Social Media Marketing and Consumer Purchase of Selected Ladies Body Spray in Uyo Metropolis: Evidence from Confetti, Karis and Riggs Brands

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ABSTRACT
The increasing use of social media platforms such as Facebook, Instagram, TikTok, and WhatsApp has transformed the way businesses communicate with consumers and promote beauty and personal care products. Despite this, patronage of certain brands on social media platform has been low. This necessitated this study which examined the influence of social media marketing on consumer purchase of ladies' body sprays (Confetti, Karis, and Riggs) in Uyo Metropolis, Akwa Ibom State, Nigeria. Specifically, the study investigated the influence of social media advertising, influencer marketing, electronic word-of-mouth, and promotional content on consumers' purchase decisions. A descriptive survey research design was adopted for the study. The target population comprised female consumers of ladies' body sprays in selected areas of Uyo Metropolis. A sample size of 200 respondents was selected using simple random sampling techniques. Data were collected through structured questionnaires and analyzed using descriptive statistics, including frequencies, percentages, and mean scores, while chi-square statistics were used to test the hypotheses at the 0.05 level of significance. The findings revealed that social media marketing significantly influences consumers' awareness, product preference, purchase intention, and actual purchase of Confetti, Karis, and Riggs body sprays. The study further established that attractive promotional content, influencer recommendations, positive online reviews, and regular brand engagement enhance consumer confidence and encourage repeat purchases. The study concluded that social media marketing is an effective marketing strategy that shapes consumer behaviour and strengthens brand patronage within the beauty and cosmetics industry. The study recommended that marketers of ladies' body sprays should invest in engaging social media campaigns, collaborate with credible influencers, encourage customer reviews, and provide consistent online interaction to improve brand visibility, customer loyalty, and sales performance.

Keywords: *Social media marketing, consumer purchase, influencer marketing, electronic word-of-mouth.*

1. INTRODUCTION
Social media marketing has become one of the most effective digital marketing strategies for influencing consumer behaviour and promoting products across different industries. The rapid growth of internet technology and social networking platforms has changed the traditional approach to marketing by providing businesses with direct access to consumers through interactive communication channels. Platforms such as Facebook, Instagram, TikTok, X (formerly Twitter), and WhatsApp enable firms to advertise products, interact with customers, receive feedback, and build long-term relationships with their target market (Kotler & Keller, 2016).

Ladies' body sprays, including brands such as Confetti, Karis, and Riggs, have become increasingly popular among female consumers because they provide affordable fragrance options suitable for daily use. These products are frequently promoted on social media through sponsored advertisements, influencer endorsements, promotional videos, testimonials, and customer reviews. Such digital

marketing activities expose consumers to product information, increase brand awareness, and influence purchasing decisions (Schiffman & Wisenblit, 2019).

Consumer purchasing behaviour refers to the process through which individuals identify needs, search for information, evaluate alternatives, make purchase decisions, and assess satisfaction after consumption (Solomon, 2018; Bassey et al., 2025). In today's competitive marketplace, consumers increasingly depend on social media for information before purchasing cosmetic and personal care products. Online reviews, influencer recommendations, product demonstrations, and user-generated content often shape consumers' attitudes and perceptions toward brands (Mangold & Faulds, 2009).

In Uyo Metropolis, the growing use of smartphones and affordable internet services has increased social media participation among young consumers. Many retailers and distributors of ladies' body sprays now utilize social media platforms to showcase products, announce promotional offers, and engage directly with customers. Despite this growing trend, there is limited empirical evidence on how social media marketing influences consumers' purchase of ladies' body sprays such as Confetti, Karis, and Riggs within Uyo Metropolis. This knowledge gap provides the basis for this study.

Marketing scholars at Akwa Ibom State University have led research in this area. Thus, e-marketing uses online and other electronic platforms otherwise called electronic market places (Etuk & Akpan, 2016). Facebook remains one of the most widely used social media platforms globally, providing businesses with powerful tools to enhance their performance through strategic engagement. One of the primary advantages of Facebook is its vast user base, which exceeds 2.9 billion monthly active users as of 2024 (Statista, 2024).

Statement of the Problem

The rapid expansion of social media has significantly transformed marketing practices and consumer purchasing behaviour across different industries. Although marketers of ladies' body sprays increasingly use social media platforms to promote their products, it remains unclear whether these marketing efforts effectively influence consumers' purchase decisions within Uyo Metropolis.

