

Increased Consumerism in a Networked-Nigeria: A Study on the Effect of E-Malls and Social Media on Youth Spending

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Abstract

This research focuses on identifying how electronic shopping malls and their adverts on social networking sites might be affecting consumer spending with particular reference to Nigerian youths. The study made use of the quantitative methodology - 1,600 questionnaires were distributed and 1,349 were considered suitable for use in this study after discarding damaged or incorrectly filled questionnaires. This study adopted a multi-disciplinary approach when selecting the relevant theories to serve as the backdrop for the study; shopping preference theory and technological determinism were used as the theoretical background to the thesis. At the end of this study it was proven that there is indeed a relationship between online shopping malls and youth spending patterns. It was proven that exposure to social media and online shopping malls via social media has increased spending among Nigerian youths

Keywords: social media, technological determinism, consumer behaviour, shopping preference theory, consumerism

1. Introduction

Consumerism is the oil through which society evolves and develops. This idea has been promoted through the centuries and was first properly critiqued by Veblen (1994). Dunn, Akinin and Norton (2008) describes consumerism as an ideology that binds people to a particular system most likely capitalist system. He goes on to explain that this ideology turns consumption from a means-to-an-end to the end itself thereby making our acquisition of goods and properties the basis for our existence, identity and sense of self. Different factors including the media have played a role in ensuring that society buys into the consumerist culture. One important medium now available to manufacturers, retailers and advertisers is social media or social networking sites. Social networking has often been described as a new brand of online media that allows people to form communities, interact with one another, share ideas and opinions, actively participate and create contents to be shared and enjoyed (Ellison, 2007). More recently, social networking has evolved to become a major player in the business and communication world with advertisers and businesses spending billions of dollars to advertise their products and services on this platform which also affords them the opportunity to interact with the end users (Stelzner, 2014). Customers are now bombarded with numerous advertisements on social media that are directed at them and are also encouraged to purchase such products and brands directly from their social media account.

Nigeria has been greatly influenced by the western culture and one of the greatest exports of the western and first world countries especially America, is their culture. The American society promotes a capitalist and by extension a consumerist culture which is vigorously promoted by their media which is

then enthusiastically consumed by their Nigerian audience. The effects of this cultural transference between first world countries and Nigeria can be clearly seen in our music industry and the general outlook of the youths and even the working class in Nigeria, which in turn influences the youth culture in Nigeria. Buhari, Ahmad & HadiAshara (2014) studied the use of social media among Nigerian youths and concluded that indeed social media has a positive influence on youth lifestyle and social behaviour. One direct impact of globalization and ubiquity of social media, and the internet is the growth of online shopping in Nigeria.

Online shopping or electronic shopping is simply the process of buying goods and services from a seller or vendor over the internet. The place where online shopping takes place are referred to as e-malls, online stores, online shops, online marketplace etc. The internet is the medium through which online shopping takes place. Online shopping has become a multibillion-dollar industry worldwide. According to Statista (2018), 1.66billion people purchased goods online with total sales of 2.3trillion US dollars in 2017 alone. This trend is only increasing as mobile technologies and internet access is becoming widespread and easily accessible even in remote African countries. According to Statista (2018), e-commerce or online shopping is driven by increasing use of mobile phones and tablets to purchase goods online. According to Dolliver (2018) purchases through mobile phones amounted to 58% of total sales in 2017 and estimates that by 2021 mobile phones would make up at least 72.9% of e-commerce sales. The same trend can be noticed in Africa, and the Middle East, though on a smaller scale; there were about 30 million online shoppers in Africa as at 2011 and by 2015 there were 65.8 million online shoppers (Dolliver, 2018). This shows a worldwide trend of increased acceptance of online shopping and the growing importance of this medium.

Online shopping has become popular in Nigeria due to a combination of different factors including convenience of the medium, availability of cheap and reliable internet services as well as access to online stores that cater for Nigerian markets. Lagos for instance with an estimated 21 million residents is the most populated city in Nigeria and very few major shopping centers; Ikeja City Mall, SPAR Supermarket Lekki, City Mall Onikan, Maryland Mall, Adeniran Ogunsanya shopping mall, the palms shopping mall and a few others which are usually filled to capacity during peak periods. Coupled with the usual traffic situation in Lagos, where a 5-kilometre trip can take up to 3 hours during rush hour, one can imagine the anguish 'Lagosians' face when going for shopping. So, it comes as no surprise to find out that the online shopping business in Nigeria has grown to become a multibillion-dollar industry.

