

INFLUENCE OF SOCIAL MEDIA MARKETING AND MOBILE MESSAGES ON YOUTH BUYING BEHAVIOUR

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Abstract

The study examined the influence of social media marketing and mobile message marketing on youth buying behaviour making use of Analytic Hierarchy Process (AHP) model while evaluating how digital tools influences buying behaviour as well as to determine the most important variable among the sub-variable of social media marketing and mobile message marketing. In order to achieve the objective, a cross-sectional survey method was employed using the descriptive research design. The study used convenient sampling technique for selecting respondents among correspondence in three local governments area of interest within Lagos metropolis. A total of 300 copies of questionnaire were administered out of which 200 were returned, indicating 68% response rate. Out of the returned questionnaire 120 were correctly completed and found to be valid and useful in line with AHP analysis. The data collected were analysed using AHP based Microsoft excel for generating criteria rates and scores based on pairwise comparison of criteria and alternatives, using a ratio scale measurement. The finding reveals for social media marketing, the user are more influenced by instagram marketing platform with a weighted average of 17.4 percent followed by face book marketing platform (FMP) and whatsapp marketing platform which have 16percent and 15.7percent respectively. The least among the influencer in the social media criteria is snapchat marketing platform with a weighted average of 11.3percent. Within the mobile messages criteria, privacy of personal information (PPI) slightly edge over personal relevant of advert (PRA) with 0.002percent to attain the most important need of buyers from the angle of mobile message while; visualization of offer was prescribed the less important

Keywords: Social Media Marketing, Mobile Message, Youth Buying Behavior, Digital Tools Marketing Environment

1. Introduction

Organizations in the current day marketing environment are confronted with rapid changes on how to effectively reach their target consumers. Meanwhile, consumers are now knowledgeable, informed and educated in craving for information when searching for their needs. Therefore, it is imperative for marketers to always remain connected to their customers, and this can largely be achieved through digital marketing. Though, the issue of Digital marketing

cannot be over-flogged because of its usefulness in this current era, as a means of reducing the cost of advertising, as well as, a wider view to its intended audience evolving at a pace that is unexpected and unbelievable. This has created a niche in the market especially among the youth that can be described as unprecedented. Every effort of marketers is geared and directed towards youth because they represent the future, therefore an attempt to capture this segment is an attempt to remain relevant in the market for a long time and as well increase their level of profitability.

The pattern of buying behaviour displayed by different consumers plays significant role in the buying pattern amongst people especially the youth. "Buying behaviour can be described as the process of creating relationship between offered product to the market and the buying behavior of the targeted consumers" (Sivasankaran, 2017). The dynamism of the nature of youth buying behaviour has cause a lot of research in the world of marketing because they are the determinant of the relevancy of every firm, therefore, efforts are directed towards catching their attention. Some research has shown that the use of digital marketing is a potent weapon that can be used. The researcher intends to consider this weapons and their effectiveness.

The truth is that we are in an era of technology driven and as such, effort towards going digital is step in the right direction. Therefore, targeted policies toward getting the attention of the youth to influence their buying behaviour is worth the while. The prevailing marketing culture in the field of marketing is speedily shifting away from the exchange of goods manually to offering of services, connectivity and a constant relationship between the producer and customer (Vargo & Lusch 2014). Also the surge in the telecommunication devices has further lend credence to why youths are being influenced from the traditional buying behaviour to digital marketing buying behaviour

1. Statement of the Problem

Nigeria is the most populous black country in the world with a lot of buying skill potential inherent in her youth. This potential makes it unique and destination for every organization to do business. What makes the Nigeria market unique as well is the composition of its population. The population of the youth in this market set it apart making every organization both local and foreign interested because of its future sustainability. However, producers have not been able to utilized this great opportunity that the country has. Organization is yet to come to terms that different strategy should be tailored to different segment of the market. A particular strategy that works for the older citizens may not be effective in capturing the teens.

Despite the advantages digital marketing posed in the global market, there are some challenges faced by organisation when involved in the use of digital marketing. Online consumers are growing rapidly and the target market of many marketers is to gain a larger share of the market. Though the cost of reaching per customer tends to be low, still, not every organisation has fully

utilised these in utilising the power of internet in business as the channel of doing transaction (Kiang, Raghu, & Shang, 2000).

