

**CONTRIBUTIONS OF FACEBOOK ADVERTISING TOWARDS FASHION GOODS
PATRONAGE IN NIGERIA: STUDY OF DELTA CENTRAL SENATORIAL DISTRICT**

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Abstract

This study examines the contributions of Facebook advertising towards fashion goods patronage in Nigeria. The study was anchored on the Uses & Gratifications theory. The study was aimed to determine the impact of Facebook on patronage and customer loyalty on fashion goods and challenges facing affecting Facebook advertising for fashion goods. The study adopted quantitative analysis. 400 respondents were administered questionnaire. The study concluded that facebook use for advertising fashion goods has impact on the level of patronage and this contributed to the increase in customer loyalty. The study recommended that small business should employ the digital marketer that will manage the page effectively to increase visibility across Nigeria and upload of digital fashion goods to be complemented with real time product to increase customer trust.

Keywords; Advertising, Customers, Facebook, Luxury Brands

Introduction

Facebook is one of the recent inventions that has been considered as a large social networking site. It is a mobile social app, accessed through smart phones and computers by social media users and it is one of the most popular social networking sites in the world with over 90 million active users in the last ten years, (Chowdhury & Saha, 2018). Facebook is one of the most popular social media in the world. According to Nyekwere, Kur and Nyekwere (2013), stated that Facebook is a social network for connecting people with friends, family, co-workers, or simply others with similar interests. According to Curran, Graham and Temple (2011), almost one in three people using the internet has an active user profile on Facebook, with the North American region having the highest Facebook internet penetration of 77.4%. Facebook has attracted considerable attention among users. Curran, et al., (2011), asserted that Facebook guarantees more than friend requests, but also acts as an excellent marketing tool for businesses. It encourages live discussion on a range of topics, with not only friends, but businesses and consumers. It allows businesses to connect to their consumers through product advertisement, branding and customers data base. Furthermore, consumers can make their purchases or air their complaints on Facebook. It also guarantees business owners to receive feedback about their products or services.

There are many different features on Facebook that can be used to promote a business. Business users can post links, videos, pictures, fan pages, groups and even adverts on their Facebook business page or group. Small businesses can create generic pages just like standard user pages. Many businesses are exploiting the new Web- Based tools in order to achieve fast and efficient information on consumers need and preferences. Indeed, there is a wide diffusion of advertising messages mediated by Facebook. Curran,

et. al (2011), stated that Facebook marketing can be achieved through an application on the site, which allow users to create their own advertisements and post on their site. Business organization users can create their own advertisement through the use of their own Facebook page account. Facebook advertisements allow users to target their customers as by location, gender, age, keyword, relationship status, job title, workplace or college, and as a user selects their target audience, the site provide information on an approximate number of users.

Facebook is an opportunity for people and companies to reach their exact audience and connect real customers to their business. Facebook allows users to connect and share information in a variety of ways. Facebook allows users to post photos, videos and customize their profile content. Facebook has added a number of features over the past few years, including instant messaging/chat and apps (and their developer platform). According to Nyekwere, Kur and Nyekwere (2013), users communicate with one another through different methods, for instance, private messaging as well as writing on another user's wall. Wall posts are visible to a user's friends, but usually not to the general public. Users can also change their privacy settings to allow different users to see different parts of their profile, based on any existing relationship (the basic privacy settings are only friends, friends of friends, and everyone). Users can post notes that are visible to all of their friends. Users can also comment on or, more recently, like the posts of their friends, and conversations often occur within the comment sections among multiple people (Dunay and Krueger, 2010).

Facebook pages are online location for businesses, organisations, public figures, entertainers, professionals of all types and individuals with the intention of marketing themselves to the Facebook community. Facebook pages provide a powerful set of online tools for engaging with customers (or, as they are called in Facebook - fans). Every day, 3.5 million people become fans of a facebook page. business-to-business (B2B) companies, consultants, and personalities can also build loyal followers by using facebook page, (Dunay and Krueger, 2010). Nyekwere, Kur and Nyekwere (2013), opined that facebook Pages are used by fashion brands to reach out to customers. A page is the location on the site where entrepreneurs/companies write all about themselves. Some of the most powerful social targeting features, as noted by Zarouali, Brosius, Helberger, and de Vreese (2021)), are useful when such companies have a large number of Page members or users.

Facebook usage for marketing and advertising by organizations has become the most powerful platform for business owners especially small businesses who seek to reach out to prospective and potential customers. Paul (2017), added that the use of Facebook for marketing have some potential benefits for commercial parties, such as providing consumers with quick response, the opportunity to tap into new audience. Facebook for business is the recent innovation from the Facebook group to help small businesses engage with their customers through social media advertising. Curran et al. (2011), stated that Facebook offers a new model to advertise and engage with consumers. According to Richardmond (2007), it is safe to assume that no matter what the target demographic of a product/service is, the target market can be found on Facebook, because with so many people actively using Facebook, their user demographics are largely varied. Curran et al. (2011), stated that social networking sites like Facebook's original intention was to connect people socially; sharing likes, dislikes and photos, however, companies are starting to create "Fan Pages" and taking similar approaches to connect with their audience. Recent years have shown Social Networking to become one of the most popular online activities, with a huge amount of the population actively involved in such sites.