One important factor that has made this possible for Nigerians is the internet penetration in the country. According to a survey carried out in June 2014, there is a direct link between the growth of the online market business and increased internet access (Ayo, Adewoye, & Oni, 2011; Ibam, Boyinbode & Afolabi, 2017). The influx of cheap internet-enabled mobile gadgets and reduction in the price of mobile internet and other internet services in Nigeria has significantly impacted on the growth of internet usage in the country. In year 2000, only 200,000 people had access to the internet which represented 0.06% of the population, however, as at 2012, 57 million Nigerians had access to the internet, representing a whopping 32.88% of the population, by May 2017 that figure had risen to 91.5 million internet subscribers representing over 50% of the population (Ibam, Boyinbode & Afolabi, 2017)

Another major factor that has contributed to the growth of online shopping outlets is the increase in middle class in Nigeria and of course the high percentage of young adults in this population. Out of the estimated 170 million people in Nigeria, 84 million of these are people under the age of 20. This represents almost 50 percent of the population (Gabriel, Ogbuigwe & Ahiauzu, 2016). According to Ajuwon and Popoola (2014), Males, 34 years and below are the major users of internet services in the country, this goes to show that the youths represent the highest number of internet users in Nigeria and are therefore an important demographic for online business. There has also been a significant increase in the standard of living of Nigerians, GDP has been experiencing an average growth rate of 6.8 percent between 2005 and 2013. The middle class represent about 23% of the entire population and earn an average of about 100,000 naira monthly (Udejaja & Onyebuchi, 2015). This of course means a lot of Nigerians now have the spending power to make an impact on the growth of online shopping businesses.

To perhaps give a better insight into how big the online market has grown to be in Nigeria, a short review of one of the largest online stores in Africa with a strong presence in Nigeria might suffice. Jumia is arguably the largest online shopping mall, selling everything from fashion items to electronic gadgets and equipment in Nigeria and sees an average of 700,000 weekly visitors. The Nigerian branch started operations in 2012 and just two years later has grown to become the 19th most visited site in Nigeria and the 2nd most visited online shopping site just behind Konga another popular online shopping mall. Jumia sold goods worth about 74.5 million Euros in the first quarter of 2017 alone (Rocket Internet, 2017).

This study aims to find out how online shops with the help of social media, might be influencing or affecting consumer behavior. It shall focus on the spending patterns of Nigeria youths - Have they developed a more spontaneous attitude to spending? And how social media is affecting this are some of the pertinent questions that shall be answered. The study shall be carried out using quantitative method of data collection and shall briefly touch on the Shopping Preference Theory and the technological determinism as a backdrop for the research.

1.1 Leading online stores in Nigeria

As the penetration of internet services continues to grow at an exponential rate in Nigeria, so does the number of online store start-ups. A lot of these stores have closed down but some weathered the storm and have become quite successful. Some popular online stores in Nigeria are, Lamudi (focuses on real estate), Carmudi (automobile sales), Konga, Jumia, Gidimall, Webmall, Gloo, Egole, Kaymu, Payport (All and sundry), OLX, Dealdey (similar to eBay) amongst others. This section shall briefly discuss the three biggest online stores in Nigeria according to Philips Consulting (2014).

Jumia (www.jumia.com.ng): Jumia Nigeria is arguably the biggest online store in Nigeria. It was founded in June, 2012 by Tunde Kehinde, Leonard Stiegeler, Sacha Poignonnec, Jeremy Hodara and Raphael Afaedor. As at 2014, it was the 19th most visited site in Nigeria and the second most visited online store in the country and has expanded operations to 10 other countries including Egypt, Ghana, Uganda, Morocco, Kenya and Cameroon. Jumia currently has about 4 million visits per month to their

page according to Traffic estimate. It was financed by Rocket internet; a German owned commerce company, Millicom and MTN, both telecommunications companies.