Thus, Social media has taken a new dimension among the youth, by causing a change in the marketing environment, yet marketers has not been able to maximize their opportunities due to poor visualization, traffic of irrelevant and lack of tailored information. With the wide use of mobile phones in Nigeria, marketers have not been able to use this to their advantage by providing varieties of opportunities on the platform. Social media in Nigeria has little or no influence on the buying pattern of youth.

Various previous researches done about mobile marketing has been majorly focused on subjects such as mobile phone usage and behaviours of consumer to usage of mobile gadgets. This study was conducted by Persaud and Azhar (2012). The study shared the subject about motivation using mobile phones. Mobile marketing makes is made up of the behaviours, the way mobiles phones is been used as well as usage of mobile phones along with the motivation it has. Yet, marketing organization has been unable to use this effectively in gaining larger share of the youth market.

The gap this research work intends to fill as well is the employment of Analytical Hierarchical Process (AHP) in analyzing this work which has not been used before by any other previous research carried out in this area.

2. Objectives of the Study

The main objective of the study is to investigate the impact of digital marketing on youth buying behavior in Lagos state.

The specific objectives are to:

- i. Ascertain the extent at which social media marketing influence youth buying behaviour.
- ii. Determine the extent to which mobile marketing influence youth buying behaviour.

3. Research Question

- i. To what extent does social media marketing influences youth buying behaviour?
- ii. To what extent does the use of mobile marketing influences youth buying behaviour?

4. Research Hypotheses

- i. H_{01} : there is no significant relationship between social media marketing and youth buying behavior.
- ii. H_{02} : there is no significant relationship between mobile marketing and youth buying behavior.

5. Literature Review on Digital Marketing and Youth Buying Behaviour

The aim of every marketing activities is to meet the consumers need and want effectively (Kumar and Sonia, 2016) Therefore, the target of every marketer is to devise a way of achieving this needs and wants that will lead to digital marketing. This is what has led to digital marketing. Digital marketing is less expensive but has a wider coverage effectiveness and its less expensive. Advertising has change as a result of digital retailing because purchases are made online (Rigby, 2011). Therefore, marketers are learning everyday on how regular communication can build and sustain consumer relationship. There is a shift from the primitive exchange of goods towards interactivity, services, ongoing relationship and connectivity which are facilitated through new channels, technological innovation and changing media environment (Vargo and Lusch 2004; Bhattacharya and Bolton 2000). Covilleo, Milley & Marcolin (2001) defined marketing as “the using of internet and other interactive technologies to create and mediate dialogue between the firm and identified customers”. For firm to be constantly in touch with its target market and on regular basis collect information, then digital marketing is inevitable. This will play a vital role in organization – customer performance relationship (Jayachandran, Sharma, Kaufman, and Pushkala, 2005). Digital marketing increase the organization knowledge of the consumer and be able to better satisfy the customer (Mithas et al 2005). Reinartz and Kumar (2003), shows how profitable a customer lifetime is, as a result of mailing effort of the marketer. The use of digital marketing is becoming an essential part of company’s strategy today. Different organization has different strategy for reaching their customers in this digital marketing era. For instance, car manufacturer uses the internet and email to launch new models and as well interact via their websites and email. BMW uses its portal to differentiate itself from competitors in the industry by providing on its portal games, new model and services. The youth segment has been the target market of Nike thereby launching a digital spring fashion show that enable its customers make use of their recent catalogue which allows such to create the look they desire and their as well creating their fashion identity (Hargrave-Silk 2005). Canon iMage Gateway help create an avenue by sharing photo with friends on online platform. L’oreal’s brand Lancome mostly makes use of Email newsletter for them to be able to maintain constant contact with its customer who will in turn strengthen the loyalty of this customer to the brand (Merisavo and Raulas 2004). Producers including publisher of magazine can stimulate and motivate their customers to the use of internet via SMS and Email for re-subscription in other to increase it usage (Merisavo et al 2004). This form of interaction and comparative low cost in communicating with customers will likely cause an increase and effective communication when associated to the traditional marketing concepts that producers have used in creating and winning orders. Though the presence of youth in the digital world cannot be