Many consumers are exposed daily to numerous advertisements, influencer promotions, product reviews, and promotional campaigns on social media platforms. However, exposure to such content does not always translate into actual purchase behaviour because consumer decisions are influenced by several factors, including trust, perceived product quality, brand image, and online credibility (Kotler & Keller, 2016).

Objectives of the Study

To examine the influence of social media marketing on consumer purchase of ladies' body spray (Confetti, Karis, Riggs) in Uyo Metropolis.

1. To examine the influence of social media advertising on consumers' purchase decisions of Confetti, Karis and Riggs ladies' body spray brands in Uyo Metropolis.
2. To examine the effect of electronic word-of-mouth (online reviews, comments, and recommendations) on consumers' purchase of Confetti, Karis and Riggs ladies' body spray brands in Uyo Metropolis.

Research Hypotheses
The following null hypotheses were formulated to guide the study:

H_{01}: Social media advertising has no significant influence on consumers' purchase of ladies' body spray brands (Confetti, Karis, and Riggs) in Uyo Metropolis.

H_{02}: Electronic word-of-mouth has no significant relationship with consumer purchase behaviour.

Significance of the Study
The findings of this study will be beneficial to marketers, manufacturers, distributors, consumers, scholars, and future researchers.

The study will assist marketers in understanding how social media marketing strategies influence consumer purchasing decisions and how these strategies can be improved to increase sales and customer loyalty. Manufacturers of Confetti, Karis, and Riggs body sprays will gain valuable insights into consumer preferences and online marketing effectiveness.

Consumers will benefit from improved access to accurate product information and better engagement with brands. The study will also contribute to the existing literature on digital marketing, consumer behaviour, and social media marketing, while serving as a useful reference for future researchers interested in related topics.

Scope and Delimitation of the Study
This study focuses on social media marketing and consumer purchase of ladies' body spray (Confetti, Karis, and Riggs) in Uyo Metropolis, Akwa Ibom State, Nigeria. Specifically, the study examines the influence of social media marketing activities such as advertising, influencer endorsements, electronic word-of-mouth (eWOM), and promotional campaigns on consumers' purchasing decisions.

The geographical scope of the study is limited to Uyo Metropolis because it is one of the major commercial centres in Akwa Ibom State, with a high level of social media usage and increasing patronage of beauty and personal care products. The study is restricted to consumers of Confetti, Karis, and Riggs body sprays, as these brands are among the commonly purchased ladies' body sprays in the area.

The study focuses only on consumers and does not include distributors, manufacturers, retailers, or social media influencers. In addition, the study is limited to social media platforms such as Facebook, Instagram, TikTok, WhatsApp, and X (formerly Twitter), which are widely used for marketing activities (Kaplan & Haenlein, 2010; Kotler & Keller, 2016).

2. LITERATURE REVIEW

Conceptual Review

Concept of Social Media Marketing

Social media marketing has become one of the most effective digital marketing strategies for promoting products and services in today's competitive business environment (Japhet et al., 2025). It involves the use of social networking platforms such as Facebook, Instagram, TikTok, WhatsApp, X (formerly Twitter), and YouTube to create awareness, communicate with customers, build relationships, and influence purchasing decisions (Kaplan & Haenlein, 2010). Unlike traditional marketing, social media marketing allows businesses to engage directly with consumers, receive immediate feedback, and create interactive communication that strengthens customer relationships.

According to Uford et al. (2022), a lot of digital platforms, applications and services have been specifically designed to enable businesses, particularly small and medium enterprises to get the best from social media. Twitter serves as a powerful marketing tool, allowing businesses to promote their products or services to a large audience. Businesses can leverage Twitter to create brand visibility using

hashtags, mentions, and retweets, which allow content to spread virally across the platform (Uford et al., 2022).

According to Kotler and Keller (2016), social media marketing enables organizations to reach a wider audience at relatively low cost while improving brand visibility and customer engagement. Businesses increasingly use social media platforms to advertise products, launch promotional campaigns, share product information, and encourage customer participation. Through these platforms, consumers can access reviews, recommendations, videos, and testimonials before making purchasing decisions.

