Social Media Marketing Strategies and Purchase of Kitchen Equipment by Mobile Phone Users in Anambra State, Nigeria

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Abstract:

This study evaluated social media marketing strategies and purchase of kitchen equipment by mobile phone users in Anambra State, Nigeria. The specific objectives of the study were to: determine the effect of Facebook, X Premium, instagram, youtube and global business whatsapp marketing on purchase of kitchen equipment by mobile phone users in Anambra State. The variables of interest were on mobile phone users' purchasing behaviour, facebook marketing, X Premium marketing, instagram marketing, youtube marketing and business whatsapp marketing. The study was anchored on uses and gratification theory. Survey research design was adopted. The population of the study comprised of all adult users of mobile phones in Anambra State. Topman's non-parametric sample size determination for unknown population was applied to obtain a sample size of 368. Structured questionnaire was applied as the instrument of data collection. The study adopted face and content validity. Test-retest reliability was employed to verify the reliability of the instrument. Data generated were arranged in frequency tables and analyzed in percentages. Test of hypotheses was done using multiple regression analysis with the aid of SPSS version 23. It was discovered that Facebook marketing has significant effect on purchase of kitchen equipment by mobile phone users (t = 2.870, p = 0.004); X Premium marketing has significant effect on purchase of kitchen equipment by mobile phone users (t = 2.923, p = 0.005); Instagram marketing has no significant effect on purchase of kitchen equipment by mobile phone users (t = 1.901, p = 0.167); YouTube marketing has significant effect on purchase of kitchen equipment by mobile phone users (t = 2.562, p = 0.009); and Business WhatsApp marketing has significant effect on purchase of kitchen equipment by mobile phone users (t = 3.632, p = 0.000). From the findings we conclude that: social media marketing channels have significant effect on purchase of kitchen equipment by mobile phone users in Anambra state, Nigeria. It was recommended that: Facebook marketing should create a group for all the social media platforms popular in their area of operation. This would assist to develop a community of product users like the mobile phone. X Premium marketing should launch social media and attract consumers on social media pages. The campaigns must focus on raising brand awareness, promote a favourable brand image and create a "buzz" in the online market place. The campaign must appeal to purchasing behaviour. Improvement in the overall research strategy and to help both the consumer to be more enlighten and exposed that instagram marketing would help for easier purchase when buying things online so as to bring both the consumers and the sellers more closer.

Key Words: Social Media Marketing Strategies, Kitchen Equipment, Mobile Phone Users, facebook marketing, X Premium marketing, instagram marketing, youtube marketing and business whatsApp marketing

1. INTRODUCTION

The advent of globalization, the growing integration of economies and societies around the world, facilitated by sophisticated Information, communication and transportation Technology (ICTT) (the social media internet, GSM, TV/cable Network etc) has transformed the world into a global village (Mojekeh,2018). The competitive marketing world is becoming dynamic and complex. Today consumers' tastes, perception, expectations, priorities and preference, in the market place and market space are more sophisticated and shifting towards ease-of-service, online real time service, electronic service quality responsiveness, reliability, credibility and trust. Marketing approaches that worked yesterday, may not work tomorrow, even as the recent paradigm shift is on social media marketing platforms in all its ramifications (Mojekeh, 2023). Consumers are using the internet more frequently and investing more time in information research, which has a significant impact on their purchase intentions (Mustapha, Ojeleye, & Umar, 2022). Social media as one of the new platforms that marketers currently deploy in the marketing of their goods and services, has created a novel means to share marketing information. Not only is social media able to connect people, it also enables them to express and share ideas, thoughts, and opinions with others (Nwankwo, Mojekeh & Eze, 2021; Onwuteaka, Ezeanolue & Okoli, 2020; Okoli, Ezeanolue & Edoko, 2019). Social media marketing network sites such as, Facebook, X premium, LinkedIn, YouTube, Google, etc now allow individuals to interact with one another and to build relationships. Even many companies across the world have joined but they joined only the fastest growing networks, such as, Facebook and Twitter, so as to connect with their customers (Akpan, 2019). The social media networks, act so fantastically as the vehicle that help companies gain traffic or attention to their own products, usually through the use of Links via the adverts they place on the social media websites (Makudza, Mugarisanwa & Siziba, 2020; Nwafor & Umebali, 2024). Also it acts just as the traditional Word-of-Mouth communications, as mainstream marketing does. Corporate messages uploaded on the sites, spread very fast, from users to users and presumably, resonate in favour of the company (Ifechukwu-Jacobs, 2022; Jacobs, 2019; Ifechukwu-Jacobs, 2022). In these regards, social media networks, ever since 2008, have become the new 21st century paradigmatic market medium for businesses to exploit and influence their customers' purchasing behaviour. This is because, globally, a survey report reveals that about half of the 400 million active users of Facebook alone, log on each day and spend over 500 billion minutes per month on the same site. (Okpighe & Ogundare, 2020) and sequel to this notion, virtually all businesses now employ social media networks, as an extension of their existing corporate marketing strategies, especially the retail industry, in order to, capture and serve customarily those active users, with a broad range of brand choice across the universe (Ilechukwu, Ifechukwu-Jacobs & Okeke, 2023; Ifechukwu-Jacobs, 2022).

