



SOCIAL MEDIA ADVERTISING AND YOUNG CONSUMERS: A STUDY OF TASTE, BRAND ATTITUDE, AND PURCHASE INTENTION TOWARD VIVA SOAP

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Abstract

This study examined the influence of social media advertising on young consumers' perception of taste, brand attitude, and purchase intention toward Viva Soap in Akure, Ondo State, Nigeria. The study was anchored on the Theory of Planned Behavior and Uses and Gratifications Theory, which explain how media exposure shapes attitudes and behavioral intentions. A descriptive survey research design was adopted to collect quantitative data. The population comprised approximately 209,000 young consumers aged 18–35 years in Akure, representing about 38% of the city's estimated population of 550,000. A sample size of 400 respondents was determined using the Krejcie and Morgan (1970) sample size table to ensure adequate representation. A stratified random sampling technique was employed to achieve proportional representation across gender, age groups (18–24, 25–30, 31–35), and educational background, after which simple random sampling was applied within each stratum. Data were collected using a structured questionnaire measured on a 4-point Likert scale and analyzed using descriptive statistics such as frequencies, percentages, mean scores, and standard deviation, with 2.50 as the criterion mean. Findings revealed that social media advertising significantly enhances positive perception of Viva Soap, strengthens favorable brand attitudes, and increases purchase intention among young consumers. The study recommends that Viva Soap should prioritize credible influencer partnerships, engaging visual content, and balanced advertising frequency to sustain positive consumer responses and improve market performance.

Keywords: Social Media Advertising, Young Consumers, Taste Perception, Brand Attitude, Purchase Intention

Introduction

Social media is one of the strongest platforms affecting consumer behaviour, especially among the youth in the modern digital age. Instagram, X (previously twitter), Facebook, and Tik Tok have evolved out of the networking sites to be powerful advertising platforms where brands can interact with consumers at both creative and engaging levels. One of the first targets of advertisers to affect preferences, attitudes, and buying intentions is the young consumer who spends a large part of their time on social media and is often

referred to as a digital native. With its personalized, visual, and interactive content, social media advertising goes beyond the conventional methods of advertising. Influencer marketing, user-generated content, and targeted advertisements are ways through which a brand can not only sell its products but also influence the way consumers perceive taste and lifestyle. These are marketing strategies that attract the psychological and emotional desires of young people to establish brand awareness and brand loyalty. According to scholars, this advertising is not a simple information source but actually creates consumer identities since young people opt to associate products with social acceptance, trendiness and status (Kapoor et al., 2021).

In Nigeria, where the cost of accessing the internet has gone down and the use of smartphones is on the increase, the influence of social media in consumer culture has been intensified. A large percentage of the population is made up of young Nigerians who are very sensitive to online advertising and therefore make a very important population to the marketers. But, there is the question how social media advertising affects their perception of taste, their attitude to brands and finally whether they intend to buy. The stakeholders of academia and industry who aim to develop effective advertising strategies to meet values and consumption patterns of young consumers will find it necessary to understand these dynamics.

Statement of the Problem

Despite the rapid growth of social media advertising in Nigeria, there is limited empirical understanding of how such advertising influences young consumers beyond general purchase behavior. While existing studies have examined the relationship between social media exposure and buying decisions, most focus primarily on demographic patterns or overall purchase outcomes, with insufficient attention to the psychological processes that precede these decisions.

Specifically, little is known about how social media advertising shapes young consumers' perception of product-related attributes such as taste, how it forms brand attitudes, and how these psychological responses translate into purchase intention. This gap is significant because modern digital advertising increasingly relies on visual appeal, influencer endorsements, emotional storytelling, and lifestyle framing—elements designed to shape cognitive and affective responses before actual product experience.

In the Nigerian context, where youth represent a dominant segment of social media users and a major consumer market, understanding these psychological and attitudinal influences is crucial. Without empirical evidence explaining how advertising content affects perception and attitude formation, marketing strategies may remain superficial and less effective.

Therefore, this study seeks to examine the influence of social media advertising on young consumers' perception of taste, brand attitude, and purchase intention toward Viva Soap in Akure, Ondo State, Nigeria, thereby addressing the identified gap in consumer behavior research.