overemphasize with marketer knowing this, they tend to either use digital marketing to either favourably or unfavourably influence the youth. The current media observed data available from the Pew Research Centre indicates that 92% between the ages of 13–17-year-olds that resides in the United States (US) report goes online every day, with 56% of them doing the same severally a day and 24% “almost constantly” (Pew Research Center, 2015). Those that fall between the age ranges of 13–17-years, 71% out of them make use of Facebook media, 53% uses Instagram, while 41% of them use Snapchat, and 33% uses Twitter. Another research carried out In 2014 shows that youth between the ages of 18–29 year-old in the US are frequent users of the internet, out of which 87% uses Facebook, 53% of this group make use of Instagram, while 37% of them uses Twitter, and 34% use Pinterest (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015).

6. Theoretical Framework

Theoretical framework shows the stance a researcher has adopted in a research work. For the purpose of this study, the social presence theory is found relevance and is discussed extensively.

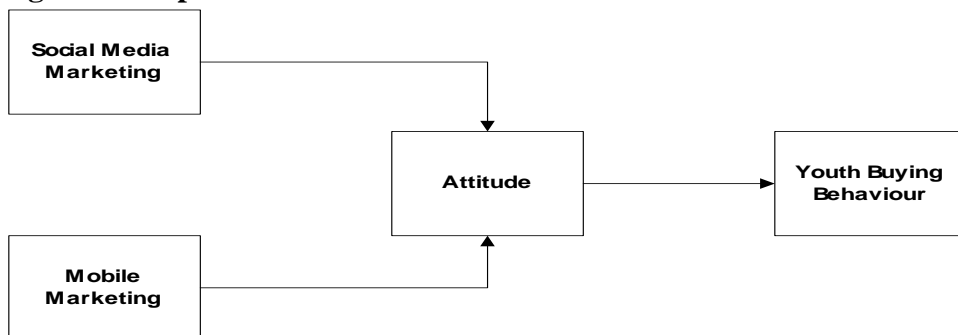
Social theory is explained to be the degree that a medium that permits users have some psychological feelings of presence where they are (Fulk, Schmitz & Power 1987). While researchers illustrate social presence as a medium having the ability to convey the information about makeover expressions, non-verbal signs, pose and dress (Short,William & Christie, 1976). Other researchers gave attention on close bond to information richness (Rice, Hughes & Love, 1989; Straub, 1994; Straub & Karahanna, 1998) that centers on interactivity of the media (Sproull & Kiesler, 1986). Other researchers emphasize about the psychological linking, that the social presence is often concerned with “warmth”. From this point of view, medium can be said to be warm if it carries a human contact feeling, its sensitivity and sociability (Rice & Case, 1983; Steinfield, 1986; Yoo & Alavi, 2001). Kumar & Benbasat (2002), emphasizes that the present age of new retail pattern, “shoppers have become guests, shopping has become an experience and malls have become entertainment centers with communities”. Online shopping experience, on the other hand, is basically centered towards eradicating or reducing the cognitive experience basically from performance based and functional site heuristics (Head & Hassanein, 2002; Kumar & Benbasat, 2002; Nielsen, 2000).

In general, e- communication means, such as the Internet, are considered to have a low social presence in it (Miranda & Saunders, 2003). Online shoppers’ perceive social presence as a tool that for which influences the trust and their subsequent intention to buy positively from a commercial website (Gefen& Straub, 2003). Therefore, producing a virtual experience while shopping tends to lure the larger public to involve the users’ cognitive and

social side of the shopper (Kumar & Benbasat, 2002). The structure that makes up the interface of computer assists in the impression given as that of social presence. The Computers Are Social Actors (CASA) model proposes social dynamic with its regulation controlling human–human interface is by the same token applicable to human–computer interface (Nass, Moon, Fogg, Reeves & Dryer 1995). By web setting, the structure of the interface could be used as been recommended to assist in influencing the way social presence is perceived (Cyr, Hassanein, Head and Ivanov, 2007; Riegelsberger, Sasse & McCarthy, 2003; Steinbruck , Schaumburg, Duda & Kruger, 2002), yet, the awareness so far gotten is that, no empirical research have been carried out to influence social presence via the web interface.