Konga (www.konga.com): Konga is Jumia's major competitor, the 17th most visited site in Nigeria and the most visited online shopping site in the country. It receives approximately 4.5 million visits per month on its sites. Like Jumia, Konga sells a very wide range of products, ranging from electronics to groceries. It was founded in July 2012 by Sim Shagaya with just 20 staff and by 2015 it now has well over 700 staff. Shagaya received an initial 3.5 million dollars from investor, AB Kinnevik. Konga started off as a Lagos only online store but quickly expanded to cover all cities in Nigeria by December of 2012. In 2013 and 2014, Konga received a series of funds from investors, AB Kinnevik and Naspers amounting to about 75 million US dollars.

DealDey (www.dealdey.com): Dealdey is one of the oldest online shops in Nigeria and launched in March 2011 and was founded by Sim Shagaya who incidentally is also the founder of Konga online Marketplace. The selling point for Dealdey is that it offers products/services at heavily discounted prices. These services or products include hotel, restaurant, and spa session deals. It currently offers its services to people residing in Lagos, Abuja or Port-Harcourt. It receives an average site visit of about 1.5 million per month.

From the foregoing it is clear that online shopping has grown significantly in recent years and it is in no small part due to a lot of factors discussed earlier which includes, internet penetration, improved standard of living and the convenience of shopping online.

1.2 Digital literacy and access to online stores in Nigeria

According to Buckingham (2006), Digital literacy can be described as a set of skills that allows individuals to effectively operate in a technological-oriented environment. The author goes on to explain that certain skills are required in order to be considered competent in the digital age. It is expected that a digital literate person should be able to evaluate and make use of information critically from various and relevant online sources. This definition is supported by Martin and Dunsworth (2007) who defined digital literacy as "an understanding of computer characteristics, capabilities, and applications, as well as an ability to implement this knowledge in the skilful, productive use of computers in a personalized manner". From the foregoing, it is clear that for anyone to survive in the digital age, a certain level of digital understanding and literacy must be attained. Practically every sector of the economy requires some technical know-how in order to function effectively and efficiently. Shopping has also evolved past just simply identifying what you want, haggling the price and making payments, but today, shopping now requires some level of technical know-how, at the very least, one must learn to make online payments and pay using credit/debit cards. This is so in Nigeria, as the e-commerce industry is growing at an alarming rate and to participate and enjoy some of the benefits this new shopping medium has to offer, one must be digitally literate to some degree.

According to Gabriel, et al. (2016), Nigerians are only recently coming to terms and understanding the advantages and usefulness of online shopping and the inherent benefits. According to them, Nigerians make use of various online platforms for a variety of purposes such as online banking to pay

bills, transfer funds and carry out other transactions, but they are yet to fully appreciate the idea of shopping online. The reasons for this scepticism when shopping online can mainly be attributed to the fact that there is a lot of distrust and poverty in the country. People are generally distrustful of people/brands they do not know and cannot see. According to Gabriel et al (2016) Nigerians prefer to haggle prices, and make face-to-face transactions which has become part of the shopping culture in the country. However, things are fast changing, as online shopping has grown to become a multi-billion-dollar industry in the country, showing that the country is now embracing and is gradually understanding and appreciating online shopping.

2. Review of literature on the effect of social media on consumer behaviour

There is no denying the fact that the importance of understanding consumer behaviour for the success of any organisation cannot be overemphasised (Sheth & Mittal, 2004). The nature of the internet and its many offerings has allowed users to become more demanding and given them increased access to relevant information on virtually any things –from shopping, business information, to educational issues. The changing nature of the online consumer and generally consumers of the 21st century has created changes in their buying decision. One reason for this is, social media platforms that facilitate purchase transactions, information gathering and buying decision making (Raaij, 1998 cited in Ivanauskas, 2009).

Social media according to Westerman, et al. (2014) is facilitating increased trust and enhancing content credibility amongst social media users. Research conducted by Turcotte, York, Irving, Scholl, and Pingree (2015) found out that about 80% of online users trust the judgement/opinion of the social media friend/contact more than any other internet source. What this implies is that social media might be doing a little more than just being a platform for users and advertisers to meet and exchange opinions, but might also be actively influencing the buying decisions of internet users.

It is an established fact that social media is fast becoming the single most important medium of communication either between businesses and their consumers or between two people from across the globe. Businesses are today exploiting the many advantages social media has to offer and are therefore rigorously channelling a lot of their messages through social media to allow for bigger exposure (Odden, 2008; Ellison, 2007). According to Stelzner (2014), social media is going to change or is in fact changing the way marketers are conducting businesses as they now have access to direct feedback from consumers via social media which goes a long way.