Aims and Objectives of the Study

The aim of the research is to assess how social media ad effects young consumers, especially their perception of taste, their attitudes towards Viva Soap and their intention to buy. Its particular objectives are to:

- i. To examine the influence of social media advertising on young consumers' perception of Viva Soap's product attributes.
- ii. To assess how social media advertising shapes young consumers' attitudes toward the Viva Soap brand.

- iii. To analyse the influence of social media advertising on young consumers' purchase intention toward Viva Soap.
- iv. To analyze the challenges and opportunities of using social media advertising to engage young consumers in the promotion of Viva Soap.

Literature Review

Conceptual Review

Social Media Advertising

Utilizing social media as a marketing communication tool has become a revolution in modern marketing communication, transforming the connection between a brand and a consumer. Social media advertising, unlike traditional advertising, which is mostly unidirectional, provides a two-way interactive platform, where consumers have the opportunity to respond, and share and even collaborate in terms of creating brand messages. Dwivedi et al. (2023) define social media as a transitional component of the promotion mix, as it is both a firm-created and user-created communication that provides control and uncertainty. Likewise, Appel, Grewal, Hadi, & Stephen (2020) assert that social media sites offer a channel of cost-effective, targeted, and personalized advertising that appeals to the young population at a very high level.

The peculiarities of social media advertising are rooted in the possibility of leveraging the impact of data-driven targeting, interactivity, and peer influence. With algorithmic profiling, advertisers are able to present content that is relevant to the user, which in turn enhances the perceived relevance (De Vries, Gensler, and Leeflang, 2012). In addition, the impact of influencers and user-generated content has enhanced the persuasive authority of social media since the recommendation of trusted figures is usually more persuasive than classic celebrity advertising (Lou and Yuan, 2019). Social media advertising can be seen as a commercial tool, on the one hand, and a cultural and social arena, on the other, where the narratives of lifestyles, identities and brands are always negotiated among young consumers. This makes it a defining element in influencing the way the youths feel about taste, brand evaluation and intention to purchase.

Perception of Taste, Attitude and Purchase Intention

Taste has always been a cultural and social identity. Bourdieu (1984) believes that taste is a symbol of status and differentiation as well as personal preference and socialization. Taste is becoming more visual-based, trendy, and symbolic thanks to curated content on social media by both brands and influencers in the digital era. Aspirational imagery, lifestyle associations, and peer validation are all used by advertisers to shape consumer preferences, and social media is an evolving area of taste shaping among young people (Djafarova and Trofimenko, 2019).

Brand attitude as an indicator of evaluative judgment by consumers is a good predictor of purchase-related actions. A favorable attitude toward a brand or product, bolstered by social norms and a sense of control over conduct, greatly increases purchase intention (Wu & Lee, 2025). Brand attitude is of particular interest in advertising research since it is the mediating variable between promotional media exposure and consumer behaviour. Social media advertising is interactive and engaging in nature, and the format has been found to create more positive brand attitudes when the content is seen as genuine, creative, and socially appropriate (Kamboj & Sharma, 2022).

The immediate antecedent to actual buying behavior is purchase intention, which is strongly related to the way in which consumers perceive advertising messages and map them on to personal needs and

identity. Research shows that young customers tend to follow social media signals, such as influencer recommendations, user reviews, and visual stories to develop a purchase intention (Jin & Ryu, 2020). But this is not necessarily a linear correlation, and too much advertising and worries about authenticity can lead to skepticism, thus undermining the impact of promotions via social media. These dynamics are especially relevant in the Nigerian setting, where the use of social media among young people is rapidly growing, as cultural values and peer pressure, as well as desired lifestyles, overlap with exposure to advertising to a significant degree.