This research is anchored on this social presence theory because it creates the avenue for facial expression, non-verbal cues, dress and posture (Short et al 1976). This influences the way they buy because it saves time of moving from one to the other and if they are not satisfied with the decision made after a while, they can change their orders. Social presence has caused a change in buying and selling by making shoppers becoming a guest, making the online malls entertainment centers and shopping an experience that worth the while (Kumar & Benbasat,2002). Digital marketing reduces cognitive burden mostly experienced because online platform offers the buyer to relax, may even suspend and give opportunity to compare different brands from different producers. Perceived social presence act as a positive tool that influence trust and their succeeding intent to buy from a site. These influence buying decision of the buyers (Gefen & Straub, 2003).

Fig. 1. Conceptual Model



Source: Researcher, 2019

From the above diagram, the variables such as social media marketing and mobile marketing are tools in the hand of marketers which they use as a basis for which consumers attitude are formed. The creation of the attitude in the consumer leads to their buying behaviour.

7. METHODS

This work adopted Descriptive design, based on cross-sectional survey research. The design allows collecting of data that are original which are to be used for describing huge population with individuals as unit of study (Saunders, Lewis & Thornhill, 2009).

The target study population comprises the youth that resides in Mainland, Ikeja and Ikorodu Local government. This study helps in sampling their opinion on what they know concerning the concept of digital marketing on youth buying behavior. This three local government was chosen because of the level of commercial activities, educational background/history and the number of youth that resides in this local government area. Lagos state was selected as the sample population due to some factors that include; (i.) the population, (ii) been a commercial city that has a policy that support e-commerce and (iii) high number of youth that resides in the state.

Sampling Technique

For the purpose to be unbiased and for the sake of representative sample, the probability sampling technique was used. Probability sampling can be said to be the technique for collecting sample from which each sampling unit has a known probability of being selected to be represented as a sample. Stratified sampling is a probability sampling technique wherein the researcher divides the entire population into different subgroups or strata, then randomly selects the final subjects proportionally from different strata. Stratified random sampling is used here because the researcher intends to highlight a specific subgroup within the population. This technique is useful in this research because it ensures the presence of the key subgroup within the sample.

Stratified random sampling probability technique that was adopted for this study is because the target population was divided into non-overlapping sub-population which is referred to as strata and these samples were picked from each stratum. The use of stratified sampling technique was due to the fact that the population was broken down to sub-strata, centered on Age, education and there openness to innovation. Three Local Government Areas (LGA) were identified out of the twenty local governments in the state for the purpose of the research. They were chosen because of the number of youth that makes up the population and the education level of this youth in the LGA. Then, copies of the questionnaire were administered on each stratum using a random method.

Research Instrument for Data Collection

Research instrument for data collection is employed during the process of data collection needed for the research study. The tool used for this research is questionnaire given its usefulness, ease of use and reliability. According to Olannye (2006), he defined questionnaire “as an instrument for gathering data from respondent to aid in finding solution to research problems”.

Pilot Study

Pilot Study was conducted within Ikeja, Ikorodu and mainland local government in Lagos metropolis. Questionnaire was used for the data collection. There is no outright value agreed among the previous researchers as regards the number of copies of questionnaire to be piloted. However, Malhotra (2010) contends that the sample size for a pilot study should fall between the ranges of 15 to 30 respondents. It is on this ground that the researcher employed 25 respondents for the pilot study. The copies of the questionnaire were administered on five respondents each from the three Local Government Area in a convenient manner. This study computed The Cronbach alpha coefficients for all the variables was computed and used to test the reliability. On the acceptable value for the Cronbach alpha coefficient of a scale, there had been different views. Hair, Black, Babin, and Anderson (2011) content that alpha value of 0.6 and above is the appropriate, while DeVellis (2003) claimed it should be 0.7 and above. However, it is recognised that Cronbach alpha value is somewhat sensitive to the number of items in the scale. Pallant (2010) claimed the Cronbach alpha value could be less than 0.7.

However, all the variables had Cronbach Alpha value of more than 0.70. This process aided in ascertaining any adjustment which should be done on the research instrument.

