



Social Media Communication and Buying Behavior on Smart Phones of Female's Students of School of Health Technology, Oji River, Enugu State

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The study evaluated the social media communication and buying behavior on Smart Phones of female's students of school of Health Technology, Oji River. The specific objectives were to: examine the relationship between social listening and purchase intention; Evaluate the relationship between social influence and variety seeking; and Ascertain the relationship between media sharing and education of female students of school of health Technology, Orji River. The study used the descriptive survey design approach. The primary source of data was the administration of questionnaire. A total population of three hundred and twenty five (325) final year students was used. The whole population was used due to small number. 242 students returned the questionnaire accurately filled. Data was presented and analyzed using percentage mean and standard deviation and the hypotheses were tested using Pearson correlation coefficient (r). The findings revealed that social listening, social influence, and media sharing had significant positive relationship with purchasing behavior of female students of school of technology, Orji River. The implication of the study is that social media influences consumer behavior through the way in which it enables consumers to gather information about products and services especially with Smart Phones. The study recommended among others that the students should be informed to understand the conversation surrounding their brand and the products and services in they intend to buy or use. It will provide valuable consumer data that companies can use to gauge brand awareness and improve their products and services.

ABSTRACT

Keywords: Social Media Management; Buying Behavior on Smart Phones; Female Students; School of Health Technology

Background

The behavior of consumers towards smart phones is increasingly a focus of marketing research. The advent of the internet in the 1990s led to major developments in the world of communication among them is social media tool. Social media applications and their usage amongst students have rapidly increased in the 21st century and their effect according to students' usage varies. In 21st century the communication is faster, better and efficient the credit goes largely to technology (Dearborn, 2014 in Abrha, 2019). Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities (Maya & Amy, 2023). Social media networking site facilitates open communication, leading to enhanced information discovery and delivery. This has breached the gap that existed in communication. *Social media* is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities.

Today, communication is as easy as walking into a neighbor's residence to deliver a piece of information through the use of social media. Communication has evolved over time making methods simpler to contact someone thousands of miles away. Instead of waiting weeks for a response to a letter, individuals can easily send messages and as well receive messages using their smart phones. Computer (2021) defined smart phone as a cell phone that lets you do more than make phone calls and send text messages. Smartphone's can browse the Internet and run programs like a computer. A smart phone is sometimes incorrectly categorized as a microcomputer. A smart phone is better categorized as a mobile device. The powerful effects of the use of smart phones on social media and on businesses and brands have been proven. Over the past decade, the adoption of social media as an awareness, selling and customer relationship management tool has moved from large brands to Main Street mom-and-pop stores. While some people create an account on these mediums to simply connect with friends or loved ones, social media is now more intertwined with business than ever. Popular social media platforms have integrated a wide variety of options for consumers to conjugate with brands and companies alike, even offering the ability to make purchases of goods or services directly on an app (Kowalewicz, 2022).

Social media is a living document for social proof—which is increasingly a make-or-break factor for buying decisions. It is known that social media comes with both positive and negative effects. It is nearly as common as TV or radio ads and word-of-mouth for learning about brands and increasingly where consumers go to both discover and buy from brands. More than half (51%) of consumers read reviews on forums or social media to evaluate a product or service before purchasing. All it takes is one or two dissatisfied reviewers to drive away a potential customer (Sridhar, 2021). Buying Behavior is the decision processes and acts of people involved in buying and using products. It involves the series of action and interactions a consumer performs before, during, and after a commercial transaction (Question, 2023). Abrha (2019) found that female students who often accessed social media for academic purpose had higher grade point averages than those who used social media for not academic issues. Also, despite the benefits that female students can harness from social media, there is to some extent addiction and distraction of attention caused by the use of social media which could have serious consequences on the academic life of these students.

The recent growth of smart phones usage is an observable fact that crosses all age and gender boundaries. A mobile phone and a smartphone are both mobile devices which you can use to call and text. The options for a mobile phone mainly end there, apart from the models that have a camera. A smartphone has all sorts of extra functions, like internet access, the option to download apps, and a better camera. Another difference is that mobile phones often have a physical keyboard, while the keyboard of a smartphone is often virtual (Jesper, 2022). Smart phones with state-of-the-art technologies have become the most used mode of communication. An increase in using mobile phones and the availability of many phone brands induced the customers to consider various preferences in purchasing decisions.

Rakib, Pramanik, Amran, Islam and Sarker (2022) asserts that purchase intention has become a critical issue to the marketers of smartphones as the market has become very competitive, volatile, uncertain and dynamic during Covid-19 than ever before. For sustaining in the competitive market, every marketer is trying to upgrade its product

appearance, product quality, service quality, attractive features, and latest version of software as a whole. It is at this end that the researcher aimed to evaluate of social media communication and buying behavior on Smart Phones. A study of female's students of school of Health Technology, Orji River.

Statement of the Problem

Using social media is challenging day by day due to many issues. Many challenges involved using the internet are also related to social media because social media is an internet-based platform. The common challenges involved with social media are hacking, and a threat to security and privacy. From the study it is deduced that the challenges of social media communication includes poor social listening, discouraging social influence and reduced media sharing of information's. Also, social media communication affects buyer's behavior as a result of high rate of scammers in the social media platforms. This often occurs when buyers purchase goods on social media with their smart phones on pay before service, but don't get their goods at the end of the day.