Review of Empirical Studies

Social media advertising has become a dominant force in shaping young consumers' perceptions, attitudes, and purchase intentions. Global studies indicate that social media advertising influences not only purchase decisions but also consumers' perception of taste and lifestyle aspirations (Djafarova & Trofimenko, 2019; Lou & Yuan, 2019). These findings demonstrate that advertising no longer merely promotes products; it constructs cultural symbols that shape how young people perceive quality, desirability, and social belonging. Djafarova and Trofimenko (2019), for instance, conducted a quantitative survey of 500 Instagram users aged 18–30 in the UK, finding that influencer credibility strongly affected perceptions of product quality, taste, and desirability. Similarly, Lou and Yuan (2019), through a survey of 300 participants, revealed that both the perceived value and credibility of social media messages positively influenced consumer trust, which in turn shaped brand attitudes and purchase intentions. Jin and Ryu (2020) further demonstrated through experimental research with 400 participants that the authenticity and expertise of influencers significantly affected young consumers' attitudes and buying decisions. These studies collectively highlight that, at a global level, social media advertising is not merely promotional; it actively shapes consumers' cognitive and affective responses to brands and products.

Despite the robust global evidence, research within the Nigerian context remains limited, fragmented, and primarily descriptive. Adetunji, Rashid, and Ishak (2018) conducted a survey of 400 Nigerian consumers and found that social media marketing significantly influenced brand equity, demonstrating that digital campaigns can shape youth engagement with brands. Nwokah and Irimagha (2020) surveyed 300 Nigerian millennials and reported that social media advertising positively impacted purchase intentions for luxury goods. Otugo (2015) examined Facebook advertising among 400 Nigerian university students, revealing high awareness but mixed attitudes toward ads, suggesting that engagement alone does not always translate to positive brand perceptions. These studies indicate that while Nigerian youth are active participants in social media spaces, the mechanisms through which advertisements shape taste perception and brand attitudes are not fully understood.

More recent Nigerian studies continue to underscore this gap. Elesi (2024) employed qualitative interviews with Gen Z consumers in Rivers State, finding that social media advertising significantly influenced consumer choices, with a preference for brands aligned with personal values. Akpan and Nwankwo (2021), through a survey of 350 respondents, identified a positive relationship between social media advertising and consumer engagement, highlighting interactive content as a key driver of brand attitude. Onyebuchi (2023) used a mixed-methods approach to examine Instagram influencers' effects on consumer behavior, demonstrating that influencer credibility strongly affected brand attitudes and purchase intentions. Adetayo (2022) surveyed 500 Nigerian youths on social media marketing's influence on green product purchases, emphasizing that online campaigns can guide ethical consumption decisions. Akpan (2024) further confirmed that social media significantly shapes consumer behavior, while Elesi (2024) observed that exposure to branded content directly influences brand perception among Nigerian Gen Z.

Collectively, these studies illustrate that social media advertising has a clear impact on youth consumer behavior globally, but evidence from Nigeria is limited, often descriptive, and focused primarily on engagement or general purchase behavior. Few studies specifically explore how advertising shapes taste

perception, the cognitive and emotional dimensions of brand attitude, or the translation of these attitudes into purchase intention. This empirical gap underscores the need for research examining the psychological and behavioral effects of social media advertising on Nigerian youth, which aligns directly with the objectives of this study: to investigate how social media content influences taste perception, shapes brand attitudes, and affects purchase intention. By focusing on the Nigerian context, this study addresses both the scarcity of empirical data and the unique cultural and social factors that influence youth consumer behavior in the country.

Theoretical Framework

The current research is based on two theoretical lenses that allow understanding the impact of social media advertising on young consumers: the Theory of Planned Behavior (TPB) and the Uses and Gratifications Theory (UGT). Ajzen (1991) developed the Theory of Planned Behavior (TPB) which assumes that the behaviors of individuals are mainly determined by three constructs: attitudes towards the behavior, subjective norms, and perceived behavioral control. In the framework of advertising, TPB implies that positive attitudes toward brands, supported by the approval of peers and a sense of agency, are associated with a more significant intention to purchase. This is the framework in which social media advertising functions, as it influences young consumers in their evaluative judgments (attitudes) and creates signals of social approval through likes, shares, and recommendations by influencers (subjective norms). Online transactions and access to mobile payment systems in Nigeria also contribute to perceived behavioral control, thus increasing the chances of positive attitudes leading to purchase intention. Empirical research has demonstrated that TPB is especially helpful when it comes to explaining the impact of advertising on consumer buying behavior in the digital space (Boateng and Okoe, 2015). In such a way, TPB offers a powerful theoretical framework to explain how the attitudes developed by young consumers due to the impact of advertising through social media eventually influence their purchasing behavior.