As social network services are becoming the main platform for social activities, more than 20% of online advertisements appear on social network sites, (Dunay & Krueger (2009). Social networking sites in general can account for one out of every five adverts people view online. As the top social media sites can deliver high reach and frequency against target segments at a low cost, it appears that some advertisers are eager to use social networking sites as a new advertising delivery vehicle. A social networking site can be used to gain new customers, keep in touch with current customers and promote new products, sales/offers and events, creating overall high-quality Public Relations that is specific to a company. It was only a matter of time before business associates woke up to the possibilities that lie beneath Social Networking. It seems obvious that they would want to promote their brands to an audience that is continuously growing at such a healthy rate.

Facebook advertisements allow users to engage with a business advertisement the same way they can interact with other content on Facebook. Users can create a group of advertisements which is known as a campaign. Curran et. al. (2011) noted that these are useful for a business as they allow the user to group their advertisements together. Reports can also be generated for campaigns giving the user the opportunity to witness how the campaign is performing. Users also have a daily budget in which they indicate the amount they are willing to spend on their advertisement per day. Facebook requires each user to have a Facebook profile so as to create an advert. According to Curran et. al. (2011), once they have their own profile page, they can create their advertisement by clicking on the “Add advert” link. From here they are required to fill out a page completing all the details of the advertisement within this page. The user first needs to design their advertisement. This involves choosing where they require their advertisement to go when clicked on, and they do this by choosing their destination Universal Resources Locator (URL).

Statement of the Problem

Social media was created to aid peer to peer communication and social interactions. Since the advent of social media, there have been massive usage of Facebook by younger demographic to keep in touch with distance and close friends. This has made Facebook so attractive and increase number of users in recent times. This course of explanation is in line with Hasanat, Hoque, Hassan; Mou. and Hamid, (2011), who provided evidence that younger users (aged 15–30) have an average of 11 times more Facebook friends than older users (aged 50+). Despite the fact that not all Facebook users are adolescents or young adults, most studies have been conducted specifically among such populations, leaving more mature users unattended (Manzi, 2018).

Based on the fact that Facebook is regarded as the largest social media platform, organizations and corporations perceived Facebook as an online platform to reach wide audience better than the conventional media. Facebook Corporation also upgraded its platform to give small business opportunities to advertise their products and services through organic advertising and sponsored advertising. These improvements have been embraced by many organizations especially small businesses that cannot afford advertisement cost of television and radio. However, the low cost of advertisement opportunities on Facebook need to be measured on its uses and effectiveness for small business, in Delta State.

This is because, the social benefits of Facebook Usage has been largely commended than other uses and gratifications of Facebook especially for product and service advertising, on this background of knowledge gap which existing studies has not successfully attended to.

Research Questions

The following research questions directed the study:

1. What is the impact of Facebook usage for advertising on customer patronage for fashion goods.
2. What is the impact of Facebook advertisement on customer loyalty of fashion goods?
3. What are the hindrance of Facebook usage for advertising of fashion goods?

LITERATURE REVIEW

Conceptual Review

Concept of Advertisement

Advertising is the science and arts of creating awareness about personality, products, service, ideas and knowledge. Advertising is primarily to draw attention of the people who are referred to as target market. Companies spend a large part of their budget to produce and run advertisements or promotions to communicate information about their company and products to potential and existing customers. Similarly, Belch and Belch (2001), stated that advertising is a marketing tool used by corporate organizations to inform consumers that the right product is available at the right place with a right price with intention to convince the consumer to purchase the product or service. The origin of advertising can be traced to when signs are used to draw attention of people on particular goods. Early craftsmen used signs to advertise their wares and some traders like Phoenicians planted commercial messages on prominent rocks. From this early usage of advertisement, people have developed the modern way of creating awareness of particular products.

According to Kofi and Mark (2014), advertising is used to establish a basic awareness of the products or services in the minds of the potential customer and to build up knowledge about it.

Furthermore, advertisement is the art and science of creating awareness of existing products and services, or the awareness of the public on new products and services in the market. The very way the public can be aware of the product and service is for them to know about the product and service. Advertising helps in selling new ideas, products and services through the art and strategy of persuasive communication. Belch, et. al (2001), pointed out the relationship between advertising and customer product knowledge by mentioning that advertising calls the attention of consumer to buy product or service, persuade users to buy the product or service, show them the uniqueness of the product, create awareness and brand loyalty to the user and remind user of the existence of the product in the market.

Some companies or organizations embrace advertising to achieve goodwill, high market share and sales. Belch, et. al (2001), further explained the nature of advertising to mean mass media content that provides a platform for firms to create awareness about their products or services and how consumers can make the best out of such products. It is known that advertising affects human and humans are in constant activities to sell to the eyes of the public. Anywhere a person looks, he will always see some form of advertisement. In fact, billboards, posters, fliers and other printed media are visible almost everywhere. Basically, all these promotional materials aim to inform people about the existence of a certain product or service. This is because, the number of social media users is relatively higher and the numbers are increasing by the day. Since, people check their social media handles frequently.