Data Collection Method

Jankonicz (1995) proposed that data collection “is a systematic and orderly approach taken towards the collection of data so that information can be obtained from those data”. from the three most famous data collection methods:

- i. Direct Observation: where evaluator watches the subject in the usual environment without interfering the environment
- ii. Experiments where set of variables are kept constant
- iii. Survey: where information are solicited from respondents with the aid of research instrument

The survey method that was utilized for this research work was chosen since it solicits information from people. The instrument used for the collection of data in this study is a set of organized questions (known as primary data collection) which was administered to respondents. Youth are majorly made up of student and young adult.

The computations of the questionnaire from the respondents were used to generate pairwise comparison matrices (PCM) in AHP model. These questionnaires have ratings that indicate preferences for each paired criteria and sub-criteria. The ratings are decided in order of their relative weight using Saaty’s scale of relative importance. The scale is characterized by a number line which ranges from numbers one to nine. Individual question in the

questionnaire is responded by marking a number on the scale that greatly reflects the decision marker’s preferences. The number line method permits the respondents to make good compromise amid two numbers on the line, an aspect which cannot be attained in other plans or structures. Hence decimal units (e.g 2.5, 4.5, 1, 8 etc) can be recorded to suggest a more important preference of two factors or elements in consideration.

The question comes in a form as: Which factor is more important with respect to the criteria and by how much?

Table 1. Fundamental Scale for Making Judgments

Comparison of a pair of factors is done using the scale presented in the table below:

Scale	Degree of Preference
1	Equally important / influential
2	Equally to moderately important / influential
3	Moderate importance / influence of one factor over another
4	Moderately to strongly important / influential
5	Strongly important / influential
6	Strongly to very strongly important / influential
7	Very strongly important / influential
8	Very strongly to extremely important / influential
9	Extremely important / influential

Source: Saaty scaleFactor	More important								Equal	More Important								Factor
	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	

Techniques for Data Analysis

The section “A” of the questionnaire was analyzed using the simple percentage method to convert the responses into a percentage. Simple percentage formula is given below:

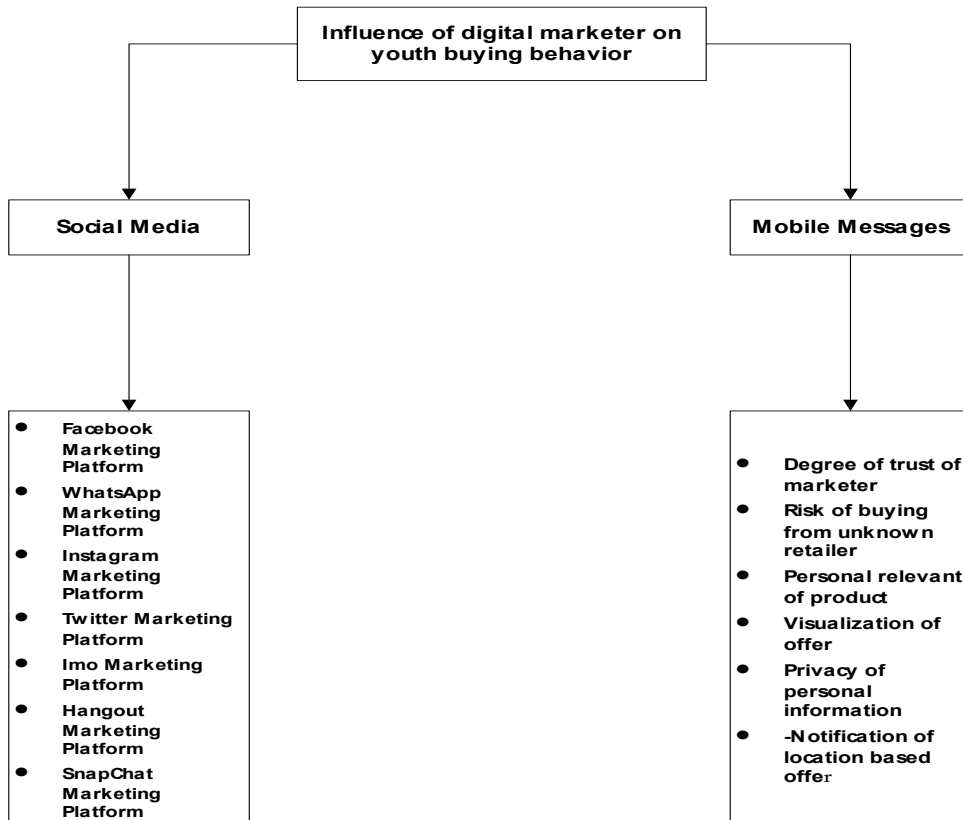
$$\text{Simple Percentage} = \frac{x}{y} \times \frac{100}{1}$$

Where: x= frequency of responses, Y= total number of respondents.