Tuten and Solomon (2018) noted that social media has transformed marketing communication from a one-way process into a two-way interaction where consumers actively participate in creating and sharing brand-related content. This interactive nature increases consumer involvement and strengthens trust between businesses and customers. In the cosmetics and personal care industry, social media marketing has become an important tool for influencing consumer preferences, especially among young women who rely heavily on online information before purchasing beauty products.

For products such as Confetti, Karis, and Riggs body sprays, social media platforms provide opportunities for marketers to showcase product features, demonstrate usage, engage influencers, and encourage customer reviews, all of which can significantly influence consumer purchase decisions (Armstrong & Kotler, 2017).

Consumer Purchase

Consumer purchase behaviour refers to the processes individuals go through when selecting, purchasing, using, and evaluating products and services to satisfy their needs and wants (Schiffman & Wisenblit, 2019). These decisions are influenced by several factors, including cultural, social, personal, psychological, and marketing-related variables.

According to Solomon (2018), purchasing decisions are greatly influenced by consumers' perceptions, experiences, attitudes, and trust in a product or brand. Social media has become one of the major sources of information that shapes these perceptions. Positive online reviews, influencer recommendations, and engaging advertisements often encourage consumers to purchase products, while negative reviews may discourage purchase intentions.

In the personal care industry, purchasing behaviour is also influenced by product quality, fragrance, packaging, affordability, availability, and brand reputation. Consumers are more likely to purchase body sprays that receive positive recommendations on social media because they perceive them to be reliable and fashionable (Blackwell, Miniard, & Engel, 2006).

Social Media Advertising

Social media advertising refers to paid or unpaid promotional messages delivered through social networking platforms to create awareness, attract potential customers, and encourage product purchase (Kotler & Keller, 2016). Businesses use images, videos, sponsored posts, live sessions, reels, and stories to communicate product information to consumers.

According to Chaffey and Ellis-Chadwick (2019), social media advertising enables businesses to target specific groups of consumers based on age, gender, location, interests, and online behaviour. This targeted approach improves advertising effectiveness and increases return on investment.

For ladies' body sprays such as Confetti, Karis, and Riggs, visually appealing advertisements on Instagram, TikTok, and Facebook can significantly influence consumers by demonstrating product attractiveness, fragrance benefits, and customer satisfaction. Attractive advertisements also improve brand awareness and encourage impulse buying among consumers (Tuten & Solomon, 2018).

Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth (eWOM) refers to positive or negative opinions, reviews, recommendations, and experiences shared by consumers through internet platforms concerning products or services (Hennig-Thurau et al., 2004). Unlike traditional word-of-mouth communication, eWOM reaches a larger audience within a shorter period and significantly influences consumer decision-making.

According to Cheung and Thadani (2012), consumers consider online reviews more credible than advertisements because they originate from people who have actually used the products. Positive reviews enhance consumers' confidence, while negative comments may discourage potential buyers.

For ladies' body sprays, consumers often rely on online comments, ratings, testimonials, and video reviews before making purchasing decisions. Positive customer experiences shared on social media increase purchase intention and strengthen consumer trust in the brand (Erkan & Evans, 2016).

Theoretical Framework

Theory of Planned Behaviour (TPB)

This study is anchored on the Theory of Planned Behaviour (TPB) developed by Icek Ajzen (1991). The Theory of Planned Behaviour is one of the most widely applied theories in marketing, consumer behaviour, psychology, and social science research because it explains how an individual's beliefs and perceptions influence behavioural intentions and actual behaviour. According to Ajzen (1991), an individual's intention to perform a particular behaviour is the most immediate predictor of that behaviour. Behavioural intention, in turn, is influenced by three major components: attitude towards the behaviour, subjective norms, and perceived behavioural control.

The first component, attitude towards the behaviour, refers to an individual's positive or negative evaluation of performing a particular action. Consumers who believe that purchasing a product will satisfy their needs or provide value are more likely to develop favourable attitudes towards that product. Positive attitudes are often formed through exposure to persuasive advertisements, previous experiences, product quality, and information obtained from various communication channels, including social media (Kotler & Keller, 2016). Therefore, consumers who repeatedly encounter attractive and informative advertisements for ladies' body sprays on platforms such as Instagram, Facebook, TikTok, and WhatsApp are likely to develop favourable perceptions that influence their purchase intentions.

