's Impact on Yuorit Yoghurt's Sales & Patronage (N=362)

Item	Category	Frequency (n)	Percentage (%)
Awareness of Yuorit Yoghurt on Facebook	Yes	362	100

	No	0	0
	Not sure	0	0
Total (Awareness)		362	100
How respondents first learned about Yuorit Yoghurt's Facebook page	Through a friend	66	18.2
	Facebook Advertisement	274	75.7
	Online search	11	3
	Other (Through the CEO post)	11	3
Total (How learned)		362	100
Perceived impact of Facebook advertising on sales & patronage	Yes	348	96.4
	No	0	0
	Not sure	13	3.6
Total (Perceived Impact)		361	100
Made a purchase after seeing a Facebook ad	Yes	305	84.3
	No	52	14.4
	Not Sure	5	1.4
Total (Purchase after ad)		362	100
Influence of Facebook content on purchase decisions	Very influential	256	70.7
	Influential	69	19.1
	Neutral	26	7.2
	Not very influential	11	3
Total (Content Influence)		362	100
Effectiveness of Facebook advertising in grabbing attention	Strongly agree	254	70.2
	Agree	93	25.7
	Indecisive	7	1.9
	Disagree	5	1.4
	Strongly disagree	3	0.8
Total (Attention grabbing)		362	100

Table 2 shows that all respondents were aware of Yuorit Yoghurt's Facebook presence, with 75.7% discovering it through Facebook advertisements. A significant majority (96.4%) believed these advertisements boosted sales and patronage, and 84.3% reported making a purchase after seeing an ad.

Furthermore, 70.7% found the Facebook content very influential in their purchase decisions, and a combined 95.9% (70.2% strongly agree, 25.7% agree) considered the advertising highly effective in grabbing attention.

Consumer Perception of Yuorit Yoghurt's Facebook Advertising

Respondents' perceptions of the quality, reliability, and trustworthiness of Yuorit Yoghurt's Facebook advertisements, and their willingness to recommend, are detailed in Table 3.

Table 3: Consumer Perception of Yuorit Yoghurt's Facebook Advertising (N=362)

Item	Category	Frequency (n)	Percentage (%)
Quality of Yuorit Yoghurt Facebook advertisements	Excellent	270	74.6
	Good	74	20.4
	Average	16	4.4
Total (Quality)		360	99.4
Reliability of Yuorit Yoghurt's Facebook advertisements in conveying information	Yes	339	93.6
	No	4	1.1
	Not sure	17	4.7
Total (Reliability)		360	99.4
Trustworthiness of Yuorit Yoghurt's Facebook advertisements	Very trustworthy	322	89
	Neutral	23	6.4
	Not very trustworthy	17	4.7
Total (Trustworthiness)		362	100.1
Recommendation based on advertising experience	Yes	345	95.3
	No	3	0.8
	Not sure	14	3.9
Total (Recommendation)		362	100

Table 3 illustrates that a vast majority of respondents perceived Yuorit Yoghurt's Facebook advertisements positively. Specifically, 74.6% rated the quality as 'excellent', 93.6% found them reliable, and 89% considered them 'very trustworthy'. Reflecting these positive perceptions, 95.3% of respondents were willing to recommend Yuorit Yoghurt to others based on their advertising experience.

ROI Measurement and Campaign Improvement Strategies

Respondents' views on how Yuorit Yoghurt measures the ROI of its Facebook advertising campaigns and their suggestions for improvement are presented in Table 4.