Do social media really have the power to effect such a change and affect how consumers think and even their buying and spending patterns? According to a research conducted by Ramnarain & Govender (2013) on the effect of social media on the youth purchasing behaviour in South Africa, using the survey method. They found out that youths are deliberately turning away from traditional advertising and seeking out social media platforms. Also, they make frequent purchasing decision based on information gotten from social media because they consider this information legitimate enough to make their purchasing decision in most cases. The findings of this study though conducted on a smaller scale points to the idea that social media is indeed an important factor in buying decisions of young adults

today and plays a major role in their decision-making process. In their paper titled 'predicting Purchase Behaviours from Social Media', Zhang and Pennacchiotti (2014), stated that, by developing a system to predict user's purchase behaviours on e-commerce websites through social media, they found out that there is a significant correlation between social media profiles and purchase behaviours on e-commerce. Barhemmati and Ahmad (2015) in their research on Social Network Marketing and how it might influence consumer purchase behaviour among people that use social media often. They found out that there is indeed a significant and positive correlation between consumer buying behaviour and social networks. This finding is supported by Martinka (2012) on her research on Social media communities (Facebook in particular) and their impact on consumer behaviour, using survey methods found out that Facebook communities significantly influences consumers purchasing behaviour.

A more elaborate research conducted by Hayta (2013) on the effects of social media on young consumer's buying behaviour. Using Face to face interview of 688 young consumers between the ages of 18-24 who regularly make use of social media was conducted. The study found out that there was significant difference in purchasing behaviour of consumers that make use of social media. The study concludes that students generally are significantly influenced by social media when making a buying decision.

From the foregoing, it is clear that social media plays an important role in changing consumer behaviour. Social media is fast growing to become the go to media for opinion leaders, businesses and government because they recognise the great power this medium yields as regards to audience and consumer behaviour. We can however also conclude that no study has been carried out on the issue of social media, vis-à-vis online stores and how they might be influencing consumer behaviour of youths in sub-Saharan Africa.

3. Statement of the problem

Online shopping has become increasingly popular in Africa and with increased shopping options; both local and international, there is no stopping this growing trend. Online shopping has opened up new opportunities for businesses and also for potential customers to conduct business with one another. Goods that ordinarily might be beyond the reach of the average Nigerian is now a click away. Nigerians can now shop for goods from America using their debit card and, in a few days, they receive their packages. Youths – ages between 18 and 40 – make up the vast majority of internet users and online shoppers in the country and as such it is pertinent to understand this very dynamic demographic. Understanding the spending patterns of Nigerian youths and those factors that influences their decision to make online purchases is important if we are to grow the online marketing and e-commerce industry in Nigeria and in Africa generally.

This study therefore seeks to find out the relationship between online shops and how this might be influencing their buying decision thereby leading to changing spending patterns among Nigerian youths. Also, to identify those factors that might be influencing this change if any.

In a nutshell this study aims to:

1. To provide empirical evidence to prove that electronic shopping malls directly impacts on the spending patterns of youths
2. To contribute to knowledge in the field of integrated marketing communications and new media.
3. To identify a correlation between social media and consumer spending

4. Research questions and hypotheses

From the review of relevant literature, it is clear that there is indeed no conclusive research on the effects of e-malls on youth spending taking into account social media as the medium through which e-malls advertise their wares and services. Drawing from similar research in this field and the personal and educated opinions on the issue of media effects and consumer behaviour, the researcher came up with some Hypothetical Assumptions (HA). Hypothetical Assumptions here are statements made in the form of hypothesis that leads to proving the Main Hypothesis right or wrong. These assumptions shall also be tested to confirm or refute them as the case may be.

The main hypothesis are:

H₀: Online shopping malls with appreciable presence on social media have no direct effect on youths' spending patterns

H₁: There is a significant relationship between online shopping malls with appreciable social media presence and spending patterns among youths.

Based on similar studies on ways technology might be influencing spending, the researcher made some Hypothetical Assumptions (HA). These Hypothetical Assumptions shall direct this research and prove or disprove the main hypothesis. The following are some known advantages and features of online shopping:

HA1: Online shopping malls' advertisements on social networking sites directly affect the number of visitors to the e-mall sites.