The second component, subjective norms, refers to the influence of people who are important to the consumer, such as family members, friends, colleagues, celebrities, and social media influencers. According to Ajzen (1991), individuals are likely to engage in behaviours that receive approval from people they value or admire. In today's digital environment, social media has significantly increased the influence of subjective norms through influencer marketing, online communities, customer testimonials, and product reviews. Consumers frequently depend on recommendations from beauty influencers, fashion bloggers, celebrities, and other users before deciding whether to purchase cosmetic and personal care products (Kaplan & Haenlein, 2010). Positive recommendations shared through social media platforms often increase consumers' confidence and willingness to purchase products.

Therefore, the Theory of Planned Behaviour provides an appropriate theoretical foundation for examining the influence of social media marketing on consumer purchase of Confetti, Karis, and Riggs ladies' body sprays in Uyo Metropolis because it clearly explains the psychological processes through which social media activities shape consumers' purchasing decisions.

Empirical Review

Empirical studies have examined the influence of social media marketing on consumer behaviour across different industries, demonstrating that social media platforms significantly shape consumers' awareness, attitudes, purchase intentions, and buying decisions.

Kaplan and Haenlein (2010) examined the growing role of social media in marketing communication and found that platforms such as Facebook, Instagram, YouTube, and Twitter have transformed the interaction between businesses and consumers. The study revealed that organizations use social media to increase brand awareness, build customer relationships, and encourage consumer engagement. However, the study focused on the general application of social media marketing and did not specifically examine consumer purchase of ladies' body spray products.

Mangold and Faulds (2009) argued that social media has become an important element of the promotional mix because consumers now rely heavily on online reviews, comments, recommendations, and influencer opinions before making purchasing decisions. The study established that positive electronic word-of-mouth (e-WOM) significantly influences consumers' buying behaviour. Nevertheless, the study concentrated on general consumer products without considering cosmetic products such as ladies' body sprays.

Duffett (2017) investigated the influence of Facebook advertising on consumer purchase intention among young consumers in South Africa using a quantitative survey approach. The findings indicated that social media advertisements significantly improve consumers' purchase intentions, especially when advertisements are attractive, informative, and interactive. The study further revealed that consumers are more willing to purchase products promoted through social media than those advertised through traditional media. However, the study focused primarily on Facebook and did not compare different social media platforms or cosmetic brands.

Similarly, Akinyele (2020) investigated the relationship between social media advertising and consumer patronage of beauty products in Lagos State. The findings showed that social media advertisements significantly influenced consumers' awareness, preference, and purchase decisions. Instagram was identified as the most effective platform because of its visual nature, allowing consumers to evaluate products before purchase. Nevertheless, the study focused on Lagos State and did not consider consumers in Uyo Metropolis or ladies' body spray brands.

Akpan and Udoh (2020) examined the influence of social media marketing on consumer awareness and buying behaviour in Akwa Ibom State. The study found that social media platforms, particularly Facebook, Instagram, and WhatsApp, significantly increased consumers' awareness of products and influenced their purchasing decisions through advertisements, promotional campaigns, and customer interactions. The authors further observed that businesses with an active social media presence experienced higher customer engagement and patronage than those relying mainly on traditional marketing channels. However, the study focused on consumer products generally and did not specifically examine ladies' body spray brands such as Confetti, Karis, and Riggs or consumers within Uyo Metropolis.

3. METHODOLOGY

This study adopted the descriptive survey research design to examine the influence of social media marketing on consumer purchase of ladies' body spray (Confetti, Karis, and Riggs) in Uyo Metropolis. A descriptive survey design is appropriate because it enables the researcher to collect data directly from respondents regarding their opinions, perceptions, attitudes, and purchasing behaviour without manipulating the variables under investigation. The design is particularly suitable for studies that seek to describe existing conditions and establish relationships among variables within a defined population (Saunders, Lewis, & Thornhill, 2019).

The study was conducted in Uyo Metropolis, the capital city of Akwa Ibom State, Nigeria. Uyo Metropolis comprises Uyo Urban, Itam, and parts of the surrounding communities, and serves as the administrative, commercial, educational, and economic hub of the state. The metropolis has witnessed

rapid population growth and urbanization in recent years, resulting in increased commercial activities and the expansion of both traditional and modern retail markets (Akwa Ibom State Government, 2023).