The section “B”, the excel solver (Microsoft Excel) was utilized in evaluating the AHP based questionnaire.

3.6 Model Building

A hierarchical model of AHP in prioritizing the influence of digital marketing on youth buying behavior



8. Data Presentation and Analysis

Analysis of the socio-demographic data

The socio-demographic data of digital users are presented in this section in frequency counts and simple percentage.

Table 2 Respondents Socio-Demographic Data

Variable	Response Label	Frequency	Percentage
Gender	Male	70	58.3
	Female	50	42.7
	Total	120	100
Age	Below 20	50	41.7
	21-30	35	29.2
	31-40	20	16.7
	41 years and above	15	12.5
	Total	120	100
Educational Qualification	Primary/Secondary	38	31.7
	NCE/ND	37	30.8
	HND/B.Sc.	30	25
	MBA/M.Sc.	15	12.5
	Total	120	100
Marital Status	Married	36	30
	Single	84	70
	Total	120	100

Source: Field survey, 2019

The table above depicts the socio-demographic information of digital user when buying. It was found that sex distribution depicted a result of more male at 58.3% compare to female youth buyers 42.7%. Thus, the service is perceived to be more utilized by male youth buyers which are based on different factors. Moreover, on the age distribution higher percentage of youth were more involved in buying online service with a percentage score of 87.6 compare to adult which are 41 years above with 12.5% of the total percentage of the population. While, on the educational background, it was found that educational background wasn't a strong indicator of digital users in buying. The highest educational background has 31.7 % and the least is MBA/MSc with 12.5%. It as well shows that majority of the youth that buy or make use of the digital are majorly singles with 70% while the married only represented 30%

Step I: AHP Model Construction

The model has been constructed as a simple hierarchical structure which contains 3 levels (goal level, criteria level, and alternatives level. The goal level contains factors that influences the buying decision of youth as the goal; the criteria level embodies constructs such social media marketing and mobile marketing. While, the alternative level comprise of different platforms available such as face book, whatsapp, instagram, twitter, imo, hangout, snapchat, degree of trust of marketers, risk of buying from unknown retailer, how tailored is the advert to individual needs, and privacy of personal information and notification of location based offer.

Step II: Pairwise Comparison

Here, youth were asked to respond to series of pairwise comparison questions representing one criterion against another with respect to a social media criterion. This is done to actualize the relative importance of criterion within the sub division of criteria and as determinants towards users of digital platform as a means of buying. This comparison was completed using Saaty's (2008) fundamental scale of 1-9, and the model comprise of 5 pairwise matrices (see Table 3 as example) for digital user responses. The individual completed pairwise matrices are later group together through computation of arithmetic mean across all matrices to derive a unified pairwise comparison matrix for analysis.

Table 3 Responses towards Criteria with respect to Goal

CRITERIA WRT GOAL		
	SMM	MMM
SMM	1	1 3/5
MMM	3/4	1
COLSUM	1 3/4	2 3/5

Source: Field survey, 2019

The Table 3 depicts an individual pairwise comparison matrix value of criteria from with respect to the goal. From the Table 4.2, we can observe it that the relative importance of social media marketing (SMM) when compare to mobile message marketing (MMM) with respect to the goal is 13/5 which means social media marketing is extremely importance to the respondent when prioritizing his/her need compare to mobile message marketing.