Alongside this is the Uses and Gratifications Theory (UGT) which highlights the participatory nature of the audience in media consumption. Katz, Blumler, and Gurevitch (1974) suggest that people resort to the media to meet certain needs like entertainment, information, identity and social interaction. When it comes to social media advertising, young consumers are not passive receivers of messages, but filter the messages based on their needs. As an example, young Nigerians can engage with fashion and lifestyle advertisements to validate their identity or entertain by participating in brand campaigns that are creative on social media platforms such as Tik Tok and Instagram. UGT also reveals the reason why the content of posts created by users and influencer promotions have a high appeal among young viewers as they meet the satisfaction needs associated with social affiliation and peer approval (Djafarova and Trofimenko, 2019). Under the framework of UGT, this paper acknowledges that the effects of social media advertising are mediated by the motivations and satisfactions that lead to the young consumer seeking online content.

The Theory of Planned Behavior and Uses and Gratifications Theories combined provides a full picture of the effect of advertising through social media on young consumers. As TPB describes the mental mechanisms between attitudes and purchase intentions, UGT emphasizes the motivations and gratifications that inform the way young consumers respond to the advertisement in the online environment. With the combination of these views, the research can be more equipped to answer not only the question of whether social media advertising affects perception, attitude, and purchase intention, but also the question of why and how it affects young Nigerian consumers.

Methodology

This study adopted a descriptive survey research design to examine the influence of social media advertising on young consumers' perception of taste, brand attitudes, and purchase intentions toward Viva Soap. The

descriptive survey design was considered appropriate because it enables systematic and quantitative collection of first-hand data directly from respondents. Since the objectives required measuring perceptions, attitudes, and behavioral intentions among young consumers, the survey method allowed for objective measurement and statistical analysis. It also enhances generalizability of findings within a defined population.

The population of the study comprised young consumers aged 18–35 years residing in Akure, Ondo State, Nigeria. Based on projections from the National Population Commission and Ondo State demographic estimates, Akure has an estimated population of approximately 550,000 people. It is estimated that about 38% of this population falls within the 18–35 age bracket, representing approximately 209,000 young individuals.

This age group was deliberately selected because it constitutes the most active segment of social media users in Nigeria. Reports from the Nigerian Communications Commission (NCC, 2024) indicate that individuals within this age range account for the highest proportion of internet usage and digital engagement in the country. Therefore, they are more likely to be exposed to and influenced by social media advertising campaigns.

A sample size of 400 respondents was adopted for the study. The sample size was determined using the Krejcie and Morgan (1970) table for determining sample size for a given population. For populations above 100,000, a sample size of approximately 384 is considered adequate for reliable statistical inference. The researcher increased this figure slightly to 400 to account for possible non-response and incomplete questionnaires.

The selection of 400 respondents enhances representativeness, reduces sampling error, and improves the reliability of findings.

A stratified random sampling technique was employed. Stratification was necessary to ensure proportional representation of key demographic characteristics that may influence social media usage and consumer behavior. The population was divided into strata based on:

- Gender (male and female)
- Age groups (18–24, 25–30, 31–35)
- Educational background

Stratified sampling minimizes bias by ensuring that no subgroup is underrepresented. After stratification, respondents within each category were selected using simple random sampling, giving every eligible individual an equal chance of participation. This combination of stratification and random selection enhances fairness, accuracy, and credibility of the sampling process.

Primary data were collected using a structured questionnaire designed in line with the study objectives and theoretical framework. The instrument consisted of sections measuring:

- Perception of Viva Soap
- Brand attitude
- Purchase intention
- Exposure to social media advertising

All items were measured using a 4-point Likert scale ranging from:

- 1 – Strongly Disagree
- 2 – Disagree

- 3 – Agree
- 4 – Strongly Agree

The Likert format was appropriate because it allows quantification of attitudes and perceptions for statistical interpretation.

The questionnaire was pretested with 30 respondents who shared similar characteristics with the target population but were not included in the final sample. Feedback helped refine ambiguous items and improve clarity.

