

PDF - EFFECT OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOUR OF JUMIA NIGERIA IN CALABAR METROPOLIS - researchcub.info **ABSTRACT**

This research examined the effect of social media on consumer buying behaviour of Jumia Nigeria in Calabar metropolis. The study was conducted in a bid to provide empirical evidence on the effect of social media on consumer buying behavior in order to assist Jumia Nigeria influence the behavior of its customers favourably using social media. It had the specific objectives of examining: the effect of FaceBook, Twitter and YouTube on consumer buying behavior towards Jumia Nigeri, Calabar. The research design adopted for this study was the cross-sectional survey research design. The research instrument used for this study was the Structured Questionnaire. Analytical techniques comprising simple tables, percentages and simple regression in the Statistical Package for the Social Sciences (SPSS V.20.0) were used to analyze and treat the data collected. The results obtained from the study showed that: FaceBook, Twitter and YouTube had a significant effect on consumer buying behavior towards Jumia Nigeria, Calabar. Taking the findings of this study into consideration, the following recommendations were made: Jumia Nigeria should intensify its marketing campaigns on its FaceBook platform in order to favourably influence consumer buying behavior towards its products; Jumia Nigeria should intensify its marketing campaigns on its Twitter platform in order to favourably influence consumer buying behavior towards its products; and Jumia Nigeria should intensify its marketing campaigns on its YouTube platform in order to favourably influence consumer buying behavior towards its products. **(Word count: 233).**

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