Social Media: A Review of Facebook

Facebook is one of the most widely used social media around the world. Although, Facebook was launched in 2004, it has become a strong channel for advertisement by those who recognized the strength of the social media platform. According to Yushi, Naqvi and Naqvi, (2018), noted that since its inception, the site has achieved immense recognition, and its popularity is increasing day-by-day especially in the area of advertisement by small scale businesses. Lampe (2011), emphasized that the role of Facebook in creating awareness of a particular product has made its users to be awareness of the potential usefulness of the channel for small business who are ready to create business brand. In addition, the platform enables users to create business profiles and build connections with customers and this forms the recognition the platform has gained in recent times as an advertising channel for small scale business. Although, majority users of Facebook are young demographics who are in constant interaction with distance and close friends; the platform currently capture adult demographics especially business owners. Ellison, Steinfield and Lampe, (2007) posited that the users use the platform not only to interact with each other but also to exchange information, share pictures, play games, comment on others' posts, and disclose personal information. In addition, the network offers a broad range of services, including promotional services for business, entertainment services. When using Facebook, the user also has full control on whom they add to their page and who views what information.

In recent times social networking sites have been embraced by many especially the younger people. The nature of social networking sites is the reason young people are fully engaged in their use. Social networking sites have so many youthful features and will continue to be attractive to young people as a result of current technical developments. According to Stelter (2009), the main aspect of Facebook is that it gives the users the many options as uses and gratification which include, to socialise without leaving their home, especially now that the internet has become more commercially viable and accessible to everyone and create product and service awareness. People have come to recognized that Facebook provides abundant marketing opportunities especially for small scale business. This is recently acknowledged because of the large audience on the platform and this presents Facebook as one of the largest social media in recent times (Chowdhury and Saha, 2018). According to Curran, et. al (2011), many users including small business owners derived marketing opportunity to communicate with other individuals and customers all around the world that have similar interests.

Facebook Advertisement and Customer Patronage of Fashion Goods

Customers are very important stakeholders of a business. In the business environment that required business to customer relationship, customers are regarded with high esteem. This is because, the sustainability of that business depends on the quantity and quality of customers. So, consideration of their different behaviour is necessary. This is why customer patronage in relation to Facebook advertisement has been researched by different scholars. In this regard, Kim and Lee (2019) asserted that Facebook advertisements influence on social citizens with mind of changing or improving their patronage of fashion goods. Integration of Facebook has a favorable impact on attitudes, brand loyalty, and purchase intentions. Furthermore, social media platforms have made it more difficult for marketing decision-makers to analyze consumer purchasing behavior because they no longer have sufficient control over the traditional channels. The contributions of Facebook for the promotion of fashion goods have attracted significant scholars because of the changing lifestyles of people since the inception of social media. According to Kelly, Kerr, and Drennan (2010), Facebook provides small businesses (fashion brands) with great opportunities to reach and connect to target markets/consumers in their social communities and change the way brand content is created, distributed, and consumed, transferring the power to shape brand images from marketers to consumers' online connections and content in order to improve the patronage of customers. Small businesses are frequently displayed on different social media platforms especially Facebook to enable consumers to learn about the products, (Tsai & Men, 2013). They have a large number of connections with the most attention commanded from their user base. The connection built in real life by networking has lots of potential in the promotion of goods and purchases in real time.

Additionally, people frequently purchase expensive goods as gifts. Despite variations in consumers' reasons for making purchases. This is as a result of Facebook advertisement. the brand remains the primary means of communicating with them (Godey et al., 2013). According to Godey et al. (2020), a brand may affect consumers' views of and attitude towards it in a number of ways, including brand awareness, perceptions of its image, and brand preference through Facebook. The brand concept underwent substantial alterations as a result of the development of the brand equity concept.

Facebook Advertisement and Customer Loyalty of Fashion Goods

Facebook advert has so increased in significance within the fashion industry (Okonkwo, 2009). Facebook promotion of small business (fashion brands) targets consumers as well. According to Phan et al. (2011), businesses need to comprehend social media marketing and the potential it offers to boost sales in order to create an effective marketing plan and enhance consumer experiences and perceptions of their brands. The level of interactivity that fashion goods businesses have developed recently, particularly in relation to the interactivity that customers have in the various decision-making processes related to the purchase of luxury items, is an important finding from these studies.

In the context of fashion goods consumption, interaction involves the replication of people who discuss, propagate, and defend their ideas, beliefs, and experiences as well as those who support brands and items, (Kim and Lee, 2019). According to Okonkwo (2009), the consumer often perceives that they have complete power over their decisions when using social media, which causes the fashion brand to feel a certain type of uneasiness.

Facebook has been instrumental in building customer loyalty to small business. Some scholars have identified that with Facebook advertisement of small business, indicated that consumers quickly respond to their loyalty to the brands and increase consumption rate. When small businesses are preferred, there is an understanding that the loyalty of customers will increase. Small business brands preference means that, given several competing brands on the market, consumers tend to prefer a brand on the basis of what they know and feel about it, (Keller, 2003). Brand loyalty of small businesses is a decision-making unit's biased (non-random) behavioral response (purchase) over time toward one or more alternative brands out of a set of brands and as a function of psychological processes, (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, and Singh, 2020).

Challenges affecting the Use of Facebook

Adoption of Facebook in the advertising activities of fashion goods across the globe has been described by many scholars as impromptu especially those SMEs in developing countries. This was because of the inadequate technological transfer within the global business. The implementation of e-commerce in foods sector is regarded by Ghobakhloo et al. (2011) as the utilization of information and communication technologies and relevant applications to support the management, decision-making processes, and business processes as regards to sales and customer loyalty. The issue of adoption of Facebook for small business advertisement reflects on the factors that pose serious threat from the point of the SMEs and the customers. Ghobakhloo et al. (2011) stated that a few problems have been noted to have an impact on e-commerce. These include, but are not limited to, the CEO's creativity, the pressure from customers and suppliers, the assistance of technology providers, the volume of information available, the level of rivalry, the perceived relative benefit of Facebook, and the perception of compatibility.