Reliability was assessed using Cronbach’s alpha coefficient. All constructs recorded alpha values above 0.70, indicating acceptable internal consistency and reliability of the instrument. On the 4-point Likert scale, the criterion mean of 2.50 was used as the benchmark for decision-making. Any mean score equal to or above 2.50 was interpreted as indicating a positive perception or agreement among respondents. Mean scores below 2.50 were regarded as indicating negative perception or disagreement.

Furthermore, standard deviation values below 1.00 were interpreted as indicating relative agreement and homogeneity of responses among respondents. Higher standard deviation values suggest greater variability in opinions.

This benchmark system ensured objective and consistent interpretation of results across all research objectives.

Data collected were analyzed using descriptive statistics such as frequencies, percentages, mean scores, and standard deviation. The analysis was structured objective by objective to ensure alignment between research questions and findings. Descriptive statistics were appropriate because the study aimed to summarize and interpret respondents’ perceptions and behavioral intentions rather than test complex causal models.

Ethical standards for research involving human participants were strictly observed. Respondents were informed about the purpose of the study and assured that their responses would remain confidential. Participation was voluntary, and informed consent was obtained prior to questionnaire administration. No identifying personal information was collected, and respondents were free to withdraw at any stage without penalty.

Data Presentation

Table 1: Demographic Characteristics of Respondents (N = 400)

Variable	Category	Frequency	Percentage
Gender	Male	200	50%
	Female	200	50%
Age (years)	18–24	150	37.5%
	25–30	180	45%
	31–35	70	17.5%
Education Level	Secondary	50	12.5%

	Diploma	100	25%
	Undergraduate	180	45%
	Postgraduate	70	17.5%
Social Media Usage	Leass than 1 hour/day	50	12.5%
	1–3 hours/day	120	30%
	4–6 hours/day	150	37.5%
	Less than 6 hours/day	80	20

Source: Field work, 2025

Respondents were evenly split by gender, with the majority aged 25–30 years (45%). Most had undergraduate education (45%) and used social media between 4–6 hours daily (37.5%), indicating a population highly active on digital platforms, suitable for examining the influence of social media advertising.

Table 2: Influence of Social Media Advertising on Young Consumers’ Perception of Viva Soap

Statement	SD	D	A	SA	Mean	SDv
Social media ads make Viva Soap appear more appealing	10	45	205	140	3.74	0.82
Influencers enhance my perception of Viva Soap’s quality	15	48	192	145	3.67	0.86
Visual content makes Viva Soap seem more effective	12	40	210	138	3.73	0.80
I perceive Viva Soap as premium when advertised online	18	50	190	142	3.64	0.88
Social media reviews shape my expectations of Viva Soap	14	46	198	142	3.68	0.84

Source: Field work, 2025

All mean values exceed the 2.50 benchmark, indicating a positive perception of Viva Soap driven by social media advertising. Low standard deviation values (<1.0) show moderate consensus among respondents.

Table 3: Influence of Social Media Advertising on Brand Attitude toward Viva Soap

Statement	SD	D	A	SA	Mean	SDv
Social media ads improve my attitude toward Viva Soap	12	48	200	140	3.70	0.83
Interactive campaigns make Viva Soap more attractive	15	48	192	145	3.67	0.86
I feel emotionally connected to Viva Soap online	20	55	185	140	3.61	0.90
Influencer endorsements increase my trust in Viva Soap	14	50	196	140	3.66	0.85
I view Viva Soap more favourably after online exposure	16	45	195	144	3.67	0.84

Source: Field work, 2025

Mean scores between 3.61 and 3.70 indicate strong positive brand attitudes toward Viva Soap. The relatively low dispersion suggests consistent agreement among young consumers.

Table 4: Influence of Social Media Advertising on Purchase Intention toward Viva Soap

Statement	SD	D	A	SA	Mean	SDv
I am likely to purchase Viva Soap after seeing it online	15	43	192	150	3.69	0.88
Social media ads increase my intention to try Viva Soap	10	50	200	140	3.68	0.82
Influencers help me decide to buy Viva Soap	12	50	187	151	3.69	0.86
Positive comments encourage me to purchase Viva Soap	14	45	198	143	3.68	0.84
I would recommend Viva Soap after online exposure	16	48	190	146	3.66	0.87

Source: Field work, 2025

All means exceed the 2.50 threshold, confirming strong purchase intention toward Viva Soap. The results align with behavioral intention constructs in the Theory of Planned Behavior.