HA2: Youths that spend a lot of time on social media spend more frequently online than those that do not.

HA3: Majority of online shoppers believe that items from online stores are more authentic than regular outlets

HA4: Youths spend more when they shop online than when the shop offline

HA5: Online shopping encourages impulsive spending more than the brick and mortar shops?

HA6: Sales and other shopping incentives lead online shoppers in Nigeria to overshoot their budget.

HA7: people have more access to shopping incentive online than in brick and mortar shops.

HA8: There a significant relationship between hours spent online and spending patterns

HA9: there is a significant relationship between the perceived coolness of the medium and the propensity for youths to shop on this platform.

5. Significance of Study

Consumerism is a prominent issue of discussion in the academic and business world. To different people it means different things. To the business man, it is a welcome development for obvious reasons. To the academic, environmentalist and sociologist it might be the catalyst that destroys human existence as we know it or it might just be the next phase of the human experience in this century. Whatever the situation, certain factors and technologies have caused the continued growth and spread of consumerism; one of such factors is the internet – social media to be precise which this study hopes to confirm. A lot of work has been done on consumerism and its effect on society, but there is a dearth of literature on online stores and how they encourage consumerism in developing nations like Nigeria.

This study will be relevant to both scholars of communication; new media in particular and business practitioners as it would give an insight into how youths choose their shopping options as well as how they manage their finances. By understanding the spending patterns of youths in Nigeria, media analyst, marketing and advertising professionals would be able to plan their marketing and distribution plans properly to ensure they reach their target audiences, thereby giving them a competitive advantage. Ultimately this study shall help clarify the issue of how social media is influencing our spending patterns and purchasing habits.

Furthermore, this study would act as bedrock for future studies in consumer behaviour and significantly contribute to the knowledge in the field of new media and consumer behaviour.

6. Theoretical Framework

Technological determinism is a reductionist theory which at its core posits that the development of any society and its cultural values are driven by that society's technological development and progression. The general consensus is that the term was coined by Thorstein Veblen (1857-1929), an American sociologist. Technological determinist believe that particular communications technology, media or even technology in general are the sole causes of change in society.

Veblen (1994) posits that "Indeed, technological determinism, effectively the opposite of social determinism, is a theory which points to technology as being *the* force which shapes society".

According to him technology determinist believes that:

- Like the weather, technology is autonomous
- It causes social change

From the foregoing it is clear that technology determinism theory holds that whatever change we might experience as a species, the most important factor that would lead to such a change or advancement would be technology.

Shopping Preference Theory According to Sheth (1983, as cited in Rajamma & Neeley, 2005) customers' choice of their preferred shopping outlets would be determined by a number of factors

including, shopping motives as well as shopping options available, amongst other factors. The shopping preference theory can be broken down into four basic constructs and their determinants. The four constructs are: *Shopping predisposition*: this refers to the preferred choice of shopping outlet by the consumer, considering all the alternatives available to him/her for a specific product or service. These preferences are usually limited to the outlets which a buyer deems acceptable to shop for the particular product he/she needs. *Choice calculus*: this refers to the choice rules utilized by customers in establishing the preferred shopping outlets also known as shopping predisposition. It involves matching shopping motives and shopping options. *Shopping motives*: this refers to a customer's needs and wants in relation to the shops and outlets for a particular product or service at their disposal. Shopping motives can be further broken down into two types, namely: Functional needs (related to time, place and possession needs), Non-functional wants (related to the choice of shopping outlets in relation to the buyer's social, emotional and epistemic values). *Shopping options*: this refers to a set of outlets available to customers to satisfy their shopping motives for a particular product or service.

The Shopping preference theory is relevant to this study in that it would help shape our understanding of what motivates consumers to choose their shopping choice – online or physical location.

These theories – Technological determinism and shopping preference theory are very relevant and together would help us understand how online shopping medium might be influencing our shopping and buying decisions.