All these challenges and many more, constitute to the challenges experienced by buyers through social media platforms. This challenges needs to be checked as it will reduce the number of buyers and limit the knowledge of individuals concerning an organizations brand. It can also, lead to poor purchase intention, insatiable variety seeking and educational system. This led to the research on the effect of social media communication and buying behavior on Smart Phones. A study of female's students of school of Health Technology, Orji River by the researcher.

Objectives of the Study

The main objective of the study was to evaluate social media communication and buying behavior on Smart Phones. A study of female's students of school of Health Technology, Orji River.

- i. Examine the relationship between social listening and smart phone purchase behaviour of female students of school of health Technology, Oji River
- ii. Evaluate the relationship between social influence and purchase behavior of female students of school of health Technology, Oji River
- iii. Ascertain the relationship between social media sharing and purchase behaviour of female students of school of health Technology, Oji River

Research Questions

The following research questions guided the study

- i. What is the relationship between social listening and smart phone purchase behaviour of female students of school of health Technology, Oji River
- ii. What is the relationship between social influence and smart phone purchase behaviour of school of health Technology, Oji River
- iii. What is the relationship between social media sharing and smart phone purchase behaviour of school of health Technology, Oji River

Statement of Hypotheses

The following hypotheses guided the study

- i. H0₁: Social listening does not have significant relationship with smart phone purchase behaviour of female students of school of health Technology, Oji River
- ii. H0₂: Social influence does not have significant relationship with smart phone purchase behaviour of female students of school of health Technology, Oji River
- iii. H0₃: Media sharing does not have significant relationship with smart phone purchase behaviour of female students of school of health Technology, Oji River

Significance of the Study

The study will be of great value to all organization involving buying and selling. It will help, these organization to take their goods or services online in order to attract more customers. It will also help businesses that are already on social media platforms to understand the power of leverage and therefore, strengthen their organization network for easy access to the buyers.

The study will also serve as a reference material and an empirical study to future researches related to the study.

Scope of the Study

The study was based on the effect of social media communication and buying behavior on Smart Phones. A study of female's students of school of Health Technology, Orji River. The key variable for the study were purchasing intention, variety seeking and education. The geographical location of the study was School of technology, Orji River. Orji River is a town/local government in Enugu State, Nigeria. One of the states that make up the South Eastern part of Nigeria.

Literature Review

Conceptual Review

Communication

Communication is the exchange of meanings between individuals through a common system of symbols. It is the actionable transfer of information from one person, group, or place to another by writing, speaking, or using a medium that provides a means of understanding. Every communication consists of a minimum of one sender, a receiver, and a message (Ntara and Evans, 2023). The concepts of effective communication include the sender, the receiver, the message, the language, the channel, the medium, the noise, the environment, and feedback. People communicate to satisfy the needs for belonging, to be heard and be appreciated. Communication helps people to interact and share various aspects of life. Communication is a learned skill. However, while most people are born with the physical ability to talk, not all can communicate well unless they make special efforts to develop and refine this skill further. Today, there are various techniques of communication that helps market a product, improving the product reach and optimizing business performance. In an era dominated by communication, consumers have to cope with the excess of received messages on the one hand and with the difficulties in finding information they need on the other. Moreover, changes in the technological and social spheres have transformed patterns of consumer's information behaviors and, as a consequence, communication activities of companies (Rogala, 2021).

Social Media

Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities (Dollarhide and Drury, 2023). The term social in regard to media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks—webs of individuals who enhance social connectivity. Social media is defined as the set of interactive Internet applications that facilitate (collaborative or individual) creation, duration, and sharing of user-generated content. They are an increasingly pervasive aspect of everyday life. One can view social media not as something separate from physical reality, but as an integral part of an interwoven social landscape (Davis, 2016).

Social Media Communication

Social media is a powerful communications medium, with widespread influence over cities as well as remote areas. However, it is only part of the digital revolution. social media, a form of mass media communications on the Internet (such as on websites for social networking and microblogging) through which users share information, ideas, personal messages, and other content (such as videos) (Britannica, 2023). Social media has taken over the business sphere, the advertising sphere and additionally, the education sector. It has had a long-lasting impact on the way

people communicate and has now become an integral part of their lives. Today, businesses rely on social media to create brand awareness as well as to promote and sell their products. It allows organizations to reach customers, irrespective of geographical boundaries. The internet has facilitated a resource to humankind that has unfathomable reach and benefits (University, 2023).

Dimensions of Social Media Communication

Social Listening

Social listening also referred to as social media listening, is the process of analyzing online conversations about your brand and your industry at large to find out more about your audience. It includes monitoring social media channels for instances when your audience mentions your brand or offers feedback (Coursera, 2023). Social listening is the monitoring of organisations brand's social media channels for any customer feedback and direct mentions of the brand or discussions regarding specific keywords, topics, competitors, or industries, followed by an analysis to gain insights and act on those opportunities. Social listening helps companies understand the conversation surrounding their brand and the products and services they offer. It provides valuable consumer data that companies can use to gauge brand awareness and improve their products and services (Lutkevich, 2023).