Other important problems have also been noted by some investigations. Ahmad (2020) claimed that not all of the suggested criteria had an impact on the use of Facebook. However, there are some factors that seriously hinder SMEs operating in the fashion industry.

One of the major issue associated with Facebook usage for advertisement is online security. Online security is one significant factor that cause adoption of social media in the fashion and restaurant business in Nigeria to be slow and difficult to be considered. According to Abraham, Osaisai, Dienagha & Ineyekineye (2021), in a study revealed in Nigeria, prospect of social media for advertising is low for trust and high level of security consciousness among online shoppers. The fact that shoppers are not quick to divulge personal data when they are yet to be engaged in any meaningful activity that can engender trust between them and the social media. Ezu (2018), reported that the public perception of online security in Nigeria is a very important factor to consider when performing online transaction. It is understandable the rate of patronage on products through social media have been affected by this issue because many online shoppers want to keep off from the fraudsters' lenses. This issue leads to distrust which has resulted to poor financial performance of the customers.

According to Abraham, et. al (2021), a cyber-security report about Nigeria revealed that the online space in Nigeria as at 2017 covers organizations and government with high prevalence rate and this has cause the country over 649 million dollars annually. Also, the victims range from SMEs, individuals and government officials with many of the case unreported and unresolved. In the discussion of how cyber insecurity has affected ecommerce in Nigeria, (Azeez, Salaudeen, Misra, Damasevicius & Maskeliunas, 2020).

Abraham, Osaisai et. al (2021) have found a foothold online, and many Nigerians are aware of these activities. Internet fraud accounted for 60% of the N15.5 billion in bank fraud that occurred in Nigeria in 2018. straightforward guidance of "not given out information cheaply" in order to avoid becoming a target and easy prey. The resultant effect of this is the decrease in revenue of ecommerce shops. This is the obvious reason why the participants seemed reluctant to disclose their information (so quickly) upon being asked to register, (Abraham, et. al 2021). Again, Abraham, et. al (2020) emphasized that Facebook users are becoming more and more aware of the prevalence of fraud and the risk of being victimized if they are negligent with their personal data. Consumers are now reluctant to treat their personal information carelessly out of concern that they may be defrauded as a result of the high rate of internet fraud in Nigeria. The majority of Nigerian internet shoppers prefer to pay upon delivery rather than at checkout as is usual elsewhere; this reveals their lack of confidence and unease with online retailers.

Agwu et al., (2014) gave good appraisal Facebook because consumers can now access goods and services anywhere and whenever they want, which has raised its appeal. However, the issue of cyber security remains a significant argument of some researchers who assert that security and privacy have prevented e-commerce from reaching its full potential.

Theoretical Framework (Uses and Gratifications)

The uses and gratifications (U&G) approach has a long history in mass communication and communication studies. Understanding how, why, and for what purposes individuals utilize the media in their daily lives is at the heart of the idea. Numerous new ideas into how mass audiences might use radio,

print media (such as newspapers, magazines, and books), and television have come from this approach. The U&G approach has been criticized by certain academics, but according to Ruggiero (2000), any attempt to guess on the future path of Mass Communication theory must seriously integrate the U&G approach. The following was the response provided by U&G researchers. According to Katz, Blumler and Gurevitch (1973), exposure to mainstream media satisfies a number of social and psychological demands. According to Rosengren (1974), when an audience creates issues and solutions, they are doing so to meet certain demands that are influenced by their social context and personal qualities. Al-Hawsari, (2015), stated that these issues and their answers gave rise to a variety of media-driven gratification-seeking behaviors. In turn, the gratification (or lack thereof) brought about by media use or other behaviors also have an impact on the person or society, thereby restarting the cycle. Palmgreen and Rayburn investigated why people watch television with the goal of examining the close relationship between psychological motives and communication gratifications. They came to the conclusion that, in addition to media accessibility, work schedules, and social circumstances, the U&G approach played a significant role. The fundamental aim for the researchers was to "integrate the roles performed by both gratifications and other factors into a general theory of media consumption," (Palmgreen and Rayburn and Ruggiero, 2000).

Research Methods

Research design is a blueprint that guides the process of a research project. According to Burns & Grove (2001) research design is defined as a defined structure which a research project is implemented. Research design includes quantitative, qualitative, exploratory, descriptive and contextual designs, Streubert & Carpenter (1999). The quantitative method of the research design, the descriptive survey research method will be used in this study. The survey method is usually used when a researcher is interested in the attitude, perception and behaviour of people towards variable or phenomena, (Obaze and Onosu, 2009). Oberiri (2017), descriptive research method involves the utilization and analysis of numerical data using specific and statistical techniques. This gives opportunity for survey method. According to descriptive design explain an issue or phenomenon through data gathering in numerical through survey and case study. This study adopted the total population of Delta State. There are 4, 112, 445 people residents in Delta State, (NPC, 2006). This figure covers the 25 Local Government Areas in Delta State.