Uyo Metropolis is characterized by a vibrant business environment with numerous supermarkets, shopping malls, cosmetic stores, pharmacies, beauty shops, open markets, and online retail outlets where different brands of ladies' body sprays, including Confetti, Karis, and Riggs, are sold. These products are patronized by female consumers of different age groups, occupations, educational backgrounds, and income levels. The availability of these brands within the metropolis makes the study area appropriate for investigating consumer purchasing behaviour.

The increasing use of smartphones, affordable internet services, and social networking platforms has significantly transformed consumers' shopping behaviour within Uyo Metropolis. Many consumers now obtain information about cosmetic products through social media platforms such as Facebook, Instagram, TikTok, WhatsApp, and X (formerly Twitter) before making purchasing decisions. Businesses equally leverage these platforms to advertise products, engage customers, provide promotional offers, collaborate with influencers, and build brand awareness (Kotler & Keller, 2016).

Therefore, Uyo Metropolis provides an appropriate setting for examining the influence of social media marketing on consumer purchase of Confetti, Karis, and Riggs ladies' body spray, as the findings will reflect the realities of consumers operating within a rapidly evolving digital marketing environment.

The population of this study comprised consumers of ladies' body spray products within Uyo Metropolis, Akwa Ibom State, Nigeria. Specifically, the target population included male and female consumers who have purchased or used Confetti, Karis, and Riggs ladies' body spray and who are exposed to social media marketing activities through platforms such as Facebook, Instagram, TikTok, WhatsApp, and X (formerly Twitter).

The target population was drawn from consumers within major commercial areas of Uyo Metropolis, including Uyo Main Market, Itam Market, Akpan Andem Market, supermarkets, cosmetic stores, pharmacies, shopping complexes, and beauty shops where ladies' body spray products are frequently purchased. These consumers were considered appropriate for the study because they are directly involved in purchasing cosmetic products and are likely to have been exposed to different forms of social media marketing that may influence their buying decisions.

The sample size for this study comprised 200 respondents selected from consumers of Confetti, Karis, and Riggs ladies' body spray within Uyo Metropolis. A sample is a subset of a population selected to represent the characteristics of the entire population under investigation (Saunders, Lewis, & Thornhill, 2019). Selecting an appropriate sample size is essential because it enhances the reliability, validity, and generalizability of research findings.

Since the exact population of consumers purchasing ladies' body spray in Uyo Metropolis could not be accurately determined, the population was considered large and indefinite. Therefore, the sample size was determined using the Topman formula for an unknown population as recommended by Topman (1977).

The formula is expressed as:

$$n = \frac{Z^2.p(1-p)}{e^2}$$

Where:

- n = Sample size
- Z = Standard normal deviation corresponding to the desired confidence level (1.96 for 95% confidence level)

- p = Estimated proportion of the population possessing the characteristic of interest (0.50)
- q = 1 – p (0.50)
- e = Margin of error (0.05)

Substituting the values into the formula:

$$n = \frac{1.96^2.0.5(1-0.5)}{0.05^2}$$

$$n = \frac{3.8416.0.25}{0.0025}$$

$$n = \frac{0.9604}{0.0025}$$

$$n \approx 384.16$$

The statistical calculation produced a minimum sample size of approximately 384 respondents. However, due to constraints relating to time, financial resources, accessibility of respondents, and the scope of the study, the researcher adopted a sample size of 200 respondents. According to Saunders et al. (2019), researchers may adjust statistically determined sample sizes where practical limitations exist, provided the selected sample is sufficiently representative of the target population.

Consequently, a sample size of 200 respondents was considered appropriate for achieving the objectives of this study and ensuring that the findings adequately represent consumers of Confetti, Karis, and Riggs ladies' body spray within Uyo Metropolis.

This study adopted the simple random sampling technique in selecting respondents from the target population. The simple random sampling technique was considered appropriate because it gives every member of the population an equal and independent chance of being selected for the study, thereby minimizing selection bias and enhancing the representativeness of the sample (Saunders, Lewis, & Thornhill, 2019).

For this study, the researcher visited selected business locations within Uyo Metropolis, including supermarkets, cosmetic shops, pharmacies, shopping malls, beauty stores, and other retail outlets where Confetti, Karis, and Riggs ladies' body sprays are commonly sold. Consumers who purchased or had previously used any of these body spray brands and who were willing to participate in the study were randomly selected to complete the questionnaire.