Social Influence

Influencers are people who have a relatively large audience in which to tout their beliefs. In the consumer world, influencers can impact the success or failure of a product by using it or shunning it. Social influence comprises the ways in which individuals adjust their behavior to meet the demands of a social environment. Social influence involves intentional and unintentional efforts to change another person's beliefs, attitudes, or behavior. Unlike persuasion, which is typically intentional and requires some degree of awareness on the part of the target, social influence may be inadvertent or accidental (Robert, 2015). It takes many forms and can be seen in conformity, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing. Social influence involves intentional and unintentional efforts to change another person's beliefs, attitudes, or behavior. Unlike persuasion, which is typically intentional and requires some degree of awareness on the part of the target, social influence may be inadvertent or accidental. Saul (2023) asserts that social influence is the process by which an individual's attitudes, beliefs or behavior are modified by the presence or action of others. Four areas of social influence are conformity, compliance and obedience, and minority influence

Media sharing

Media sharing is a type of marketing where companies create and share content with their customers and followers on social media. This type of marketing is different from paid or owned media because it relies heavily on engagement and interaction with customers. Companies that use shared media as part of their marketing strategy can see a lot of benefits, including increased brand awareness, improved customer relationships, and even increased sales (Glossary, 2023). Social media is one of the most popular shared media channels, and for good reason. With social media, companies can share content with followers and customers in real time. This allows them to connect with customers on a personal level and helps create a strong relationship with the customer. Social media application enables users to create, store, and share their multimedia files (photos, videos, sounds) with others. The purpose of the media is to inform people about current, new affairs and to tell about the latest gossip and fashion. It tells about the people who are geographically divided. The role of media has become one way of trading and marketing of products and prejudices. It helps in distributing information through digital processes to keep in touch with the people in a society or community (Igi, 2016).

Buying behavior

Consumer behavior is the activities associated with the purchase, use and disposal of goods and services. It consists of how the consumer's emotions, attitudes, and preferences affect buying behavior (Kotler, 2010). Consumer

behavior mainly shed light on how consumers decides to spend their various resources like money, time etc or various products so as to meet their needs and requirements (Egele and Harcourt, 2017).

Consumer behaviour is difficult to predict, even for experts in marketing field. Buyers behavior depends on the product to be purchased. Consumer buying behavior is determined by the level of involvement that a consumer shows in a purchase decision. The involvement allows customers to ensure that this product is exactly what they want or do not want. The amount of risk involved in a purchase also determines the buying behavior. Higher priced goods tend to high a higher risk, thereby seeking higher involvement in buying decisions (Cool, 2023). The amount of risk involved in a purchase also determines the buying behavior. Higher priced goods tend to high a higher risk, thereby seeking higher involvement in buying decisions. Kumar (2016) noted that the Six stages of the consumer buying behavior process are Problem Recognition, Information search, Evaluation of Alternatives, Purchase Decision, Purchase, Post-Purchase Evaluation. Buying behavior is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy.

Dimensions of Buying Behavior

Purchase Intention

Purchase intention, also known as buyer intention, describes the extent to which customers are willing and inclined to buy a product or service from an organisation within a certain period of time. Purchase intentions as a measurement are effective in designing marketing activities or promotions. The intent of a customer can make it very easy to exactly iterate what kind of content should be displayed in an advertisement (Mba, 2023). Purchase intention can predict purchase behavior well. Purchase intention is the willingness of a customer to buy a certain product or a certain service. Purchase intentions are a very important metric in marketing. In fact, marketing based on intentions or intent marketing is about marketing goods & items based on the intentions of the consumers or the consumer's intent to accept, buy or use a particular product or service which may or may not have been clearly mentioned by the company or brand. Purwanto and Wibisono (2019) asserts that purchase Intention is a decision taken by consumers to buy a product/brand. In other words, purchase intention is an intention and desire that consumers have to buy certain products or brands.

Variety Seeking

Variety seeking or variety-seeking buying behaviour describes a consumer's desire to search for alternative products even if she or he is satisfied with a current product. Variety seeking is a popular decision-making strategy in the lives of consumers, and various factors influence it. Variety-seeking buying behaviour is described as the tendency of buying in customers who do not have high involvement with a particular product when there is a significant perceived brand difference (Thurgood and Haire, 2022). Consumers consider purchasing alternative products to gain the same satisfaction they would have if they were to buy the original products again. Variety-seeking is a popular choice strategy in consumers' daily lives, and many factors influence it. In the marketing domain, variety-seeking behavior also covers switching between marketing activities and services. This behavior involves consumers switching from one product to another. It is characterized by consumers performing little or no evaluation of products before a purchase is made. A low cost is usually involved. The literature posits that understanding the mechanism of variety seeking is critical to explain consumers' decision-making process. Greater variety seeking is attributed to forces operating in the simultaneous choices as opposed to sequential consumption strategy, including uncertainty about future preferences and a desire to simplify the decision (Xuenan, 2015).

Education

Education is the transmission of knowledge, skills, and character traits. Its precise definition is disputed and there are disagreements about what the aims of education are and to what extent education is different from indoctrination by fostering critical thinking. Education, discipline that is concerned with methods of teaching and learning in schools or school-like environments as opposed to various non-formal and informal means of socialization (e.g., rural development projects and education through parent-child relationships) (MehPierre, Bowen and Gelpi,

2023). Education is designed to guide them in learning a culture, molding their behaviour in the ways of adulthood, and directing them toward their eventual role in society. Education is an inseparable part of human life. Without it, human life is incomplete, painful, and hopeless. It stands for deliberate instruction or training.