Consistency Measure

Afterward, the Microsoft excel solver was used to measure consistency of commuters' decision of which only a consistency ratio of less than or equal to 0.10 or 10% is acceptable as suggested by Saaty (2001) but, if CR is greater than 10%, there will be need to revise the pair-wise comparisons either based on the suggestion of the analysis tool or the researcher's intuition. Thus, to measure consistency, the pairwise matrix (such as table 4.2) is firstly normalized (that is, each entry on the table is added up along each column then, the entry is further divided by the respective column sum). Then, the priority vector is calculated through division of the summed value of each entry along each row by the number of the entries on the normalized table.

Further, the weighted sum matrix is generated through multiplication of each entry along the row on the pairwise matrix with the respective priority vector. After which, the weighted sum is then divided by the respective priority vector. In addition to computing the consistency ratio, the result from the initial computation is the summed and divided by the number of the entries in order to derive the Lambda max. Then, the consistency index and consistency ratio are calculated based on the aforementioned formula in research method.

NORMALISATION									
SMM	MMM	TOTAL	WEIGHT	AW	AW/W	LANDA M/RI	CI	CR	
0.569724	0.61727	1.186994	0.593497	1.249109	2.104658	2.103654	0.9	-0.63212	-0.70235
0.430276	0.38273	0.813006	0.406503	0.854733	2.102649				
1	1								

The table above depicts the normalization generated value, priority vector (that is weights), the Lamda max of 2.103654, the consistency index of -0.63212 and the consistency ratio of -0.70235. Thus, based on the consistency ratio value which is less than 10%, the buyer's judgment can be said to be consistent.

Therefore, this is continually done to the other pairwise matrix than the unified matrix is generated and tested for consistency. The weighted average for social media marketing is 59% while for mobile messages is 41%.

Findings on Alternatives in relation to Criteria

Respectively, the combined pairwise matrices for alternatives with respect to criteria were also computed and the final computations of weights and priority, and consistency ratio were generated. Therefore, Table 4.5 depicts the combined final computations of results of alternative to criteria. The results depict that from the social media marketing criteria, availability of instagram marketing platform (IMP) edge over facebook marketing platform (FMP) with 0.013% to attain the most important social media platform that determines what influences buyers in buying product. This was closely followed by whatsapp media marketing platform while; availability of snapchat marketing platform (SMP) was prescribed the less important. However, the nature of the result depicts the level of importance of all available needs.

Further, observing the results of alternatives within the mobile messages criteria it can be detected privacy of personal information (PPI) is ascribed more importance compare to other needs with a weight score of 18.19%. This means that the need for privacy of personal information by digital user customer is of paramount need compare to others relevant needs of the buyers, it slightly edge over personal relevant of advert (PRA) with 18% while; visualization of offer (VF) serve as the less important, it has 15% which is 3% lesser than the most important need. This judgment is consistent at 0.09% and the not too much gap within needs depicts how tightly important those factors are.

Table 4. Combined final computations of weights and priority vectors of alternatives to criteria

			Alternatives to Criteria												
Social Media Marketing	FMP	WMP	IMP	TMP	IPO	HM	SM	WEIG	A	AW/W	LA	RI	CI	CR	
FM P	1	1	1 1/3	1	1 1/2	1 1/2	1 1/2	0.1 605 51	1.2 455 2	7.75 780 6	7.75 878 3	1.3 2	0.1 264 64	0.0 958 06	
WMP	1 1/7	1	1	1 2/5	1 3/8	1 1/6	1 5/9	0.1 571 4	1.2 184 09	7.75 365 1					
IMP	1 4/9	1 1/8	1	1 1/3	1 5/7	1 2/7	1 2/3	0.1 735 48	1.3 423 12	7.73 454 1					