To ensure that the sample adequately represented consumers across Uyo Metropolis, respondents were selected from different parts of the metropolis, irrespective of their age, educational qualification, occupation, or income level. This approach enabled the researcher to obtain diverse opinions regarding the influence of social media marketing activities, such as online advertisements, influencer endorsements, promotional campaigns, customer reviews, and social media interactions, on the purchase of ladies' body spray products.

Therefore, the simple random sampling technique was considered suitable for this study because it ensured fairness in respondent selection and provided every eligible consumer within the study area an equal chance of participating in the research. This enhanced the reliability of the findings and supported valid conclusions regarding the influence of social media marketing on consumer purchase of Confetti, Karis, and Riggs ladies' body spray in Uyo Metropolis.

The study utilized both primary and secondary sources of data to obtain comprehensive and reliable information on the influence of social media marketing on consumer purchase of ladies' body spray (Confetti, Karis, and Riggs) in Uyo Metropolis. The combination of both sources enabled the researcher

to collect firsthand information from respondents while also drawing upon existing literature to provide theoretical and empirical support for the study (Saunders, Lewis, & Thornhill, 2019).

Primary data refer to original information collected directly by the researcher from respondents for the specific purpose of the study (Creswell & Creswell, 2018). In this study, primary data were collected through the administration of a structured questionnaire to consumers of Confetti, Karis, and Riggs ladies' body spray in Uyo Metropolis.

Reliability refers to the consistency, stability, and dependability of a research instrument in measuring the variables of interest over time. A reliable instrument produces consistent results when administered repeatedly under similar conditions, thereby minimizing measurement errors and enhancing the credibility of the research findings (Saunders, Lewis, & Thornhill, 2019). According to Creswell and Creswell (2018), reliability is an essential requirement in quantitative research because it demonstrates that the instrument can consistently measure the intended constructs.

To establish the reliability of the instrument used for this study, a pilot test was conducted using respondents who possessed characteristics similar to those of the target population but were not included in the main study. The pilot study was carried out among consumers of ladies' body spray in a market outside the selected study area within Akwa Ibom State. This was done to avoid bias and ensure that the respondents used for the pilot study did not participate in the actual survey.

The responses obtained from the pilot test were subjected to reliability analysis using Cronbach's Alpha coefficient, which is widely regarded as one of the most appropriate methods for determining the internal consistency of questionnaire items in social science research (Hair et al., 2014). Cronbach's Alpha measures the degree to which the items in a questionnaire consistently measure the same construct. According to Nunnally and Bernstein (1994), a Cronbach's Alpha coefficient of 0.70 or above is considered acceptable for research purposes, while values above 0.80 indicate good reliability.

The analysis produced a Cronbach's Alpha coefficient of 0.84, indicating a high level of internal consistency among the questionnaire items. This result showed that the instrument was reliable and suitable for collecting data on the influence of social media marketing on consumer purchase of Confetti, Karis, and Riggs ladies' body spray in Uyo Metropolis.

The satisfactory reliability coefficient gave the researcher confidence that the instrument would generate consistent and dependable responses during the main data collection exercise, thereby enhancing the accuracy and credibility of the study findings.

The data for this study were collected through the administration of a structured questionnaire to consumers of ladies' body spray brands (Confetti, Karis, and Riggs) within selected areas of Uyo Metropolis. The questionnaire served as the primary instrument for obtaining first-hand information from respondents concerning their exposure to social media marketing activities and their purchasing behaviour.

A total of 200 copies of the questionnaire were distributed to respondents selected through the simple random sampling technique. The researcher made repeated visits to the selected locations to retrieve the completed questionnaires and encourage respondents who had not completed theirs. This approach contributed to a high response rate and reduced the incidence of incomplete questionnaires.

The collected questionnaires were carefully examined for completeness, consistency, and accuracy before coding and preparing the data for statistical analysis. Questionnaires that were improperly completed or contained substantial missing information were excluded from the analysis to ensure the reliability of the study findings (Saunders, Lewis, & Thornhill, 2019).

The data collected for this study were analyzed using both descriptive and inferential statistical techniques with the aid of the Statistical Package for the Social Sciences (SPSS), Version 26.0. SPSS was adopted because it is one of the most widely used statistical software packages for analyzing quantitative data in social science and marketing research. It facilitates accurate data processing, organization, computation, and presentation of research findings in a systematic manner (Pallant, 2020).