Conceptual Framework

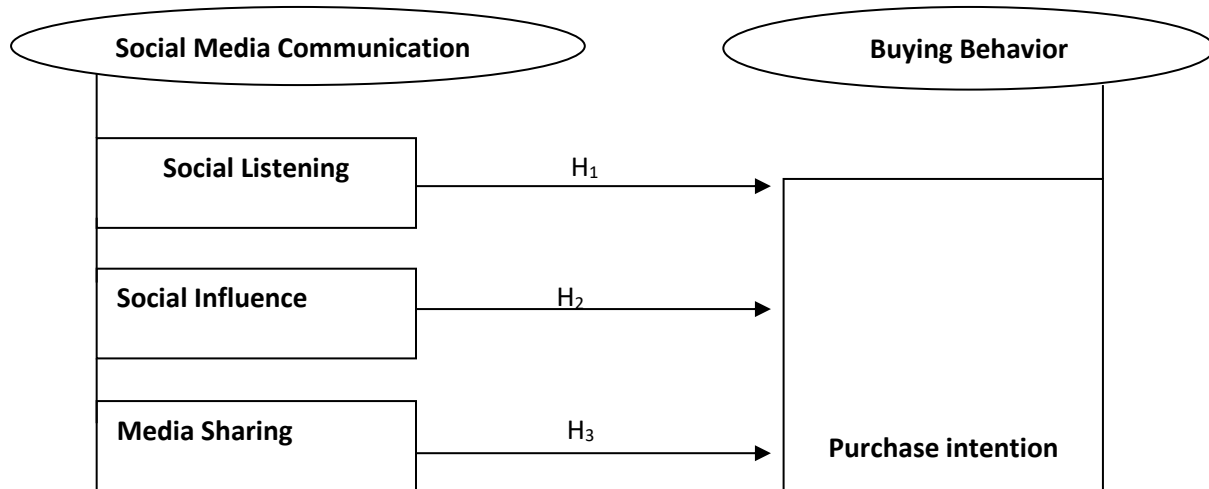


Fig 1: Conceptual Framework of the study

Source: Researcher, 2023

Empirical Review

The study reviewed the following related studies

Gupta and Chopra (2020) conducted a study on the impact of social media on consumer behaviour. The goal of this paper is to research empirically the role of social media in consumers' decision-making processes. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Customer sentiments on items and administrations are currently progressively overwhelmed by outsiders in advanced spaces, which thusly impact conclusions in the disconnected space. Web-based social networking has engaged purchasers, as advertisers have no control over the substance, timing, or recurrence of online discussions among shoppers. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.

Viet-Błaszczuk and Lerman (2020) examined the role of social media in purchasing behaviour of young digital customers in Poland. The aim of the article is to indicate the role of social media in the purchasing process of Polish digital customers aged 18–26. The conclusions presented in the article are the result of an analysis of quantitative and qualitative research, which consisted of a survey with 140 respondents and of 6 individual in-depth interviews. The conducted research has shown that social media have a significant role in customers' purchasing decisions. They influence the perception of the brand by customers but also the purchase of specific products. Based on the research results, it can be assumed that SM functionalities that shorten the purchasing process will be developed in the future, and the role of social media in the purchasing process will grow

Khoso (2022) conducted a study on the use of social listening in understanding the consumer perception, attitudes, emotions, and predicting the purchase intentions. The objective of this research is to use social listening in exploring the factors which affect the consumers' perceptions, attitude, and emotions which lead to purchase intentions. As mentioned the objective of this research includes the understanding of the factors which affect the consumers'

perception, attitudes, and emotion and predicting the purchase intention, therefore, automated text analysis can be used to understand and predict aforementioned constructs (Berger et al., 2020). The data source for this research will be the social media platforms such as Facebook, Instagram, and Twitter. After that, this research can further explore financial products such as stocks and bonds. This research will benefit to academic researchers and practitioners to focus on the explored factors in order to design an effective marketing programs which may lead to actual to positive product perceptions, emotions, and attitudes which will ultimately lead to their purchase intentions.

Nadine, Charles, Ignazio and Xuemei (2022) investigates how consumers' need for variety and social consumption influences festival patronage and spending. This article investigates the influence of motivational goals such as variety seeking and social consumption on consumers' patronage and spending at craft beer festivals. In doing so, we develop and test a number of hypotheses by examining information collected via means of a survey questionnaire proposed in 2017 to visitors of a large beer festival in the UK. Findings of our analysis unveil how cognitive engagement affects individuals' behavior with regard to responding to and financially engage with beer festivals. Results also identify cognitive engagement as an important mediator of the effects related to variety seeking and social consumption. From a managerial perspective, findings reveal important attributes affecting consumers' drivers towards craft beers, contributing to understand which dimension of consumer engagement influence their behaviors.

Haque, Zhang, Akansda and Hasan (2023) examined knowledge sharing among students in social media: the mediating role of family and technology supports in the academic development. Social networking opened up new avenues for learning and knowledge sharing. Due to its document exchange, virtual communication, and knowledge production capabilities, social media is a helpful tool for learning and teaching. The research embraces multiple goals. First, this study examines Bangladeshi university students' social value, communication and collaboration, trust, and perceived benefits of knowledge sharing through social media in academic advancement. The second goal is to examine how families and technology support mediates those aspects of social media knowledge sharing with student academic development. We used Technology Acceptance Model and Social Exchange Theory as examples of how social media sharing of knowledge impacts academic progress in Bangladeshi university students through family and technological support. PLS-SEM was used using survey data from 737 Bangladeshi students to test the model. Social value, communication and collaboration, trust, and perceived benefits of sharing knowledge through social media significantly enhance Bangladeshi students' academic growth. In the case of mediation, family and technological support mediates the relationship between communication and collaboration, trust, perceived benefits and academic development.