Table 4: Perceptions on ROI Measurement and Strategies for Campaign Improvement (N=362)

Item	Category	Frequency (n)	Percentage (%)
Yuorit Yoghurt communicates results of Facebook ad campaigns	Yes	315	87.3
	No	11	3
	Not sure	35	9.7
Total (Communication)		361	100
Perceived methods for measuring Facebook advertising success	Number of clicks on the ads	39	10.8
	Increase in website visits	35	9.7
	Growth in social media followers	178	49.2
	Number of product purchases	110	30.4
Total (Success Measurement)		362	100.1
Likelihood of continued engagement if ROI is shared	Very likely	264	72.9
	Neutral	43	11.9
	Unlikely	55	15.2
Total (Engagement if ROI shared)		362	100
Suggested strategies for improving campaign performance	Targeting a specific audience other	140	38.7
	Improving ad creative and visuals	41	11.3
	Adjusting ad placements	24	6.6
	Offering exclusive promotions or discounts	101	27.9
	Collaborating with influencers	56	15.5
Total (Suggested Strategies)		362	100
Perceived effectiveness of current strategies	Very effective	320	88.4
	Neutral	38	10.5
	Not very effective	4	1.1
Total (Effectiveness of Strategies)		362	100
Likelihood of engagement with improved campaigns	Yes	345	95.3
	No	5	1.4

	Not sure	12	3.3
Total (Engagement with Improvements)		362	100

Table 4 indicates that 87.3% of respondents believed Yuorit Yoghurt communicates its campaign results, with 'growth in social media followers' (49.2%) being the most perceived metric for success. A strong majority (72.9%) expressed a 'very likely' intention to continue engagement if ROI results were shared. Key improvement strategies suggested included 'targeting a specific audience' (38.7%) and 'offering exclusive promotions/discounts' (27.9%). Most respondents (88.4%) viewed current strategies as 'very effective', and 95.3% were likely to engage further if improvements were seen.

Discussion of Findings

This study investigated Facebook advertising's impact on consumer behaviour towards Yuorit Yoghurt, focusing on sales/patronage, consumer perception, and ROI strategies, interpreted through the Theoretical Reasoned Action (TRA) and Technology Acceptance Model (TAM).

Findings indicate a significant contribution of Facebook advertising to Yuorit Yoghurt's sales and patronage. Universal awareness of the brand's Facebook presence, with 75.7% discovering it directly via advertisements (Table 2), establishes a crucial foundation for Perceived Usefulness within TAM, aligning with Okoro et al. (2014) and Abimbola (2015) on social media's discovery potential. The strong belief (96.4%) that advertising enhances sales and patronage, alongside 84.3% of respondents making purchases after exposure to advertising (Table 2), directly supports TAM's Perceived Usefulness—advertising effectively meets consumer needs for informed purchasing (Davis, 1989). This also reflects a positive Attitude Towards Behaviour (ATB), consistent with Nwabueze et al. (2013) and Okafor et al. (2013) on the impact of advertising on sales. The high influence of Facebook content on purchase decisions (70.7% "very influential") further corroborates its persuasive power, as noted by Udoka et al. (2013).

Consumer perceptions of Yuorit Yoghurt's Facebook advertising were overwhelmingly positive regarding quality, reliability, and trustworthiness (Table 3). With 74.6% rating quality as 'excellent', 93.6% finding it reliable, and 89% perceiving it as 'very trustworthy', these factors serve as vital antecedents to both Attitude Towards Behaviour (TRA) and Perceived Usefulness (TAM). Such positive attributes foster a favourable brand attitude and enhance the perceived utility of the advertising as a credible information source. They also contribute to Perceived Ease of Use (TAM) by simplifying information processing. The high willingness to recommend (95.3%) indicates a strong positive Subjective Norm (TRA) and effective brand advocacy, echoing findings by Okoro et al. (2014) and Abimbola (2015) on trust-building communication.