In order to ensure true representation of the study population, a sample size is drawn by means of Taro-Yamane sample size determination formula. The Taro Yamane’s (1967) sample size formula is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = Sample size;
- N = Population of the study;
- e = The error margin (0.05)

$$n = \frac{4,112,445}{1 + 4,112,445 (0.05)^2}$$

$$n = \frac{4,112,445}{1 + 4,112,445 \times 0.0025}$$

$$n = \frac{4,112,445}{1 + 10,282.1125}$$

$$N = \frac{4,112,445}{1 + 10,282.1125}$$

$$n = 399.96$$

$$n = 400$$

Therefore, the sample size for the study is 400

Table 1: Respondents selection base on community and local government

SN	Local Government	Communities and Number of Respondents		Total Number of Respondents per LGA
1	Uvwie,	Effurun	40	80
		Osubi	40	
2	Ethiope East	Abraka	40	80
		Ekuru	40	
3	Ethiope West	Oghara	40	80
		Jesse	40	
4	Ughelli South	Ughelli	40	80
		Agharho	40	
5	Sapele	Sapele	40	80
		Amupke	40	
Total				400

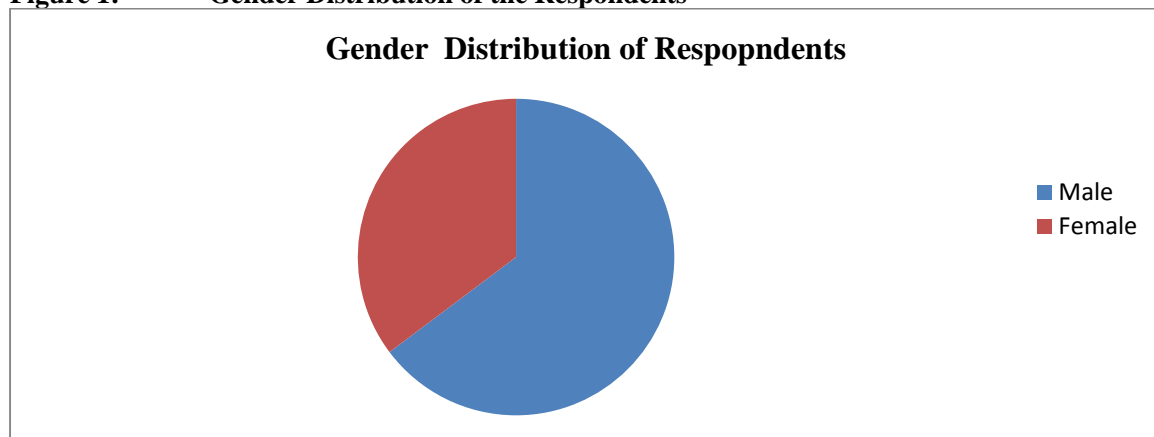
The copies of the questionnaire were administered to the respondents who filled and return them for analysis. Analysis of their responses to the items were enough to validate the instrument. The researcher with two research assistants did a pre-test of the questionnaire to familiarize with variables such availability and access to respondents, readiness to accept and complete the questionnaire. This helped to identify poorly structured and unstructured items on the questionnaire.

The researcher adopted online distribution of questionnaire to respondents. The questionnaire copies were randomly distributed to respondents (customers) of selected fashion brands in Delta State. The data for this study was analysed using simple percentages for the demographic data of the respondents while the Likert scale was used for the analysis of the research questions. The use of table helped to make the data clear and easy to comprehend while the Likert scale helped to understand mean calculation of the data. The calculation of the point of acceptance were put in this format. SA is 4, A is 3, D 2 and SD is 1. Therefore, the sum is 10 divided by 4 is 2.5. At this point, any mean calculated below 2.5 is rejected and those on and above 2.5 were accepted.

ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Demographic Distribution of Respondents

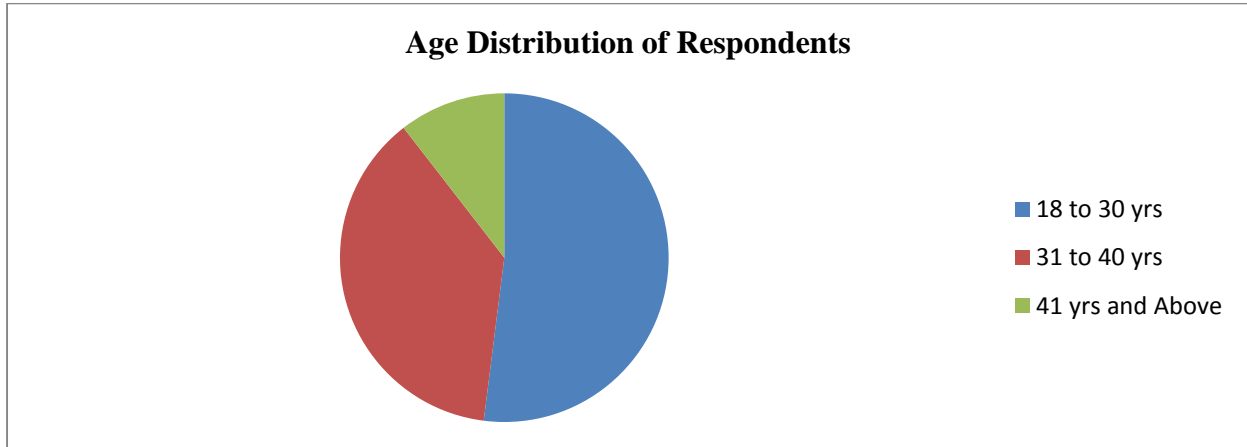
Figure 1: Gender Distribution of the Respondents



Source: Authors' Field Computation (2023)

Figure 1: and chart above showed that male respondents were 259 (66.4%) while female respondents were 131 (33.6%). Therefore, there are more male than female respondents.