Theoretical Review

The study adopted two theories the AIDA model and the goal setting theory. The study was anchored on AIDA model. AIDA model is a communication model applied by firms to facilitate them to sell their products and services.

AIDA Model

It was developed by Elias St. Elmo Lewis in 1925 who was an advertising and sales pioneer and believed if an advertisement contained the four qualities, then it is effective. The AIDA model was an early effort to explain how advertising's potential audience might go through a number of steps, with attention being the first and most important one. Palmer (2005) hypothesizes that the message is offered according to an easy model which is: encourage the attention of your prospect; interest your prospect in the product; prompt your prospect to desire the product, and entail action from the prospect. AIDA concept implies that getting attention is marketing communication first task. The AIDA model is a concept that explains how a promotion element can be used by marketers to influence a consumer's perception and attitude towards a product or service. Several elements of marketing communication mix can be integrated with the model to measure how effective each strategy is at every stage of the model. The model has four stages; attention, interest, desire and action. First marketing communication mix is advertising strategy which is very effective in the attention and interest stages, somehow effective in building

up a desire but cannot be guaranteed in conveying the consumers action into the buying decisions. Second is the public relations strategy which is very effective in creating attention, the interest and the desire towards a product or service however it is not effective in the action to purchase the product or services. The third strategy of sales promotions is somewhat effective in generating attention and interest but moreover it is very effective in leading to desire and as a result it is somehow effective in bringing action. Fourth is personal selling strategy which somewhat creates attention, and effectively bring about interest, desire and actions to purchase a particular product or service (Kelley & Hyde, 2002).

In the context of applying AIDA theory in this study, it implies that these three variables of social media communication — social listening, social influence and social education must attract the attention of consumers, make them develop interest in the product brand and also create desire of the product brand. Finally, create appropriate emotional, attitude and preference that will result to the action of the consumer purchasing product. (smartphone). Hence, AIDA model can be conceptualized to an intervening variable between social media communications dimensions and consumer buying behaviour. Based on this, another theoretical framework is conceptualized as:

Gap in Empirical review

The study reviewed quite a good number of empirical which were of great value to the study. However, the study was able to discover and establish an existing gap in the sense that non of the reviewed studies emphasized on female students only as most of the studies were social media on consumer behaviour, social media in purchasing behaviour of young digital customers in Poland. of Social Media on Buying Behavior of Consumers in Lagos State. Social listening in understanding the consumer perception, attitudes, emotions, and predicting the purchase intentions. Consumers' need for variety and social consumption influences festival patronage and spending e.t.c. also there exist another gap in the area of study as these reviewed studies were carried in a different location other from that of the present study. Hence, the need to fill these gaps.

Methodology

Research Design

The study used the descriptive survey design approach in evaluating Socia media communication and buying behavior of Smart Phones of female students.

Area of the Study

The area of the study was the school of technology Orji River Enugu state, Nigeria.

Population of the Study

The study population comprised three hundred and twenty five (325) final year female students of school of technology, Orji River in Enugu State.

Sample Size Determination

The whole population of 325 staff was used as sample size due to small number and as well the concentration of the respondents in one school environment

Sampling Technique

Cluster sampling technique was used since the researcher had to go to the School to collect data from the students.

Type and Source of Data

Primary data required in the study was collected from the students of school of technology, Orji River in Enugu State.

Research Instrument

A 5-point Likert questionnaire was used to collect data from respondents.

Validity of Research Instrument

The validity of the instrument was tested using content analysis and the result was good.

Reliability of Research Instrument

The reliability was tested using the Pearson correlation coefficient (r) with the aid of SPSS. It gave a reliability coefficient of 0.86 which was also good.

Analytical Techniques

Data was presented and analyzed by mean score and standard deviation using. The hypotheses were tested using Pearson correlation coefficient (r) statistical tool.

Results

Questionnaire Distribution and Return

Table 1: Questionnaire Distribution and Response Rate

School of Technology	Questionnaire Distributed	Questionnaire Returned	Questionnaire Not Returned	Response
Final year students	325	242	83	74.5

Source: Field service, 2023

Table 1 shows that out of 325 copies of questionnaire distributed to respondents in pharmacy firms, 242 were returned well filled and usable for analyses. This gave a response rate of 74.5 percent.

The Relationship between social listening and smart phone purchase behaviour of female students of school of health Technology, Orji River

Table 2: Responses to research question one: The relationship between social listening and smart phone purchase behaviour of female students of school of health Technology, Orji River

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decision
1	Social listening helps understand the conversation they need to offer and the type of phone	395 79 32.6	148 37 15.3	204 68 28.1	54 27 11.2	31 31 12.8	832 242 100%	3.44	1.378	Agree
2	The media social listening requires special valuable consumer data to improve services	525 105 43.4	148 37 15.3	132 44 18.2	54 27 11.2	29 29 12.0	888 242 100%	3.67	1.428	Agree

3	Social listening involves analyzing conversations and need particular phone for better monitoring.	440 88 36.4	148 37 15.3	177 59 24.4	48 24 9.9	34 34 14.0	847 242 100%	3.50	1.424	Agree
4	Offering feedback depends on phone brand	495 99 40.9	220 55 22.7	114 38 15.7	34 17 7.0	33 33 713.6	896 242 100%	3.70	1.412	Agree
5	Social listening to improve and measure the effectiveness of communication lies on the quality of phone	610 122 59.4	236 59 24.4	66 22 9.1	36 18 7.4	21 21 8.7	969 242 100%	4.00	1.296	Agree
Total grand mean and standard deviation								18.31	6.938	