TM P	1 1/ 8	1 1/5	1	1	1 1/ 3	1 2/ 7	1 4/9	0.1 512 01	1.1 714 97	7.74 793 9				
IM PO	3/4	1	5/ 6	7/ 9	1	1	1	0.1 197 06	0.9 292 45	7.76 273 7				
HM P	2/ 3	1	1	6/ 7	1 1/ 9	1	1	0.1 238 58	0.9 665 34	7.80 353 6				
SM P	2/ 3	4/5	3/4	1	1	1	1	0.1 139 96	0.8 836 16	7.75 126 9				
CO LS UM	6 5/ 6	7 2/5	7	7 2/ 5	9	8 1/ 3	9 2/7							
Mo bile Me ssa ges	D T M	RB FU R	P R A	V F	P PI	N L B O	WE IG HT	A W	A W/ W	LA MB DA MA X	RI	CI	CR	
DT M	1	1 1/9	1 1/ 6	1 1/ 9	8/ 9	1 1/ 8	0.1 624 28	1.0 665 06	6.5 660 04	6.57 547 9	1.24	0.1 150 96	0.0 928 19	
RB FU R	1 1/ 8	1	1	1 1/ 8	4/ 5	1 1/ 6	0.1 550 53	1.0 197 26	6.5 766 12					
PR A	1 1/ 9	1 1/4	1	1 2/ 7	1 1/ 5	1 2/ 7	0.1 801 2	1.1 847 2	6.5 773 84					
VF	1	1	5/ 6	1	1	1 1/ 5	0.1 514 66	0.9 979 14	6.5 883 94					
PPI	1 1/ 6	1 1/2	1	1 1/4	1	1 1/ 4	0.1 819 02	1.1 965 79	6.5 781 59					
NL BO	1	1 1/3	7/ 8	2/ 5	1	1	0.1 690 31	1.1 099 1	6.5 663 23					
CO LS UM	6 1/2	7 1/5	5 5/ 6	7 1/ 6	6	7								

9. Discussion of Findings

The study employed an AHP model for prioritizing what influencing the youth buying behaviour using the tools of digital marketing using Ikorodu, Ikeja and Mainland local government Lagos metropolis as a case study. The

criteria utilized to measure the influencer were social media and mobile messages.

Social media marketing, the user are more influenced by instagram marketing platform with a weighted average of 17.4% followed by facebook marketing platform (FMP) and whatsapp marketing platform which have 16% and 15.7% respectively. The least among the influencer in the social media criteria is snapchat marketing platform with a weighted average of 11.3%. This backed the research carried out by Kataria (2017), the research was an exploratory study of the impact of social media on buying decision making process of tweens customer.

Moreover, within the mobile messages criteria, privacy of personal information (PPI) slightly edge over personal relevant of advert (PRA) with 0.002% to attain the most important need of buyers from the angle of mobile message while; visualization of offer was prescribed the less important. According to research carried out by Bart, Stephen & Sarvay (2014), mobile display ads only positively affect brand favorability and the purchase intention about products that are both of high involvement, explains that this could be as a result of these types of products triggering more deliberate “central route” processing. This research carried out supports visualization as an important aspect when considering mobile marketing especially if it’s of high involvement to support the research work that leads to greater persuasive effectiveness.

10. Conclusion

Advertising which is a subset of marketing is a major factor that must be considered either when launching a new product or ensuring that existing product are accessible and appealing to the target audience. Therefore, much consideration needs to be given to the advertising strategy the organization would want to use in reaching out to the target audience. Relevant conclusions which can be made in this study are that: criteria for measuring social media user that includes Instagram Marketing Platform has shown that it aids satisfaction and has the ability to influence the youth which is the target audience. Based on this, it is wise to direct more attention and resources on this criteria because it yields the highest result when it is compared to its pairs which includes; Twitter Marketing Platform, IMO Marketing Platform, Snapchat Marketing Platform, etc,

To facilitate digital marketing in influencing the buying behaviour of youth based on mobile messages criteria, privacy of personal information should be given more priority to when compared to other sub-criteria within the mobile message. Visualization offer should be given less priority to here because it has less influence on the buying decision of youth.

11. Recommendations

Due to the dynamism of youth, attention should be channel towards using social media network that has shown overtime to be effective in influencing youth buying behaviour due to its wide reach coverage which does have little or no charges to it unless other sales promotions are intended to be attached to it. From the research conducted, it is recommended that attention should be given to social media and mobile messages criteria and noting the important sub-criteria under it. For the sub-criteria, the study shows that their reach is different from each other. It shows the sub-criteria that has a wider reach and the one that has a least reach to its target audience. For social media marketing, special attention should be given to instagram marketing platform and facebook marketing platform in order to aid marketing penetration. For Mobile message marketing, the privacy of personal information of the consumer should not be negotiated with as this is one of the criteria that decides the buying behaviour of the consumer. Every of the sub-criteria should not be neglected but priority given as reveal in the study.

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