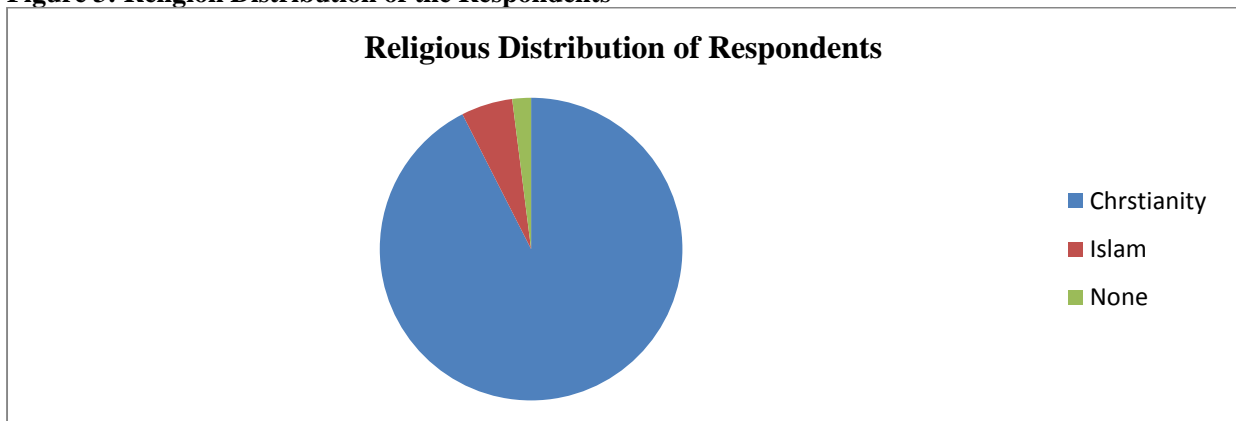
Figure 2: Age Distribution of the Respondents



Source: Authors' Field Computation (2023)

Figure 2 and chart above showed that respondents between 18 to 30 years were 208 (53.3%), respondents between 31 years and 40 years were 140 (35.9%) and respondents from 41 years and above were 42 (10.8%). Therefore, there are more respondents between 18 years to 30 years.

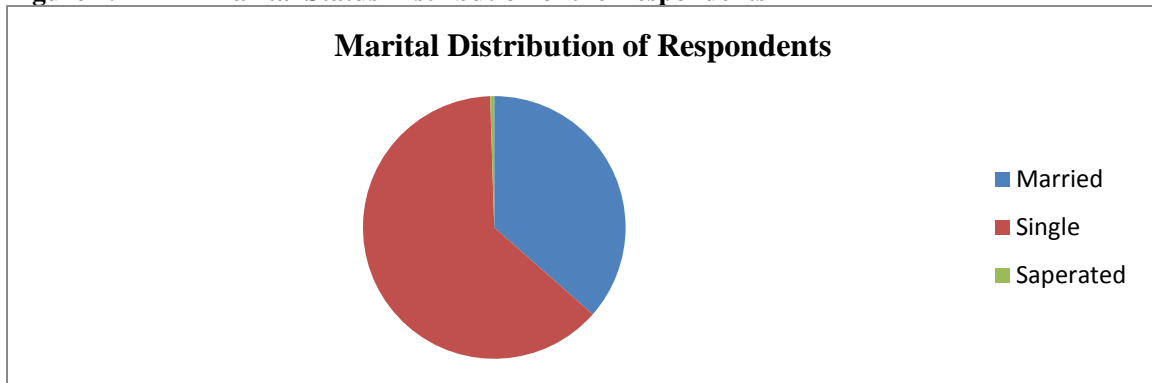
Figure 3: Religion Distribution of the Respondents



Source: Authors' Field Computation (2023)

Figure 3 and chart above showed that Christian respondents were 360 (92.3%), Muslim respondents 22 (5.6%) and non partisan religion respondents were 8 (2.1%). Therefore, there are more Christian respondents.

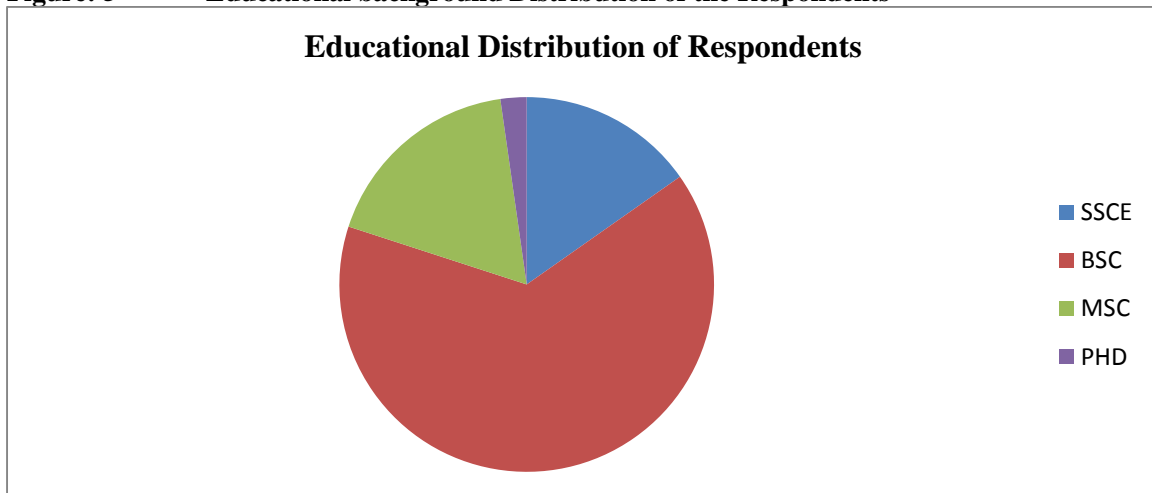
Figure 4: Marital Status Distribution of the Respondents