Source: Field Survey, 2023

From the table 2, 116 respondents out of 242 representing 47.9 percent agreed that the social listening helps understand the conversation they need to offer and the type of phone 3.44 mean and standard deviation of 1.378. The media social listening requires special valuable consumer data to improve services 142 respondents representing 58.7percent agreed with mean score of 3.67 and standard deviation of 1.428. Social listening involves analyzing conversations and need particular phone for better monitoring 125 respondents representing 51.7 percent agreed with mean score of 3.50 and standard deviation of 1.424. Offering feedback depends on phone brand 154 respondents representing 63.6 percent agreed with mean score of 3.70 and standard deviation of 1.412. Social listening to improve and measure the effectiveness of communication lies on the quality of phone 181respondents representing 83.8 percent agreed with a mean score of 4.00 and standard deviation of 1.296.

The relationship between social influence and purchase behaviour of female students of school of health Technology, Orji River

Table 3: Responses to research question one: The relationship between social influence and purchase behaviour of female students of school of health Technology, Orji River

		5 SA	4 A	3 N	2 DA	1 SD	ΣFX	- X	SD	Decisi on
1	Greater cooperation among female students leads to various type of phones	500 100 41.3	284 71 29.3	54 18 7.4	66 33 13.6	20 20 8.3	924 242 100%	3.82	1.323	Agree
2	The level of teamwork among female students depends on the type of phone	510 102 42.1	308 77 38.8	38 19 7.9	16 8 3.3	36 36 14.9	908 242 100%	3.75	1.397	Agree
3	The adoption of beneficial behaviours and belief leads to variety seeking of female students	670 134 55.4	260 65 26.9	54 18 7.4	12 6 2.5	19 19 7.9	1015 242 100%	4.19	1.184	Agree
4	The intentional and unintentional efforts to change another person's attitudes promote varieties of phones	580 116 47.9	304 76 31.4	39 13 5.4	36 18 7.4	19 19 7.9	978 242 100%	4.04	1.242	Agree
5	Conforming to others behaviour provides information about reality	430 86 35.5	364 91 37.6	39 13 5.4	58 29 12.0	23 23 9.5	914 242 100%	3.78	1.304	Agree

and more of phone
brands

Total grand mean and standard deviation	19.5	6.450
	8	

Source: Field Survey, 2023

From the table 3, 171 respondents out of 242 representing 70.6 percent agreed that the Greater cooperation among female students leads to various type of phones 3.82 mean and standard deviation of 1.323. The level of teamwork among female students depends on the type of phone 179 respondents representing 80.9 percent agreed with mean score of 3.75 and standard deviation of 1.397. The adoption of beneficial behaviours and belief leads to variety seeking of female students 192 respondents representing 82.3 percent agreed with mean score of 4.19 and standard deviation of 1.184. The intentional and unintentional efforts to change another person's attitudes promote varieties of phones 192 respondents representing 79.3 percent agreed with mean score of 4.04 and standard deviation of 1.242. Conforming to others behaviour provides information about reality and more of phone brands 177 respondents representing 73.1 percent agreed with a mean score of 3.78 and standard deviation of 1.304

The relationship between media sharing and purchase behaviour of female students of school of health Technology, Orji River

Table 4: Responses to research question one: The relationship between media sharing and purchase behaviour of female students of school of health Technology, Orji River

		5	4	3	2	1	ΣFX	-	SD	Decision
		SA	A	N	DA	SD		X		
1	The increased brand awareness promotes the level of knowledge of female students	465	372	39	30	28	934	3.86	1.309	Agree
		93	93	13	15	28	242			
		38.4	38.4	5.4	6.2	11.6	100%			
2	Improved relationship enhances students learning promotion	510	340	39	20	32	941	3.89		Agree
		102	85	13	10	32	242		1.351	
		42.1	35.1	5.4	4.1	13.2	100%			
3	Shared media allows reaching a lot of people quickly and easily for more experience	430	280	84	48	34	876	3.62	1.413	Agree
		86	70	28	24	34	242			
		35.5	28.9	11.6	9.9	14.0	100%			
4	Increase in conversion rates promotes more understanding	525	188	102	26	43	884	3.65	1.509	Agree
		105	47	34	13	43	242			
		43.4	19.4	14.0	5.4	17.8	100%			

5	Building brand awareness through media sharing boost creative skills	569	184	108	24	36	921	3.81	1.450	Agree
		112	46	36	12	36	242			
		46.3	19.0	14.9	5.0	14.9	100%			
Total grand mean and standard deviation								18.83	6.184	

Source: Field Survey, 2023

From the table 4, 186 respondents out of 242 representing 76.8 percent agreed that the increased brand awareness promotes the level of knowledge of female students 3.86 mean and standard deviation of 1.309. Improved students relationship enhances learning promotion 187 respondents representing 77.2 percent agreed with mean score of 3.89 and standard deviation of 1.351. Shared media allows reaching a lot of people quickly and easily for more experience 156 respondents representing 64.4 percent agreed with mean score of 3.62 and standard deviation of 1.413. Increase in conversion rates promotes more understanding 152 respondents representing 64.4 percent agreed with mean score of 3.65 and standard deviation of 1.509. Building brand awareness through media sharing boost creative skills 158 respondents representing 65.3 percent agreed with a mean score of 3.81 and standard deviation of 1.450.

