Effect of Foreign Advertising on Youths' Choices and Consumption of Nigerian Made Products

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ABSTRACT

This study examined the effect of foreign advertising on youths' choice and consumption of Nigerian made products. The study used the primary data (questionnaire) from the students of the Department of Business Administration, University of Abuja, FCT-Abuja. The data collected were analysed with the aid Chi-Square of the Statistical Program Eviews version 12. The results of the study indicate that there is a significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products, that there is a relationship between the challenges faced by youths in making choices and the consumption of Nigerian Made Products, that there is a significant relationship between the roles of foreign advertisement and the consumption of Nigerian Made Products by the youths and that there is a significant relationship between the determinants of the Nigerian Made Products and the consumption by the youths. The study recommends that. The study recommends that government should pay more attention to foreign advertisement side effects through the aid of provision of necessary public finance, the fiscal and monetary control and Government should budget more funds to support further sensitization of the consumption of the Nigerian Made Products. However, this should be done using the economies of scale.

Keywords: Nigerian made products, foreign advertisement, youth choice, youth consumption

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Aroyehun, K. J. & Aliede, J. E. (2023). Effect of foreign advertising on youths' choices and consumption of Nigerian made products. IJMRASFP

1

1   INTRODUCTION

Advertisement is the effective source to influence mind of viewers and given viewer exposure towards a particular product or service, advertising play an importance role in business presentation and is a useful strategy to attract customers. It is a part of promotional mix to create awareness among target population of people in our society are so conscious about their status and they prefer to use banded products to shows off their status symbols brand is considered as implied device through which any business can attain the attraction of people and an enjoy the competitive edge, (Tulipa, & Muljani, 2015).

Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling of the influence of brand on consumer behaviour. The main purpose of the online marketing activities is to influence consumers' perception and attitude toward a brand image in consumers' mind, and stimulate consumers' actual purchasing behaviour (Zhang, 2015).

Consumers are price sensitive but it is not always the case that consumption are merely driven by price factors. Companies are spending large amount of investment on the advertisement because they want to keep their product are the top of the customers mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion as to the kind of ingredients that should be considered on how to change the consumer buying intention.

This Competition is inevitable in business hence organizations apply different strategies to outdo one another. One of such strategies is foreign advertising. The daily changes happening in technology have resulted in more creative routes being used at getting business messages across to customers. One of such creative ways is mobile advertising which Friman (2010) explains as advertising messages that are sent to and got by means of mobile phones, tablets, and individual computers. Using the Kotler's meaning of advertising, Sharp (2013) defines mobile advertising as any paid form of personal or non-personal presentation and promotion of ideas, goods, or services by an identified sponsor, via short message service (SMS) or multi-media service (MMS) sent to mobile devices.

According to the Social Media Marketing Industry Statistics (2008), social media use is set to change the way in which many marketers conduct their businesses. One of the reasons is that consumers' ratings of brands on social media platforms have become one of the most credible forms of advertising. Also, in a global survey of 700 marketers, Wildfire App (The Drum, 2012) discovered that nearly all marketers find value from social media and that 75% of marketers planned to increase their media spending in 2012.

Such concern with status display is even more important in developing countries, where interpersonal relationships are of prime importance and where, because of economic transition, income disparities and status mobility are high. Indeed, times of transition and social mobility magnify the tendency to claim differential status through the brands one consumes (Luckmann & Berger, 1964).

Development economists, such as James (1993), argued that periods of economic development increase the importance of positional values, oriented toward conspicuous consumption and status display. Given this greater salience of status markers in developing societies, several explanations for nonlocal products acquiring higher status than local products come to mind. First, in developing countries, imports are usually more expensive and scarce than local products, making them more desirable from a reference group standpoint.

This primary objective of this study is to examine the effect of foreign advertising on youths' choice and consumption of Nigerian made products. The hypotheses of this study are hereby stated in the null form: there is no significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products, there is no significant relationship between the challenges faced by youths in making choices and the consumption of Nigerian Made Products, there is no significant relationship between the roles of foreign advertisement's implications and the consumption of Nigerian Made Products by the youths and there is no significant relationship between the determinants of the Nigerian Made Products and the consumption by the youths.

2 LITERATURE REVIEW

2.1 Conceptual Framework

2.1.1 Social Media: The advent of social media in the space of advertising has resulted in more creativity by advertisers to attract the attention of their target audiences. According to Bob Garfield: "The advertising business is facing its chaos scenario, a jarring media universe in which traditional forms of mass entertainment swiftly disappear and advertisers are left in the lurch. This new, jarring media universe is forged by the interaction of converging technologies and the changes they drive in how, when, and why people consume them and the advertisements they contain (Baran, 2013).