Source: Authors' Field Computation (2023)

Figure 4 chart above showed that married respondents were 136 (34.9%), single respondents were 252 (64.6%) and separated respondents were 2 (0.5%). Therefore, there are more single respondents.

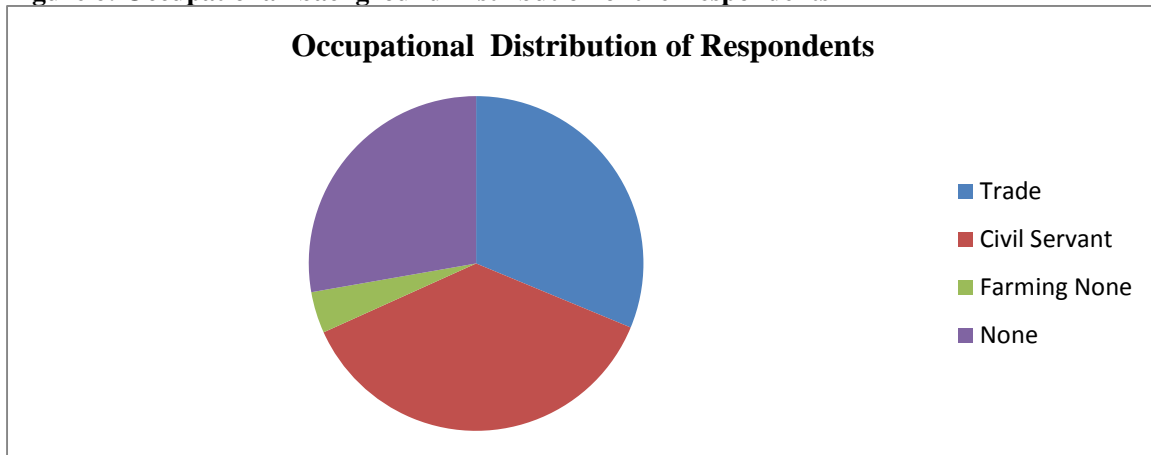
Figure: 5 Educational background Distribution of the Respondents



Source: Authors' Field Computation (2023)

Table 5 chart above showed that respondents with SSCE as educational background were 61 (15.6%), respondents with BSC were 249 (63.8%), respondents with MSC were 71 (18.2%) and PHD respondents were 9 (2.3%). Therefore, there are more respondents with BSC.

Figure 6: Occupational background Distribution of the Respondents



Source: Authors' Field Computation (2023)

Figure 6 chart above showed that traders respondents were 115 (29.5%), civil servant respondents were 148 (37.9%), respondents farming as occupation were 16 (4.1%) and respondents with none of the above were 111 (28.5%). Therefore, there are more civil servant respondents.

Data Analysis based on Research Questions

Table 1: Impact of Facebook Advertising on Customer Patronage of Fashion Goods

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
1	Facebook organic advertisement encourages patronage of fashion goods	No of Response	274	99	16	1	1426	3.65	Accepted
		Total Number	1096	297	32	1			
2	Facebook market place advertising of fashion goods increase patronage	No of Response	300	81	7	2	1459	3.74	Accepted
		Total Number	1200	243	14	2			
3	Facebook sponsored advertisement increases fashion goods patronage	No of Response	274	107	6	3	1432	3.67	Accepted
		Total Number	1096	321	12	3			
4	Facebook book business page increases patronage of fashion goods	No of Response	263	116	9	2	1420	3.64	Accepted
		Total Number	1052	348	18	2			
5	Facebook stories increases patronage of fashion goods	No of Response	279	98	12	1	1435	3.67	Accept
		Total Number	1116	294	24	1			
		Total Number	1152	285	12	1			

The data in Table 1 showed that the mean of respondents on the characterisation of Facebook advertisement on patronage of fashion goods. Given the 2.50 bench mark for acceptance, items 1-5 of the questionnaire has shown above the bench mark indicating that there are significant characterisation of Facebook advertising that impacted on patronage of fashion goods. In summary, respondents agreed Facebook organic advertising improves patronage of fashion goods with mean score of 3.65, that the Facebook Market place advertising improves patronage of fashion goods with mean score of 3.74, that Facebook sponsored advertising improves patronage of fashion goods with means core of 3.67, that Facebook business pages contents improves patronage of fashion goods with mean score of 3.64, and that Facebook stories improves patronage of fashion goods with mean score of 3.67.