Regarding ROI measurement and campaign improvement, 87.3% of respondents believed Yuorit Yoghurt communicates campaign results (Table 4). This perceived transparency can enhance Perceived Trustworthiness and loyalty. 'Growth in social media followers' (49.2%) and 'number of product purchases' (30.4%) were the main perceived success metrics. While follower growth reflects reach, emphasis on purchases highlights consumers' link between advertising and tangible sales, reinforcing Perceived Usefulness. The 72.9% likelihood of continued engagement if ROI is shared underscores transparency's role in sustained interest and positive attitudes, influencing Subjective Norm. Suggested improvement strategies like 'targeting specific audiences' (38.7%) and 'offering exclusive promotions/discounts' (27.9%) point to a demand for personalised and value-driven advertising, enhancing both Perceived Usefulness and Perceived Ease of Use. The high perceived effectiveness of current strategies (88.4%) and strong likelihood of continued engagement with improved campaigns (95.3%) suggest a robust foundation for Yuorit Yoghurt's Facebook advertising, contingent on continuous optimisation in line with consumer feedback and digital trends (Nwabueze et al., 2013). Collectively, these findings highlight Facebook advertising's

multifaceted role in shaping consumer behaviour, driving purchase decisions, and the imperative for strategic ROI measurement and ongoing improvement.

Conclusion and Recommendations

Conclusion

This study comprehensively examined the impact of Facebook advertising on consumer behaviour towards Yuorit Yoghurt, integrating the Theoretical Reasoned Action (TRA) and Technology Acceptance Model (TAM) frameworks. The findings affirm Facebook advertising as a highly effective tool for Yuorit Yoghurt, significantly influencing consumer awareness, perception, and purchase decisions. All respondents demonstrated awareness of the brand's Facebook presence, with the majority discovering it through advertising, which directly translated into enhanced sales and patronage. Consumers exhibited overwhelmingly positive perceptions of the advertisements' quality, reliability, and trustworthiness, leading to a high willingness to recommend the brand. Furthermore, the study underscored the importance of transparent communication regarding campaign results and highlighted consumer demand for targeted, value-driven advertising and continuous campaign improvements. These insights collectively confirm the substantial positive impact of Facebook advertising on key aspects of consumer behaviour, positioning it as a vital component of Yuorit Yoghurt's marketing strategy.

Recommendations

Based on the findings of this study, the following recommendations are proposed for Yuorit Yoghurt:

1. *Sustain and Enhance Facebook Advertising Efforts:* Given the proven effectiveness in driving awareness, sales, and patronage, Yuorit Yoghurt should continue its robust investment in Facebook advertising. Emphasis should remain on campaigns that leverage the platform's reach to introduce new products or promotions, further capitalising on its role as a primary discovery channel.
2. *Prioritise Quality, Reliability, and Trustworthiness:* The highly positive consumer perceptions of advertising quality, reliability, and trustworthiness are invaluable assets. Yuorit Yoghurt should maintain rigorous standards for its ad content, ensuring accuracy, consistency, and alignment with brand values. Investing in high-quality visuals and clear messaging will reinforce these positive perceptions and bolster brand credibility.
3. *Boost Transparency in ROI Communication:* A significant portion of consumers expressed a greater likelihood of engagement if campaign results were shared. Yuorit Yoghurt should consider more openly communicating the impact of its Facebook advertising, perhaps through periodic updates on follower growth, engagement rates, or even sales milestones achieved through digital campaigns. This transparency can build trust and reinforce a positive Attitude Towards Behaviour and Subjective Norm.
4. *Refine Audience Targeting and Value Proposition:* Responding to consumer suggestions, Yuorit Yoghurt should intensify its efforts in precise audience targeting on Facebook. This could involve using advanced demographic, interest-based, and behavioural targeting features. Concurrently, increasing the frequency and appeal of exclusive promotions or

discounts delivered via Facebook ads can significantly enhance the Perceived Usefulness of engaging with the brand's social media content, converting interest into tangible sales.

5. *Continuous Campaign Optimization and Innovation*: Despite current high perceived effectiveness, the call for improved campaigns suggests an appetite for innovation. Yuorit Yoghurt should regularly analyse campaign performance, experiment with new ad formats (e.g., video, interactive polls), and explore collaborations with relevant influencers, as suggested by respondents. This commitment to continuous improvement will help maintain consumer engagement and leverage the full potential of Facebook advertising in a dynamic market.

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