Table 5: Challenges and Opportunities of Social Media Advertising for Viva Soap

Statement	SD	D	A	SA	Mean	SDv
Social media helps me discover Viva Soap easily	5	35	195	165	3.80	0.74
Authentic influencer content increases engagement	8	40	195	157	3.75	0.78
Online reviews improve my confidence in Viva Soap	12	45	198	145	3.69	0.84
Excessive ads reduce my interest in Viva Soap	20	90	180	110	3.45	0.95
Too many promotions make Viva Soap less appealing	22	85	175	118	3.47	0.93

Source: Field work, 2025

Findings indicate strong opportunities for brand discovery and engagement. However, means approaching 3.45 on overexposure items suggest a moderate risk of advertising fatigue.

Analysis and Discussion

The findings presented in Table 2 indicate that social media advertising significantly shapes young consumers' perception of Viva Soap. All mean scores exceeded the 2.50 benchmark ($M = 3.64\text{--}3.74$), suggesting strong agreement that influencer endorsements, visual content, and online reviews enhance product appeal and perceived quality. The relatively low standard deviation values further indicate consistency in responses.

These findings support earlier empirical studies. For instance, Djafarova and Trofimenko (2019) found that influencer credibility enhances consumers' perception of product value, while Jin and Ryu (2020) demonstrated that visually driven social media narratives strengthen product imagery and sensory expectations. Similarly, Lou and Yuan (2019) argued that message credibility and informativeness significantly influence how consumers interpret branded content.

From the perspective of the Theory of Planned Behavior (Ajzen, 1991), perception of taste can be understood as part of the cognitive belief structure that informs attitude formation. When young consumers repeatedly encounter positive portrayals of Viva Soap online, these exposures strengthen favorable behavioral beliefs about the product's quality and effectiveness. These beliefs subsequently shape attitudes, which influence purchase intention.

The findings also align with the Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1974). Young consumers actively use social media to satisfy informational and social interaction needs. In doing so, they encounter influencer reviews and peer-generated content that gratify curiosity and reduce uncertainty about Viva Soap, thereby shaping pre-consumption expectations.

Table 3 shows that social media advertising significantly improves young consumers' attitudes toward Viva Soap ($M = 3.61\text{--}3.70$). Respondents reported that interactive campaigns and influencer endorsements enhance brand attractiveness, trust, and emotional connection.

This finding corroborates the work of Adetunji, Rashid, and Ishak (2018), who established that social media marketing communication positively influences brand equity and consumer-based brand perceptions. Similarly, Appel et al. (2020) and Dwivedi et al. (2023) emphasized that interactive digital engagement fosters stronger emotional and relational bonds between brands and consumers.

Within the Theory of Planned Behavior, attitude toward behavior is a key determinant of intention. The positive brand attitudes observed in this study suggest that social media advertising has successfully shaped favorable evaluative judgments about Viva Soap. These favorable evaluations increase the likelihood that young consumers will develop strong behavioral intentions toward the product.

From the standpoint of Uses and Gratifications Theory, interactive campaigns meet users' needs for entertainment, social interaction, and identity expression. When young consumers engage with Viva Soap content online, they derive gratification from participation, comments, and peer interactions, which strengthens emotional attachment and brand favorability.

Table 4 reveals strong purchase intention among respondents ($M = 3.66\text{--}3.69$), indicating that exposure to social media advertising and influencer recommendations significantly motivates intention to purchase Viva Soap.

This finding aligns with Nwokah and Irimagha (2020), who found that social media advertising significantly predicts purchase intention among Nigerian millennials. Likewise, Kamboj and Sharma (2022) reported that advertising credibility enhances brand relationships, which in turn strengthens purchase decisions. Furthermore, Chinomona and Sandada (2021) confirmed that digital marketing exposure directly influences buying intention in developing economies.