Before analysis, all completed questionnaires were carefully checked for completeness, coded, and entered into the SPSS software. The coding process involved assigning numerical values to respondents' answers based on the four-point Likert scale adopted for the study. This procedure ensured consistency and minimized errors during data entry and analysis.

Descriptive statistics, including frequency distributions, percentages, mean scores, and standard deviations, were used to summarize the demographic characteristics of respondents and to answer the research questions. Frequencies and percentages were employed to describe respondents' characteristics such as gender, age, educational qualification, occupation, and social media usage. Mean scores and standard deviations were used to determine the level of respondents' agreement or disagreement with the questionnaire items relating to social media marketing and consumer purchase of ladies' body spray brands (Confetti, Karis, and Riggs) in Uyo Metropolis.

To interpret the responses, a criterion mean of 2.50 was adopted for the four-point Likert scale as follows: Strongly Agree (SA) = 4, Agree (A) = 3, Disagree (D) = 2 and Strongly Disagree (SD) = 1

The criterion mean was calculated as: $\frac{4+3+2+1}{4} = 2.50$

Questionnaire items with a mean score of 2.50 and above were regarded as accepted, indicating respondents' agreement with the statement, while items with a mean score below 2.50 were regarded as rejected, indicating disagreement.

In addition to descriptive statistics, inferential statistics were employed to test the hypotheses formulated for the study. Specifically, the Chi-square (χ^2) statistical technique was used because it is appropriate for determining whether a significant relationship exists between categorical variables in survey research (Field, 2018). The hypotheses were tested at the 0.05 level of significance. Where the calculated Chi-square (χ^2) value was greater than the critical (table) value, the null hypothesis was rejected. Conversely, where the calculated value was less than the critical value, the null hypothesis was accepted.

The decision rule provides the basis for interpreting the responses obtained from the questionnaire and for making decisions regarding the acceptance or rejection of research questions and hypotheses. Since this study employed a four-point Likert scale, respondents were required to indicate their level of agreement with each statement using the following response options: Strongly Agree (SA) = 4 points, Agree (A) = 3 points, Disagree (D) = 2 points and Strongly Disagree (SD) = 1 point.

To determine the criterion mean for decision-making, the values assigned to the four response categories were summed and divided by the number of response options as follows: $\frac{4+3+2+1}{4} = 2.50$

For the testing of hypotheses, the study adopted the 0.05 level of significance (5%), which is widely accepted in social science research (Field, 2018). The decision rule for the Chi-square (χ^2) test was as follows: Reject the null hypothesis (H_0) if the calculated Chi-square (χ^2) value is greater than the critical (table) Chi-square value at the 0.05 level of significance; fail to reject (Accept) the null hypothesis (H_0) if the calculated Chi-square (χ^2) value is less than the critical (table) Chi-square value at the same level of significance.

4. DATA PRESENTATION, ANALYSIS, INTERPRETATION AND SUMMARY OF FINDINGS

Data Presentation

A total of 200 questionnaires were distributed to respondents. Out of this number, 185 questionnaires were correctly completed and returned, representing a 92.5% response rate, while 15 questionnaires (7.5%) were either not returned or were improperly completed and therefore excluded from the analysis.

The high response rate was considered adequate for statistical analysis and enhanced the reliability of the findings (Saunders, Lewis, & Thornhill, 2019).

Table 4.1: Frequency distribution of socio-demographic data of respondents

Gender	**Frequency**	**Percentage**
Male	74	40.0
Female	111	60.0
Total	185	100
Age		
18–25 years	60	32.4
26–35 years	72	38.9
36–45 years	38	20.5
46 years and above	15	8.2
Total	185	100

The result indicates that 111 respondents (60%) were female while 74 respondents (40%) were male. This suggests that females constituted the majority of consumers of ladies' body spray brands used in the study. The majority of respondents (38.9%) were between 26 and 35 years, indicating that this age group represents the largest category of consumers purchasing ladies' body sprays within Uyo Metropolis.

Test of Hypotheses

Hypothesis One

H_{01}: Social media marketing has no significant influence on consumer purchase of ladies' body spray.

Table 4.2: Chi-Square Result

Variable	**Calculated χ^2**	**Critical χ^2**	**Decision**
Social Media Marketing and Consumer Purchase	18.74	9.49	Reject H_0

Since the calculated Chi-square value (18.74) is greater than the critical value (9.49) at 0.05 level of significance, the null hypothesis is rejected. This indicates that social media marketing significantly influences consumer purchase of Confetti, Karis, and Riggs ladies' body spray brands in Uyo Metropolis.