Test of Hypotheses

Hypotheses One:

H₀₁: Social listening does not have significant relationship with smart phone purchasing behavior of female students of school of technology, Orji River

H_{A1}: Social listening has significant relationship with smart phone purchasing behavior of female students of school of technology, Orji River

Table 5: shows the Pearson correlations on Social listening has significant relationship with smart phone purchasing behavior of female students of school of technology, Orji River

		Social listening helps understand the conversation they need to offer and the type of phone.	The media social listening requires special valuable consumer data to improve services.	Social listening involves analyzing conversations and need particular phone for better monitoring.	Offering feedback depends on phone brand.	Social listening to improve and measure the effectiveness of communication lies on the quality of phone.
Social listening helps understand the conversation they need to offer and the type of phone.	Pearson Correlation	1	.822**	.903**	.690**	.612**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	242	242	242	242	242
The media social listening requires special valuable consumer data to improve services.	Pearson Correlation	.822**	1	.910**	.840**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	242	242	242	242	242
Social listening involves analyzing conversations and need particular	Pearson Correlation	.903**	.910**	1	.807**	.707**
	Sig. (2-tailed)	.000	.000		.000	.000

phone for better monitoring.	N	242	242	242	242	242
Offering feedback depends on phone brand.	Pearson Correlation	.690**	.840**	.807**	1	.676**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	242	242	242	242	242
Social listening to improve and measure the effectiveness of communication lies on the quality of phone.	Pearson Correlation	.612**	.776**	.707**	.676**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	242	242	242	242	242
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 6 showed the Pearson correlation matrix on social listening and smart phone purchasing behavior of female students showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.684 < .921$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that social listening had significant positive relationship with smart phone purchasing behavior of female students of school of technology, Orji River ($r = .612 < .903$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .612 < .903$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .612 < .903$) is greater than the table value of $.000$, we reject the null hypothesis. Therefore, we conclude that social listening had significant positive relationship with smart phone purchasing behavior of female students of school of technology, Orji River as reported in the probability value of ($r = .612 < .903$, $p < .05$).

Hypotheses Two:

H_{01} : Social influence does not have significant relationship with smart phone purchasing behavior of female students of school of technology, Orji River

H_{A1} : Social influence has significant relationship with purchasing behavior of female students of school of technology, Orji River

Table 7: shows the Pearson correlations on social influence has significant relationship with purchasing behavior of female students of school of technology, Orji River

		Greater cooperation among female students leads to various type of phones.	The level of teamwork among female students depends on the type of phone.	The adoption of beneficial behaviours and belief leads to variety seeking of female students.	The intentional and unintentional efforts to change another person's attitudes promote varieties of phones.	Conforming to others behaviour provides information about reality and more of phone brands.
Greater cooperation among female students leads to various type of phones.	Pearson Correlation	1	.558**	.425**	.631**	.702**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	242	242	242	242	242
The level of teamwork among female students depends on the type of phone.	Pearson Correlation	.558**	1	.557**	.741**	.619**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	242	242	242	242	242
The adoption of beneficial behaviours and belief leads to variety seeking of female students.	Pearson Correlation	.425**	.557**	1	.658**	.434**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	242	242	242	242	242
The intentional and unintentional efforts to change another person's attitudes promote varieties of phones.	Pearson Correlation	.631**	.741**	.658**	1	.621**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	242	242	242	242	242
Conforming to others behaviour provides information about reality and more of phone brands.	Pearson Correlation	.702**	.619**	.434**	.621**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	242	242	242	242	242
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 7 showed the pearson correlation matrix on social influence and purchasing behavior of female students showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.684 < .921$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that social influence had significant positive relationship with purchasing behavior of female students of school of technology, Orji River ($r = .425 < .721$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .425 < .721, p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .425 < .721$) is greater than the table value of .000, we reject the null hypothesis. Therefore, we conclude that social influence had significant positive relationship with smart phone purchasing behavior of female students of school of technology, Orji River as reported in the probability value of ($r = .425 < .721$, $p < .05$).

Hypotheses Three:

H₀₁: Media sharing does not have significant relationship with purchasing behavior of female students of school of technology, Orji River

H_{A1}: Media sharing has significant positive relationship with purchasing behavior of female students of school of technology, Orji River

Table 8: shows the Pearson correlations on: Media sharing has significant positive relationship with purchasing behavior of female students of school of technology, Orji River

		The increased brand awareness promotes the level of knowledge of female students.	Improved students relationship enhances learning promotion.	Shared media allows reaching a lot of people quickly and easily for more experience.	Increase in conversion rates promotes more understanding.	Building brand awareness through media sharing boost creative skills.
The increased brand awareness promotes the level of knowledge of female students.	Pearson Correlation	1	.664**	.781**	.498**	.605**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	242	242	242	242	242
Improved students relationship enhances learning promotion.	Pearson Correlation	.664**	1	.656**	.736**	.747**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	242	242	242	242	242
Shared media allows reaching a lot of people quickly and easily for more experience.	Pearson Correlation	.781**	.656**	1	.623**	.761**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	242	242	242	242	242
Increase in conversion rates promotes more understanding.	Pearson Correlation	.498**	.736**	.623**	1	.847**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	242	242	242	242	242
Building brand awareness through media sharing boost creative skills.	Pearson Correlation	.605**	.747**	.761**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	242	242	242	242	242

** . Correlation is significant at the 0.01 level (2-tailed).

Table 8 showed the Pearson correlation matrix on Media sharing and purchasing behavior of female students showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows $.498 < .847$. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that Media sharing had significant positive relationship with purchasing behavior of female students of school of technology, Orji River ($r = .498 < .847$). The computed correlations coefficient is greater than the table value of $r = .000$ with at alpha level for a two-tailed test ($r = .498 < .847$, $p < .05$).