7. Research Methodology

The researcher made use of descriptive research methodology and cross-sectional survey to retrieve data from students in selected universities in Nigeria. The reason for using this method is because the study targets a very large population and as such it is more expedient to make use of the survey method to collect data from such a large and diverse population. Cross-sectional survey involves collecting data from a study sample derived from a specific population at a particular time. It is mostly used to document the dominance of certain characteristics or behaviour in a population. This method is particularly useful when carrying out any audience-based research. It also offers the opportunity to find or ascertain the relationships between variables. It is for this reason that the researcher opted to make use of the cross-sectional survey method for data collection. The data collected represented the respondents' perception on the use of social media, online shopping and how they interact with them. The sample size for this study was arrived at using Survey monkey software, computing the total number of student bodies in the selected schools and using a confidence level of 95% and a margin of error of 5%, the researcher arrived at a sample size of 1481. However, 1600 questionnaires were distributed to account for damaged and unanswered questionnaires. A pilot study and pretesting of the questionnaire were conducted before being sent out to the main respondents.

The questionnaires shall be distributed as follows:

Table 1. Sample Size Distribution

S/N	Institution	Student Population	Calculated Sample Size*	Distributed Questionnaires
1	University of Lagos (UNILAG)	45,000	381	400
2	Federal University of Agriculture Abeokuta (UNAAB)	12,000	373	400
3	Bowen University, Iwo (BUI)	5,000	357	400
4	Babcock University (BU)	10,000	370	400
	TOTAL	72,000	1,481	1,600

*using survey monkey

Out of 1600 questionnaires sent out, 1349 were collated and analysed meaning that 84.3% of questionnaires sent out were retrieved and used for this study. The rest were unreturned, not properly answered or damaged. The reason for selecting the two public universities (UNILAG and UNAAB) is because they are arguably two of the most popular government owned universities and as such attract a lot of students from all parts of Nigeria. The selected private schools on the other hand are some of the top private universities in Nigeria and are quite expensive. Also these universities have a large student body and rank very high on the universities ranking charts in Nigeria. The implication is that, this study has a healthy mix of respondents from different backgrounds and orientation which makes this study more holistic.

The questionnaire was made up of 49 questions broken down into 4 different sections. The questionnaire starts with a screening section which required the respondents to state whether or not they had ever shopped online before. This question was asked in order to ensure that the respondents represented the target audience of this study and anyone that responded negatively to this question was automatically disqualified. Other sections of the questionnaire aligned with the research objectives and questions.

The questionnaire was tested for validity using the Cronbach's Alpha test. It had a Cronbach's Alpha of .869 which means that the questionnaire has a high level of reliability and as such was suitable for this study.

8. Results

Below is a table summarizing the findings of this study.

Table 2: Summary of Findings

HYPOTHETICAL ASSUMPTIONS				
S/n	Statement	Test	Relevant question(s)	Findings*

1	online shopping malls advertisements on social networking sites directly affect the number of visitors to the e-mall sites	RA & FQD	Question 11 & 14 from section 3	RIGHT
2	University student that spend a lot of time on social media spend more frequently on E-malls than those that do not	FQD & PC	Question 3 of section 2 & 15 from section 3	RIGHT
3	Most online shoppers believe that items from online stores are more authentic than regular outlets	FQD	Statement 11 of section 4	RIGHT
4	Youths spend more when they shop online than when the shop offline	FQD	Statement 17 of section 4	RIGHT
5	online shopping encourages impulsive spending more than the brick and mortar shops	FQD	Statement 15 of section 4	RIGHT
6	Sales and other shopping incentives lead online shoppers in Nigeria to overshoot their budget	LRA	Statement 8 and 14 of section 4	RIGHT
7	People have more access to shopping incentive online than in brick and mortar shops	FQD	Statement 8 of section 4	RIGHT
8	There is a significant relationship between hours spent online and spending patterns	PC	Question 7 of section 2 & questions 15 and 18 of section 3	RIGHT
9	There is a significant relationship between the perceived coolness of the medium and the propensity for youths to shop on this platform.	PC	Question 15 of section 3 and statement 20 of section 4	RIGHT
MAIN HYPOTHESES				
H ₀	Online shopping malls with appreciable presence on social media have no direct effect on university students' spending patterns	LRA	Question 11 and 15 of section 3	WRONG
H ₁	There is a significant relationship between online shopping malls with appreciable social media presence and spending patterns among youths.	LRA		RIGHT
<p>*if statement is proven right, then 'Right' is written in under the 'findings' cell and if proven wrong 'wrong' is written.</p> <p>RA= Regression Analysis, FQD= Frequency Distribution, PC= Pearson Correlation, LRA= Linear Regression Analysis</p>				