Social media has been a growing trend for many years, and it has become a useful platform for businesses to promote their products and services (Katawetawaraks & Wang, 2016). Social media marketing simplifies the targeting process, and social networking sites associated with the purchasing, use and disposal of goods and services by consumers, individuals, groups, or organizations (Laith, 2021). Social media eliminates the spatial and time constraints that are inherent in traditional methods of communication. These features placed the social media as ready means to advertise goods and services and promote the image of brands and organizations (Lin, Yang & Huang, 2018). Social media enabled by the internet have features that enable huge amounts of information to be stored at different locations to be shared and accessed by many at less costs (Mini, Fink, Hausmann, Kremer & Kulkarni, 2021). This makes it possible for consumers to obtain the desired information at the click of a few buttons. Consumers use this modern information technology through the computer and phones, to assess information about companies and their products. This common meeting point for consumers and the marketers, is enhanced through social

media, either by joining a page or following a friend by someone. A number of social media platforms that enable this are Facebook, X premium, Instagram, MySpace and lots of others (Ngai, Moon & Tao, 2016). The recent developments in social media landscape have shown that marketers are more embracing social media to attract, engage and transact with their customers. Presence on these social networking websites, helps the organizations, to easily reach the users who do not know about it (Ogunyombo, Oyero & Azeez, 2017). Thus, it provides a low cost opportunity to reach large numbers of users and gain the brand recognition.

Human interaction which is the core of social media marketing has usurped advertisements in building a level of trust with the present and potential customers (Otugo, Uzuegbunam & Obikeze, 2015). Present consumer is more likely to trust those who give an impartial description of a product rather than a celebrity who are paid to endorse the product. Social media allows people all over the world to form a community of consumers. Organizations are using social media techniques, in order, to change consumer's behaviour and switch their loyalty (Balci & Cetin, 2017; (Agbasi, Edoko & Ezeanolue, 2018; Okpala, Ezeanolue & Edoko, 2018; Otugo, Edoko & Ezeanolue, 2018). The inception of social media marketing is considered to be one of the mightily development in the history of commerce (Owusu-Acheaw & Larson, 2015; Pantano & Gandini, 2018). This particular invention, as well as, revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. Social media marketing puts consumers back to the center of the business world and offers new set of tools, to interact with consumers and integrate them into brands, through innovative ways (Kaplan & Haenlein, 2017). The use of social media websites is becoming a common part of life in Nigeria. In the beginning of 2017, a total number of social media users in Nigeria had reached a mark over 3 million users, with estimates going up to 4 million users (Helal, Ozuem, & Lancaster, 2018). Social media in the lives of consumers is also, taking up a significant role especially the youth, who comprises young consumers, aged between 18 to 24 years. The youth are growing in a technology changing world, resulting to them being more likely to use social media in their daily activities (Bruning, Hu & Hao, 2019). In Nigeria, Akpan (2019), in their study on the impact of social media on consumer behaviour in Nigerian marketing, showed that online marketing has an impact on consumer purchase decision in Nigeria companies. This study therefore seeks to investigate social media marketing strategies and purchase of kitchen equipment by mobile phone users in Anambra State, Nigeria.