Within the Theory of Planned Behavior, purchase intention represents the immediate antecedent of behavior. The strong positive means observed in this study suggest that social media advertising effectively strengthens the three core TPB components:

- Favorable attitudes (positive brand evaluation),
- Subjective norms (influencer and peer endorsements), and
- Perceived behavioral control (ease of online access and product availability).

Together, these factors contribute to stronger intention to purchase Viva Soap. The findings also support Uses and Gratifications Theory, as young consumers actively follow influencers to obtain product guidance and decision support. Social media platforms serve as tools for decision simplification, satisfying cognitive and social needs that reduce purchase uncertainty.

Table 5 indicates strong agreement that social media advertising facilitates brand discovery and engagement ($M = 3.75\text{--}3.80$). However, items related to advertising overexposure show slightly lower mean values ($M \approx 3.45\text{--}3.47$), suggesting moderate concern about advertising fatigue.

These findings are consistent with Kapoor et al. (2021), who noted that while social media provides extensive opportunities for consumer engagement, excessive promotional exposure may reduce consumer responsiveness. Similarly, Akpan and Nwankwo (2021) identified advertising saturation as a challenge in digital environments.

From a Theory of Planned Behavior perspective, repeated overexposure may weaken positive attitudes, thereby reducing intention over time. If advertising becomes intrusive, behavioral beliefs may shift negatively.

Under Uses and Gratifications Theory, overexposure disrupts the gratification process. When users perceive content as repetitive or excessive, it no longer satisfies informational or entertainment needs and may instead trigger avoidance behavior.

Thus, while social media advertising offers strong strategic opportunities for Viva Soap, careful frequency management is necessary to sustain long-term engagement.

Conclusion

This study examined the influence of social media advertising on young consumers' perception, attitude, and purchase intention toward Viva Soap, while also identifying the associated challenges and opportunities within the digital advertising environment. The findings clearly demonstrate that social media advertising plays a significant role in shaping young consumers' psychological responses and behavioral intentions.

First, the study established that social media advertising positively influences young consumers' perception of Viva Soap. Visual content, influencer endorsements, and peer reviews were found to enhance expectations about product quality and effectiveness. This suggests that digital exposure contributes to cognitive belief formation, which aligns with the assumptions of the Theory of Planned Behavior that beliefs influence attitudes and subsequent intentions.

Second, the findings revealed that social media advertising significantly shapes young consumers' attitudes toward Viva Soap. Interactive campaigns, relatable influencers, and engaging brand narratives strengthened emotional attachment and brand favorability. These results affirm that positive evaluative judgments are cultivated through consistent and credible online engagement.

Third, the study confirmed that social media advertising significantly predicts purchase intention among young consumers. The integration of influencer recommendations and peer-generated content strengthened subjective norms, while ease of access to information improved perceived behavioral control. This supports the Theory of Planned Behavior, which posits that attitude, subjective norms, and perceived behavioral control collectively determine intention.

Finally, the study identified both opportunities and challenges associated with social media advertising. While digital platforms enhance brand discovery, engagement, and reach among young consumers, excessive exposure may lead to advertising fatigue and reduced responsiveness. This underscores the need for strategic message management to sustain effectiveness.

Overall, the study concludes that social media advertising is a powerful tool for influencing young consumers' perceptions, attitudes, and purchase intentions toward Viva Soap. However, its effectiveness depends on credibility, creativity, interactivity, and balanced exposure strategies.

Recommendations

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

1. Viva Soap should invest in high-quality, visually appealing, and authentic social media content that emphasizes product benefits in ways that enhance positive perception. Influencer partnerships should prioritize credibility and relatability to strengthen belief formation and trust.

2. The brand should design interactive campaigns that encourage participation, feedback, and user-generated content. Engagement-driven strategies such as challenges, testimonials, and storytelling can deepen positive attitudes and emotional attachment among young consumers.
3. To strengthen purchase intention, Viva Soap should integrate persuasive calls-to-action, limited-time promotions, and social proof indicators (reviews, ratings, testimonials) within social media campaigns. This will reinforce favorable attitudes and subjective norms that influence buying decisions.
4. To address advertising fatigue, the company should adopt a strategic content scheduling plan that balances promotional messages with informative and entertaining content. Monitoring engagement analytics will help optimize frequency and prevent overexposure.

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