Out of the 1349 respondents 26.4% were students of University of Lagos representing 356, 25.8% were students of Federal University of Agriculture, Abeokuta representing 348 students, 24% were from Babcock University representing 324 and 23.8% were from Bowen University representing 321. It should be noted that 400 questionnaires were distributed to each of these universities. The vast majority of the respondents were aged 20-24 with 695 respondents between these ages representing 51.5% of total respondents, followed by ages 15-19 with 503 respondents accounting for 37.3% of total respondents, 115 respondents were aged 25-29 representing 8.5% while 36 respondents were above the age of 30 and represented just 2.7% of the respondents. Of the total respondents 777 were male and 572 were female representing 57.6% and 42.4% respectively. 61% were Yorubas, 6.4% were Hausas, 27.3% were Igbos and 5% represented all the other minor ethnic groups. 1153 of the respondents identified as single representing 85.5%, 54 said they were married representing 4%, 140 stated that they were in a relationship accounting for 10.4%. 90.4% of the respondents were undergraduates, 3.3% were pre-degree and 6.3% were postgraduate. 76.4% were Christians and 21.3% were Muslims while the rest representing 2.2% identified as other. All of the respondents received some sort of monthly income or allowance. On the amount of allowance/income received, 2.7% said they received less than 5000 naira, 37.1% said they receive between 5000 and 10000 naira every month, 38.8% said they received between 10000 and 20000 monthly and 21.3% stated that they receive more than 20,000 monthly.

The hypothetical assumptions were first proven before the main assumption. Using regression analysis, the first hypothetical assumption-Online shopping mall advertisements on social networking sites directly affect the number of visitors to the e-malls- was tested. Question 11 from section 3 and question 14 of the same section from the questionnaire were used for this analysis. From this test it was confirmed that indeed online shopping mall adverts on social media directly impacted on the number of e-mail visitors. Hypothetical Assumption 2- youth that spend a lot of time on social media spend more frequently on e-malls than those that spend less time on social media- was tested using Pearson Correlation. Question 3 of section 2 and question 15 of section 3 of the questionnaire were used for this test. An r value of 0.163 was gotten which implies that there is a positive linear relationship between spending a lot of time on social media and spending more on electronic shopping. HA3- Most online shoppers believe that items from online stores are more authentic than regular outlets- was analysed by using a frequency distribution table of the answers to the statement; "Most products on online stores are more authentic than in regular stores". It was found out the about 50% agree with this statement while 25% do not agree. Therefore, it can be deduced from the analysis that most shoppers feel that there is a higher tendency to buy original products online than in regular stores in Nigeria. HA4- Youths spend more when they shop online than when the shop offline - was analysed using the frequency distribution table to the statement "I generally spend more shopping online than in regular stores". It was found out that 52.8% of the total respondents agree to this statement and only 30.6% disagrees. Therefore, it can be concluded that most youths that shop online tend to spend more on a single shopping session than their offline counterpart. HA5-Online shopping encourages impulsive spending more than brick and mortar shops- was proven using frequency distribution table to the answers to the statement; "I tend to buy more compulsively online than in regular shops". 51.2% agrees

to the statement while 28.8% disagree implying that online shopping does encourage spontaneous and compulsive spending among youths. HA6-Sales and other shopping incentives lead online shoppers in Nigeria to overshoot their budget- was proven using linear regression analysis. And it was found out that 75% of people that overshoot their budget did so as a result of shopping incentives and promotions online. It can therefore be concluded that sales and other shopping incentives such as discounts, free gifts and giveaways cause university students to overshoot their budgets when shopping online. HA7- People have more access to shopping incentive online than in brick and mortar shops- was proven using a frequency distribution table to responses to the statement "there are better deals in terms of discounts and promotions online than in regular shops". It was found out that 68.2% agree with the statement and 31.7% disagree which implies that most university students feel that they are more sales incentives online than offline. HA8-There is a significant relationship between the time spent online and spending patterns- was proven using Pearson correlation analysis. Question 7 of section 2, question 15 of section 3 and question 18 of section 3 were used for this analysis and it was found out that there is strong linear relationship between time spent online and the frequency of purchases made online and also a strong relationship between time spent online and approximate amount spent shopping online. It was therefore concluded that time spent online affects spending patterns of university students in Nigeria. HA9- there is a significant relationship between the perceived coolness of the medium and the propensity for youths to shop on this platform- was tested using Pearson Correlation analysis and it was found out that there is indeed a relationship between students' perception of online shopping as cool and their online shopping habits and that this perception or opinion about this medium greatly influences their decision to shop online.