Statement of the Problem

Manufacturers utilize social media platforms, such as X premium, Instagram, and Facebook to promote their products and services. Mobile phone users have witnessed a significant growth through social media marketing, attracting its clientele across the globe. The high demonstrated demand of its services, as increased the awareness through social media services. Despite many researchers have being in support that social media marketing has a great impact on Mobile Phone users purchasing behaviour, other researchers and scholars, seem to disagree as they indicate that social media campaigns that attempt to change consumers behaviour, using the same principles used in selling products and services to consumers, work effectively (Hamouda, 2018). Whiting and Williams (2016), argued that, Mobile phone purchasing behaviour change, requires more than just campaigns to be more effective. Balci and Cetin (2017) added that individuals may know the effects of their behaviour but may not be willing to change unless it is involuntary. Various studies have been conducted on social media marketing and Mobile phone users purchasing behaviour. However, the results of the studies were inconsistent. For instance Otugo, Edoko and Ezeanolue (2018) carried out a study on the social media marketing and consumer behaviour. The findings from correlational analysis show that there was no significant relationship between social media and consumer behaviour.

Nyagucha (2017) carried out a study on the influence of social media marketing on consumers purchasing behaviour, with a focus on Nyeri constituency and result revealed a significant relationship between social media marketing and mobile phone users' purchasing behaviour. Similarly Nyairo (2016), conducted a study on the influence of social media marketing on consumer behaviour in Kano and concluded that Facebook and X premium influence consumers purchasing behaviour to certain extent. Based on the inconsistencies in the results of previous studies, we can say that the study on this subject is inconclusive. This therefore gives opportunity for further investigation. Similarly, little or no study exists that investigated the influence of social media on purchases of kitchen equipments particularly among users of mobile phones in Anambra State. Therefore, in order to fill these observed gaps in the literature, this was aimed at ascertaining the effect of social media marketing strategies on purchase of kitchen equipment by mobile phone users in Anambra State.

Objectives of the Study

The broad objective of this study was to investigate the effect of social media marketing strategies on purchase of kitchen equipment by mobile phone users in Anambra State. The specific objectives are to:

1. Determine the effect of Facebook marketing on purchase of kitchen equipment by mobile phone users in Anambra State.

2. Examine the effect of X premium marketing on purchase of kitchen equipment by mobile phone users in Anambra State.

3. Investigate the effect of Instagram marketing on purchase of kitchen equipment by mobile phone users in Anambra State.

4. Evaluate the effect of YouTube marketing on purchase of kitchen equipment by mobile phone users in Anambra State.

5. Examine the effect of Global business WhatsApp marketing on purchase of kitchen equipment by mobile phone users in Anambra State.

Research Hypotheses

Ho_1: Facebook marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Ho_2: X premium marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Ho_3: Instagram marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Ho_4: YouTube marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Ho_5: Business WhatsApp marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

2. METHODOLOGY

Research Design

Survey research design was adopted in this study. A survey strategy is a study that involves making a comparison between units of observation, by collecting and analyzing data quantitatively, using descriptive and inferential statistics to suggest possible reasons for particular relationships between variables.

Area of the Study

This study focused on Anambra State, Nigeria. Anambra State is one of the 36 States of the Federation and is located in South East zone of Nigeria. It shares boundaries with Delta State to the West, Imo State to the South, Enugu State to the East and Kogi State to the North. It is divided into three senatorial zones: Anambra North, Anambra Central and Anambra South. The researcher used Anambra State because it's the most industrial and business oriented state in South-East, Nigeria. Also, social media marketing and mobile phone users' purchasing behaviour towards kitchen equipment are high and the seat of government, higher institutions, international markets and Mobile phone marketing facilities are located in the state. There are 21 Local Government Areas in the state and the indigenous language of the people is predominantly Igbo. The inhabitants of the area are mainly civil servants and business men. The rural areas are however predominantly inhabited by farmers, petty traders and craftsmen. The specific areas covered in this study include Nnewi, Awka and Onitsha which represents the three senatorial zones in the State.

Population of the Study

The characteristics of the population were determined by limiting the study to only adult population, 18 years and above who engage in social media usage and utilize mobile phones in their purchases. The population of this study is not known and therefore it is an infinite population.