Decision Rule

The decision rule is to accept the null hypothesis if the computed r is less than the tabulated r otherwise reject the null hypothesis.

Decision

Since the computed ($r = .498 < .847$) is greater than the table value of .000, we reject the null hypothesis. Therefore, we conclude that: Media sharing had significant positive relationship with purchasing behavior of female students of school of technology, Orji River as reported in the probability value of ($r = .498 < .847$, $p < .05$).

Discussion of Findings

Relationship between social listening and smart phone purchasing behavior of female students of school of health Technology, Orji River

The result from data analysis and test of hypothesis one established that social listening had significant positive relationship with purchasing intention of female students of school of technology, Orji River. This finding is in line with the result of Uzodinma (2021) study in which they established that the study found out that social media networks had a significant impact on consumer patronage; social media influences consumer buying decision making process; social media influences consumer purchasing intentions; and that the social media marketing channel has a mediating effect on the buying behavior of consumers in Wakanow, Jumia, Kaymu, and Kongo, Lagos State Nigeria. Additionally, in the result of Gupta and Chopra (2020) study in which they established that results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation.

Relationship between social influence and purchasing behavior of female students of school of health Technology, Orji River

The result from data analysis and test of hypothesis one established that social influence had significant positive relationship with variety seeking of female students of school of technology, Orji River. This finding is in line with the result of Nadine, Charles, Ignazio and Xuemei (2022) study in which they established that cognitive engagement affects individuals' behavior with regard to responding to and financially engage with beer festivals. Results also identify cognitive engagement as an important mediator of the effects related to variety seeking and social consumption. From a managerial perspective, findings reveal important attributes affecting consumers' drivers towards craft beers, contributing to understand which dimension of consumer engagement influence their behaviors.

Relationship between media sharing and purchasing behavior of female students of school of health Technology, Orji River

The result from data analysis and test of hypothesis one established that media sharing had significant positive relationship with education of female students of school of technology, Orji River. This finding is in line with the result of Haque, Zhang, Akansda and Hasan (2023) study in which they established that social value, communication and collaboration, trust, and perceived benefits of sharing knowledge through social media significantly enhance Bangladeshi students' academic growth.

Summary of Findings

The results of the study revealed that

- i. Social listening had significant positive relationship with smart phone purchasing behaviour of female students of school of technology, Orji River
- ii. Social influence had significant positive relationship with purchasing behaviour of female students of school of technology, Orji River
- iii. Media sharing had significant positive relationship with purchasing behaviour of female students of school of technology, Orji River

Conclusion

The study was undertaken to evaluate social media communication and buying behavior on Smart Phones of female's students of school of Health Technology, Orji River. Primary data was collected using questionnaire from 242 female's students of school of Health Technology, Orji River. Analysis of data and test of hypotheses revealed that social listening, social influence, and Media sharing had significant positive relationship with purchasing intention, variety seeking, and education of female students of school of technology, Orji River. The study concluded that social media communication had significant positive relationship with the buying behavior on Smart Phones of female's students of school of Health Technology, Orji River. The implication of the study is that social media influences consumer behavior through the way in which it enables consumers to gather information about products and services especially with Smart Phones.

Recommendations

1. The students should be informed to understand the conversation surrounding their brand and the products and services in they intend to buy or use. It provides valuable consumer data that companies can use to gauge brand awareness and improve their products and services.
2. There is need to encourage student on the positive side, that social influence can lead to greater cooperation and teamwork, as well as the adoption of beneficial behaviors and beliefs.
3. The students should be encouraged and advised to share with others to view and engage with the content to increased brand awareness, improved customer relationships, and share quality knowledge that will enable them to move forward.

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APPENDIX 1

S/No	QUESTIONNAIRE ITEMS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I	The relationship between social listening and intention of female students.					
1.	Social listening helps understand the conversation they need to offer and the type of phone.					
2.	The media social listening requires special valuable consumer data to improve services.					
3.	Social listening involves analyzing conversations and need particular phone for better monitoring.					
4.	Offering feedback depends on phone brand.					
5.	Social listening to improve and measure the effectiveness of communication lies on the quality of phone.					
II.	The relationship between social influence and variety seeking of female students.					
6.	Greater cooperation among female students leads to various type of phones.					
7.	The level of teamwork among female students depends on the type of phone.					
8.	The adoption of beneficial behaviours and belief leads to variety seeking of female students.					
9.	The intentional and unintentional efforts to change another person's attitudes promote varieties of phones.					
10.	Conforming to others behaviour provides information about reality and more of phone brands.					
III	The relationship between media sharing and education of female students.					
11.	The increased brand awareness promotes the level of knowledge of female students.					
12.	Improved students relationship enhances learning promotion.					
13.	Shared media allows reaching a lot of people quickly and easily for more experience.					
14.	Increase in conversion rates promotes more understanding.					
15.	Building brand awareness through media sharing boost creative skills.					