The main hypothesis was tested using linear regression analysis. The following questions were analysed: Have you ever seen online shopping mall adverts on any social media platform before (Constant) and how often do you make purchases online (Dependent)? It was made clear that if the P value is less than 0.05 then the null hypothesis would be rejected and the alternate hypothesis accepted. From the analysis conducted the F test outcome was significant at 0.004 and since it was less than 0.05, the alternate hypothesis was accepted and the null hypothesis was rejected. It was therefore concluded that online shopping malls with appreciable presence on social media have a direct effect on the spending patterns of university students in Nigeria.

9. Conclusions

The findings of this study indicate that there is indeed a relationship between online shopping malls with appreciable social media presence and changing spending patterns amongst university students in Nigeria. It was found out that there is a correlation between online mall adverts on social media and the number of visitors to the site which implies that the more adverts are shown on social media targeted at youths the higher their chances of increased patronage from this demographic. Also, a link was ascertained between spending a lot of time on social media and spending more money on online malls. What this means to advertisers and marketers is that apart from getting people to notice and buy their products through conventional advertisement, they need to devise means of ensuring that they drive

traffic to their social media page because it is an important variable in the buying decision process of a lot of young consumers.

This study has clearly shown that there is indeed increased spending among Nigerian youths and have identified some of the responsible factors such as availability of cheap and accessible internet services, increasing “cool” factor of shopping online and a variety of reasons. Whether this is a good thing or a bad thing is left for future studies to ponder and given time, scholars, marketers and advertisers will be able to know the long term effect of social media on Nigerian youths. One thing we do know from this study, is that, social media advertising and social media networking has significantly changed the way we shop and how our perception of quality is formed. People now seek validation on their purchases from their online friends, making it easy to be manipulated or pressured into making purchases on cannot justify financially.

Consumerism is not a bad thing in of itself, but if left unchecked, in a country where the majority of its citizens are living below the poverty line, there is a tendency that increasing consumerism and the attraction to the flamboyant lifestyles of home and foreign celebrities can lead to an increase in fraud and criminal activities in a bid to please our online and offline friends and to be part of the ‘cool’ crowd. It is based on this, that the researcher concludes that a willingness to spend and spend well is beneficial to the growth of the economy, but care must be taken to ensure that informed decisions are made while shopping, digital literacy is an important trait to be encouraged among Nigerians so they can sieve through the torrent of information they are bombarded with on social media and make informed decisions while shopping.

10. Recommendations

Based on the findings of this of this study which was aimed at finding out the relationship between online shopping malls with appreciable social media presence and youth spending in Nigeria, it is clear that there is indeed a relationship between these two variables. From the findings of this study, it is clear that the single most important factor for youths when deciding to shop online is social media, everything concerning their decision to buy or not to buy basically revolves around social media and as such it is important that care is taken to ensure that youths are consistently engaged online. It was also found out that ALL respondents preferred online stores that sell a wide variety of products from different manufacturers such as Jumia.com, Konga.com, ASOS, AlieExpress etc. as against stores that sell products of only one manufacturer like calvinKlein.com, Versace.com. It is therefore recommended that this should be taken into consideration when considering an e-commerce business in Nigeria.

Popular fears of potential online shoppers include fear of identity theft, not getting what they paid for, not getting the product at all, long delivery time, and damaged or substandard products. The fear of identity theft has been greatly reduced in Nigeria due to the fact that a lot of online shops local to Nigeria give shoppers the option of paying cash on delivery meaning they would not have to divulge any personal information or sensitive account details to shop. This has of course increased customer confidence in the medium and as attracted some otherwise sceptical shoppers.

It recommended that further research in this field and covering this demographic should cover a wider sample area. This study focused on the south-western part of Nigeria although using federal schools ensures a healthy mix of every major ethnic and social group in the country, it would still be better if a more elaborate study was conducted to cover the 6 geo-political zones in Nigeria.

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