Determination of the Sample Size

Since the population is unknown, as such the sample size of the users of social media marketing was determined with the aid of Topman's non-parametric sample size determination formula, applied when the population frame is unknown. The researchers, conducted a pilot survey by selecting 100 respondents and presenting to them questions hinging on social media marketing platform and mobile phone users' purchasing behaviour towards kitchen equipment. "q" and "p" values obtained from their responses were recorded as, 40 and 60 respectively. Stated below is the Topman's formula for sample size determination

n $=\dfrac{Z^2pq}{e^2}$

where

n = Sample size

z = The value of Z-score associated with the selected degree of confidence limit

(95%) i.e. = constant = 1.96

p = Probability of positive response 40/100 = 0.4

q = Probability of negative response 60/100 = 0.6

e = Tolerable error or error margin = 5% = 0.05

Substituting therefore,

n = $\dfrac{(1.96)^2 \text{ X } 0.4 \text{ X } 0.6}{(0,05)}$

n = $\dfrac{3.8416 \text{ X}0.4\text{X}}{0.0025}$

n = $\dfrac{0.921984}{0.0025}$

n = 368.4

n = 368

Sampling Technique

The respondents for this survey were obtained through the use of convenience sampling method. The social media in the study was selected based on their availability. The strength of convenience sampling technique was based on its ability to generate large number of suitable respondents quickly and economically. Saunders, ………………… (2009) noted that this sampling technique can be continued until the required sample size has been reached with a good response rate (Craig & Douglas, 2005). However, the respondents in this study were conveniently and purposively approached at their offices/business locations/institutions within Anambra State. Efforts were made to ensure that the selected respondents were capable of understanding and answering the questionnaire statements properly. Granted that the respondents were conveniently and purposively approached but not all the respondents contacted, were actually given the questionnaire. In other words, the choice of the actual respondents was based on those who were likely to provide us with the requisite data. For instance we excluded those Mobile phone users who may lack the requisite skill to complete the questionnaires. Saunders et al (2009), argued that sample needs to be, as representative as possible, where it will be used to generalize about the total population.

Sources of Data

The data used in this study was obtained through primary source, specifically gotten from social media/mobile phone users with the aid of questionnaire as data collection instrument.

Method of Data Collection

The questionnaire was the main research instrument adopted in this study for the requisite data collection. Saunders et al (2009), argued that the questionnaire is the most suitable instrument for caused researches, in order to examine the relationships between variables. Evidences emanating from the literature support this method. The questionnaire used the form of fixed response alternative questions that require the respondents to answer from predetermined set of answers to every question (Bryman & Bell, 2003). It is a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements or questions. This rating scale was easy to construct and administer and respondents readily understood how to use the scale (Bryman & Bell, 2003). The Likert scale used in this study were categorized as

Strongly Agree   SA (4)

Agree   A (3)

Disagree   D (2)

Strongly Disagree SD (1)

The questionnaire contained two sections, namely A and B. Section A has statements on demography (age, gender, education and marital status), while section B includes the statements on exploratory variables which affects social media/mobile phone users' purchase of kitchen equipment. These included Facebook marketing, X-Premium marketing, Instagram marketing, YouTube marketing and Global business WhatsApp marketing. Out of 368 copies of questionnaire retrieved, only 350 copies of questionnaires were correctly filled and found usable for the study, representing a 95.10% response rate.

Method of Data Analysis

The data generated through questionnaire were presented in frequency tables and percentage analysis. The descriptive statistics were applied to describe the nature of data

obtained. Furthermore, multiple regression analysis was used to test the hypotheses formulated for this study. Multiple regression technique was adopted to test the relative predictive power of the independent variables on the dependent variable. This was facilitated by use of statistical package for social sciences (SPSS) version 23.

Regression statistics, including R^2, adjusted R^2, F tests, and t tests was used to select the most robust, parsimonious models that best explain the data set. The Regression models were customized to the variables of the study to measure the relationship between the variables used in the study. The degree of explanation of the explanatory variable on dependent was captured by the coefficient of determination.

Model Specification

The specification of the model for this work was based on the objective of the study. This model was to examine the influence of social media marketing platform on mobile phone users' purchasing behaviour towards kitchen equipment. This model is a modification of that of Denscombe, 2003 and Leedy, 1993). (2019). The regression model is stated in a functional form as:

$$UPB = f(FM, XPM, IM, YTM, GBWM) \tag{1}$$

Where

UPB = Purchases

FM = Facebook Marketing

XPM = X Premium Marketing

IM = Instagram Marketing

YTM = YouTube Marketing

GBWM = Global Business WhatsApp Marketing

f = Functional Notation

The above model can be put in an econometric form

$$UPS - B_0 + B_1 FM + \beta_2 XPM + \beta_3 IM + \beta_4 YTM + \beta_5 GBWM + u \tag{2}$$