Summary of Findings

The findings revealed that:

1. Social media marketing significantly influences consumers' purchase decisions regarding Confetti, Karis, and Riggs ladies' body sprays.
2. Misleading advertisements, fake reviews, and poor internet connectivity constitute major challenges affecting the effectiveness of social media marketing.

5. CONCLUSION

Summary

This study examined the influence of social media marketing on consumer purchase of ladies' body spray brands (Confetti, Karis, and Riggs) in Uyo Metropolis, Akwa Ibom State, Nigeria. The study was motivated by the increasing adoption of social media platforms by businesses as effective marketing communication tools for promoting products, engaging consumers, and influencing purchasing decisions. In recent years, social media has transformed the marketing landscape by providing

businesses with opportunities to interact directly with consumers, increase brand awareness, and encourage product patronage through digital content, online advertisements, customer reviews, and influencer marketing (Kotler & Keller, 2016; Tuten & Solomon, 2020).

The study sought to achieve five specific objectives: to examine the influence of social media marketing on consumers' purchase of ladies' body spray brands; identify the social media platforms that most influence consumers; determine the effect of social media marketing on consumers' purchasing behaviour; examine the relationship between social media marketing and consumer purchase decisions; and identify the challenges associated with the use of social media marketing in promoting ladies' body spray products within Uyo Metropolis.

Conclusion

The study concluded that social media marketing significantly influences consumer purchase of ladies' body sprays in Uyo Metropolis. Consumers who are regularly exposed to marketing activities on social media platforms are more likely to develop awareness, interest, and favourable attitudes towards the products, thereby increasing their likelihood of making purchase decisions. This finding agrees with Kotler and Keller (2016), who maintained that digital marketing plays a vital role in influencing consumer behaviour. The study established that social media influencers significantly influence consumers' purchase decisions. Recommendations and endorsements from trusted influencers enhance product credibility and encourage consumers to purchase the advertised brands. This supports the view of Kaplan and Haenlein (2010) that influencer marketing has become an effective strategy for shaping consumers' attitudes and purchase intentions.

Furthermore, the study concluded that online customer reviews have a significant influence on consumer purchase. Positive reviews and testimonials increase consumers' confidence in product quality, while negative reviews discourage potential buyers. Consequently, electronic word-of-mouth plays an important role in consumers' evaluation of ladies' body spray brands before purchase, as noted by Mangold and Faulds (2009).

Recommendations

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

1. Businesses marketing ladies' body sprays should strengthen their social media marketing activities by maintaining active and consistent presence on platforms such as Facebook, Instagram, TikTok, and WhatsApp. This will improve consumer awareness and positively influence purchase decisions.
2. Companies should develop more attractive and informative social media advertisements by using high-quality images, videos, promotional messages, and product demonstrations. Effective advertising will increase consumers' interest and encourage the purchase of Confetti, Karis, and Riggs body sprays.

Contribution to Knowledge

This study has made important contributions to knowledge in the fields of marketing, consumer behaviour, and digital marketing by providing empirical evidence on the influence of social media marketing on consumer purchase of ladies' body sprays (Confetti, Karis, and Riggs) in Uyo Metropolis. The study contributes to the existing body of literature by examining social media marketing as a multidimensional concept comprising social media advertising, influencer marketing, online customer reviews, and social media engagement. While many previous studies have examined social media marketing generally, this study specifically investigated how these dimensions individually and collectively influence consumer purchase decisions for ladies' body spray products in Uyo Metropolis. This provides a more comprehensive understanding of the role of social media marketing in consumer purchasing behaviour.

Suggestions for Further Studies

Based on the findings and limitations of this study, the following suggestions are made for further research:

1. Future researchers should conduct similar studies on other cosmetic and personal care products, such as perfumes, body creams, deodorants, skincare products, and makeup products, to determine whether social media marketing exerts the same level of influence on consumers' purchasing behaviour across different product categories.
2. Future studies should examine the influence of specific social media platforms such as Facebook, Instagram, TikTok, WhatsApp, and X (formerly Twitter) individually to determine which platform has the greatest impact on consumer purchase decisions for cosmetic and personal care products.

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