Table 2: Impact of Facebook Advertising on Customer Loyalty for fashion goods

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
6	Facebook advertisements increase online ordering of products	No of Response	281	90	16	3	1429	3.66	Accepted
		Total Number	1124	270	32	3			
7	Facebook advertisements increase customer online referrers	No of Response	287	90	10	3	1441	3.69	Accepted
		Total Number	1148	270	20	3			
8	Facebook advertisement increase offline customer referrals	No of Response	276	94	18	2	1424	3.65	Accepted
		Total Number	1104	282	36	2			
9	The increase in customer referrals through Facebook adverts increase sales.	No of Response	295	84	9	2	1452	3.72	Accepted
		Total Number	1180	252	18	2			
10	The increase in customer referrals through Facebook adverts increase customer loyalty	No of Response	305	77	6	2	1465	3.75	Accept
		Total Number	1220	231	12	2			

The data in Table 2 showed that the mean of respondents on the impact of Facebook advertising on customer loyalty of fashion goods. Given the 2.50 bench mark for acceptance, items 6-10 of the questionnaire has shown above the bench mark indicating the significant impact of Facebook advertising customer loyalty . In summation, the respondents agreed that Facebook advertisement increase online ordering of products with mean score 3.66, that Facebook advertisement increase customer online referrers with mean score 3.69, that Facebook advertisement increase offline customer referrals with mean score 3.65, that the increase in customer referrals through Facebook adverts increase sales with mean score 3.72 and that the increase in customer referrals increase customer loyalty with mean score of 3.75

Table 3: Factors that may hinder the Use of Facebook

Item	Description of Statement		SA (4)	A (3)	D (2)	SD (1)	Total	Mean Score	Decision
11	Distance affect the patronage of advertised products	No of Response	159	97	128	6	1189	3.04	Accepted
		Total Number	636	291	256	6			
12	The fashion goods advertised on facebooks are digital picture of the product and this may not contribute to patronage of the products	No of Response	130	141	111	8	1173	3.0	Accepted
		Total Number	520	423	222	8			
13	Online trust and security might affect the patronage of product advertised on facebook	No of Response	140	138	106	6	1192	3.05	Accepted
		Total Number	560	414	212	6			
14	Poor Facebook sales appealing contents might discourage customer	No of Response	157	218	12	3	1309	3.35	Accepted
		Total Number	628	654	24	3			
15	Facebook advert is effective to increase reach of potential customers from distance location	No of Response	243	137	8	2	1401	3.59	Accept
		Total Number	972	411	16	2			

The data in Table 3 showed that the mean of respondents on the factors that may hinder the use of facebook. Given the 2.50 bench mark for acceptance, items 11-15 of the questionnaire has shown above the bench mark indicating that there are significant factors that may hinder the use of Facebook advertising of fashion goods. In summation, respondents agreed that distance affect the patronage of advertised products with mean score 3.04, that the fashion goods advertised on Facebook are digital picture of the product and this may not contribute to patronage of the products with mean score of 3.0, that online trust and security might affect the patronage of fashion goods on Facebook with mean score of 3.05, that poor Facebook sales appealing contents might discourage customer with mean score 3.35, that Facebook advert is effective to increase reach of potential customers from distance location with mean score 3.59.

Discussion of the Findings

Result for research question one indicated that respondents agreed that there is significant impact of Facebook advertisement of patronage of fashion goods. Existing reviewed studies have positive agreement with this study. According to Paul (2017), added that the use of Facebook for marketing have some potential benefits for commercial parties, such as providing consumers with quick response, the opportunity to tap into new audience. Facebook for business is the recent innovation from the Facebook group to help small businesses engage with their customers through social media advertising. Curran et al. (2011), stated that Facebook offers a new model to advertise and engage with consumers. According to Richardmond (2007), it is safe to assume that no matter what the target demographic of a product/service is, the target market can be found on Facebook, because with so many people actively using Facebook, their user demographics are largely varied.

Result for research question two revealed that respondents claimed that there is relative Impact of Facebook advertisement of customer loyalty, Essamri et al. (2019) reported that Facebook promotion of small businesses tends to create relationships, stay connected and interact with other consumers and with companies, which is linked to the social context and personal identity. According to Phan et al. (2011), businesses need to comprehend social media marketing and the potential it offers to boost sales in order to create an effective marketing plan and enhance consumer experiences and perceptions of their brands. The level of interactivity that fashion goods businesses have developed recently, particularly in relation to the interactivity that customers have in the various decision-making processes related to the purchase of luxury items, is an important finding from these studies.

In the context of fashion goods consumption, interaction involves the replication of people who discuss, propagate, and defend their ideas, beliefs, and experiences as well as those who support brands and items, (Kim and Lee, 2019).

Result for research question four revealed that there are significant factors that may hinder the use of Facebook. The result agreed with Agwu et al., (2014) who stated in a study that the issue of cyber security remains significant argument of some researchers who assert that security and privacy have prevented e-commerce from reaching its full potential.

Conclusion and Recommendations

1. Facebook usage for advertising of fashion goods increase patronage due to the fact that customers of different demographics are reached through Facebook targeting.
2. Facebook advertising contribute to customer loyalty of fashion brands. Creating and sustaining relationships.
3. Online insecurity is one of the major issues affecting the effectiveness of Facebook advertising of fashion goods.

Recommendations

The finding of the study revealed that despite the advancement made by Fashion brands in the use of Facebook to advertise product and service, the study recommended that;

1. Fashion brands should ensure to target younger demographics that are regarded as millennials to increase patronage of fashion goods through Facebook.
2. In order to sustain sales growth from Facebook advertising, businesses are expected to promote their fashion goods regularly in order to sustain customer loyalty.
3. Facebook company should ensure that fraudulent accounts impersonating fashion brands are banned so as to increase digital trust.

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