Where

B_0 = Autonomous Intercept

B_1 = Coefficient of parameter FM

B_2 = Coefficient of parameter XPM

B_3 = Coefficient of parameter IM

B_4 = Coefficient of parameter YTM

B_5 = Coefficient of parameter GBWM

U = Stochastic error term

Decision Rule: Probability value (P-value) measures the individual significant level of the individual independent variables. A P-value that is less than 0.05 ($P\text{-value} < 0.05$) level of significance, shows that the variable is significant but when the P-value is more than 0.05 ($P\text{-value} > 0.05$) level of significance, it shows that the variable is not significant.

3. PRESENTATION AND ANALYSIS OF DATA

Percentage of Questionnaire Distributed and Returned

Table 1: Distribution and Retrieval of Instruments

Social Media Marketing Platform	Number Distributed	Number Returned	% of the Returned	Number Not Returned	% Non Returned
Facebook	74	63	17%	11	3%
X Premium	74	62	17%	12	3%
Instagram	74	67	18%	7	2%
Youtube	73	69	19%	4	1%
Whatsapp Business	73	66	18%	7	2%
Total	368	327	89%	41	11%

Source: Field Survey, 2023.

A total of three hundred and sixty eight (383) copies of questionnaire were distributed to the respondents. Out of the three hundred and eighty four (384) copies distributed, three hundred and twenty seven was properly filled and found relevant to the study. Therefore, the analysis in this section was based on the three hundred and twenty seven (327) relevant copies. Demographic data was presented and analyzed in the first section of this chapter. Data related to the research questions were analyzed in second section followed by test of hypotheses and discussion of findings.

Demographic Data Presentation and Analysis

Table 2: Gender Distribution of the Respondents

	Frequency	Percent
Female	199	60.9
Male	128	39.1
Total	327	100.0

Source: Field Survey, 2023.

Table 2 presented and analyzed the gender of the respondents. One hundred and ninety nine respondents representing 60.9% were female while 128 respondents representing 39.1% were male. This implies that more female than male responded to the survey.

Table 3: Marital Statues Distribution of the Respondents

	Frequency	Percent
Single	96	29.4
Married	216	66.1
Separated/Divorced	15	4.6
Total	327	100.0

Source: Field Survey, 2023.

Table 3 measured the marital status of the respondents. Majority of the respondents numbering 216 (66.1%) are married. This is followed by 96 respondents representing 29.4% who indicated that they are single while the remaining 15 respondents representing 4.6% are either separated or divorced.

Table 4: Age Bracket Distribution of the Respondents

	Frequency	Percent
20 - 30 Years	115	35.2
31 - 40 Years	112	34.3
41 - 50 Years	54	16.5
51 Years and above	46	14.0
Total	327	100.0

Source: Field Survey, 2023.

Table 4 above indicates that 115 respondents representing 35.2% are within the age bracket of 20 to 30 years, 112 respondents representing 34.3% are within the age bracket of 31 to 40 years, 54 respondents representing 16.5% are within the age bracket of 41 to 50 years while the remaining 14 percent of the respondents are between the age bracket of 51 years and above.

Table 5: Educational Qualification Distribution of the Respondents

	Frequency	Percent
OND/NCE	130	39.8
B.Sc./HND	114	34.9
MSC/MBA	25	7.6
PhD/Others	16	4.9
O'Level	42	12.8
Total	327	100.0

Source: Field Survey, 2023.

Table 5 above shows the educational qualifications of the respondents. The table indicates that 12.8% of the respondents have O'level as their educational qualification, 39.8% of the respondents are OND/NCE holders, 34.9% of the respondents are B.Sc./HND holders, 7.6% of the respondents have M.Sc./MBA, while 4.9% of the respondents have PhD and others as their educational qualification.

Multiple Regression Analysis

Multiple regression result was employed to test the effect of independent or explanatory variables on the dependent variables. The result of the multiple regression analysis is presented in the tables below.

Table 6: Summary of the Regression Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.294[a]	.0864	.572	3.185	.086	6.151	5	326	.000	1.875
a. Predictors: (Constant), FM, XPM, IM, YTM, GBWM										
b. Dependent Variable: UPB										

Source: SPSS 21.0

Table 6 shows that R^2 which measures the strength of the influence of independent variable on the dependent variable have the value of 0.0864. This implies that 69% of the variation in on purchase of kitchen equipment by mobile phone users in Anambra State is explained by variations in Facebook marketing, Twitter marketing, Instagram marketing, YouTube marketing and business WhatsApp marketing. This was supported by adjusted R^2 of 0.572. In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 1.875 in table 4.3.1 shows that the variables in the model are not autocorrelated and that the model is reliable for predications.

Table 7: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	312.052	5	62.410	6.151	.000[b]
	Residual	3307.502	322	10.146		
	Total	3619.554	327			
a. Dependent Variable: UPB						
b. Predictors: (Constant), FM, XPM, IM, YTM, GBWM						

Source: SPSS 21.0

The f-statistics value of 6.151 in table 4.3.2 with f-statistics probability of 0.000 shows that the independent variables has significant effect on the dependent variable. This shows that Facebook marketing, Twitter marketing, Instagram marketing, YouTube marketing and business WhatsApp marketing can collectively explain the variations in on purchase of kitchen equipment by mobile phone users in Anambra State

Test of Hypotheses

Here, the five hypotheses formulated in this study were tested using t-statistics and significance value of the individual variables in the regression result. The essence of this is to ascertain how significant are the effect of individual independent or explanatory variables on the dependent variables. The summary of the result is presented in the table below.

Table 8: T-Statistics and Probability Value from the Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.916	1.918		9.863	.000
FM	.123	.043	.158	2.870	.004
XPM	.085	.044	.202	2.923	.005
IM	.171	.044	.209	1.901	.167
UTM	.076	.049	.185	2.562	.009
GBWM	.028	.044	.204	3.632	.000

a. Dependent Variable: UPB

Source: SPSS 21.0

Test of Hypothesis One

Ho: Facebook marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

In testing this hypothesis, the t-statistics and probability value in table 4.4.1 is used. Facebook marketing has a t-statistics of 2.870 and a probability value of 0.004 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that Facebook marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Test of Hypothesis Two

Ho: X premium marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State

X premium marketing has a t-statistics of 2.923 and a probability value of 0.005 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that X premium marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Test of Hypothesis Three

Ho: Instagram marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Instagram marketing has a t-statistics of .901 and a probability value of 0.167 which is statistically insignificant. Therefore, we reject the alternative hypotheses and accept the null hypothesis which states that Instagram marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Test of Hypothesis Four

Ho: YouTube marketing has no significant effect on purchase of kitchen equipment by mobile   phone users in Anambra State.

YouTube marketing has a t-statistics of 2.562 and a probability value of 0.09 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude that YouTube marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Test of Hypothesis Five

Ho: Business WhatsApp marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Business WhatsApp marketing has a t-statistics of 3.632 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that business WhatsApp marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State

4. CONCLUSION AND RECOMMENDATION

This research examined the social media marketing strategies and purchase of kitchen equipment by mobile phone users in Anambra State, Nigeria. The study adopted the survey research design, through the distribution of questionnaire to achieve the stated objectives. The study revealed that:

i.   Facebook marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

ii. X premium marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

iii. Instagram marketing has no significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

iv. YouTube marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

v.   Business WhatsApp marketing has significant effect on purchase of kitchen equipment by mobile phone users in Anambra State.

Based on the findings of this study, the following are recommended:

i.   Facebook marketing platforms should create a group for all the social media platforms popular in their area of operation. This would assist to develop a community of product users like the mobile phone.

ii. X premium marketing platforms should launch social media and attract consumers on social media pages. The campaigns must focus on raising brand awareness, promote a favourable brand image and create a "buzz" in the online market place. The campaign must appeal to purchasing behaviour

iii. Improvement in the overall research strategy and to help both the consumer to be more enlighten and exposed that instagram marketing would help for easier purchase when buying things online so as to bring both the consumers and the sellers more closer.

iv. YouTube marketing platforms should specifically describe the quality and quantity of their products to online consumers. YouTube marketing therefore need clear product descriptions, reliable pictures, well crafted websites, and secure methods of payment.

v.   Business WhatsApp platforms require constant monitoring and real time feedback to ensure consumer brand engagement. Therefore Business WhatsApp will need to ensure

that they are resourced appropriately so that social media has sufficient resources dedicated to "talking" to and engaging with consumers.

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