2.1.2 Advertisement: Advertisement is the effective source to influence mind of viewers and given viewer exposure towards a particular product or service, advertising play an importance role in business presentation and is a useful strategy to attract customers. It is a part of promotional mix to create awareness among target population of people in our society are so conscious about their status and they prefer to use banded products to shows off their status symbols brand is considered as implied device through which any business can attain the attraction of people and an enjoy the competitive edge, (Tulipa, & Muljani, 2015).

This focus on advertising because it is considered an effective tool to motivate customers and influence their buying intention of the target market. In order to make their advertisement campaign even more effective and rewarding, advertisers are trying to analyze various factors which may influence customers buying intention for residential area lifestyle education and purchasing power. For this purpose, advertising and brand image apply increasing the effects model to expose brand cognition, where attitude leads towards actual purchasing (Ampofo, 2014).

2.1.3 Choice: A choice is an act of choosing something from multiple options or is one of the options you can choose from. Choice also describes something as being carefully selected. Choice has several other senses as a noun and an adjective. When a person makes a choice, they consider different options and select one of them. For example, you might look at different colors of paint for your bedroom and decide that you want red paint. Your choice of paint was red. When making a *choice*, the options can be physical things, like food to eat, or nonphysical things, like which direction to drive or what to name a baby.

2.1.4 Consumption: This is defined as spending for acquisition of utility, is a major concept in economics and is also studied in many other social sciences. It is seen in contrast to investing, which is spending for acquisition of future income. Different schools of economists define consumption differently. According to mainstream economists, only the final purchase of newly produced goods and services by individuals for immediate use constitutes consumption, while other types of expenditure in particular, fixed investment, intermediate consumption, and government spending are placed in separate categories (see Consumer choice). Other economists define consumption much more broadly, as the aggregate of all economic activity that does not entail the design, production and marketing of goods and services (e.g. the selection, adoption, use, disposal and recycling of goods and services).

2.2 Theoretical Framework

2.2.1 Gratification theory: According to Baran, (2013), the media do not do things to people rather people do things with media. In other words, the influence of media is limited to what people allow it to be.

2.2.2 Technological Determinism Theory: It was propounded by Marshall McLuhan. Technological Determinism is distinctly a humanistic theory. The basic idea behind the theory is that changes in the way humans communicate are what shape our existence. First, inventions in communication technology modes of communication shape human life, as McLuhan himself puts it, *"we shape our tools, and they, in turn, shape us"*. However, according to Baran, (2013) economic and cultural changes are driven by

Aroyehun, K. J. & Aliede, J. E. (2023). Effect of foreign advertising on youths' choices and consumption of Nigerian made products. IJMRASFP

3

the development of machines. Espousing the concept, Baran noted that some people perceive technology as more neutral and posit that the way people use technology is what gives it significance. Thus, the influence of technology is majorly determined by the level of power it is given by the people and the culture that use it. So, if technologies are indeed neutral and their power resides in how we choose to use them, then they can be utilised responsibly and thoughtfully to meet our needs.

The technological determinism theory is relevant to the study because it helps give perspectives to the influence of technological innovation on individuals' use of the media since these innovations are assumed to be neutral. In view of this, the uses and gratification theory further expanded the framework to emphasize that beneath the adoption and usage lays the gratification individuals get. Hence, as big as technology might be, it may also be a function of individuals' interest to take action even though they have seen the advertisements on the social media.

2.3   Empirical Review of Literature

In a study on youth, social media and cultural change, Danladi, (2013) found that excessive use of social media exposes youths to a virtual relationship which may be risky as a result of inappropriate content or offensive conduct. The study also revealed that youths consume most of their time on the social network because 40% spent 3 hours and above online. Specifically, 32% of the users indicated spent most of their time online on Facebook.

On students' utilisation of social media for academic purposes, Mohammed & Suleiman, (2013) found that a cumulative 43.37% of the students belonged to the category of those that said social media distracted them from reading their books for academic purposes. The researchers also found that an overwhelming majority (91.49%) belonged to the category of those who agreed that social media have on the other hand impacted positively on their academic engagements.

In a study on the pattern of Facebook utilization, Oyero and Jegede, (2011) concluded that most of the youths spend their time on Facebook, thus drawing attention to the role Facebook plays in the lives of young people and the consequent influence. They concluded that Facebook has become indispensable to the cultural lives of youths and thus has the potential of bringing about significant change in things that concerns them.

Otugo et al. (2015) in their survey on youth's awareness of advertisements on Facebook found mixed reactions. They found that many of the youths had encountered advertisements on Facebook and can name some of the brands they encountered. The study found that the youths might be experiencing what they referred to as "attention challenges" in their consistent use of Facebook. Despite the admittance of 82.9 percent of the respondents that the advertisements were easily noticeable to them, 61 percent still claimed they did not always deliberately view the advertisements on Facebook, in spite of the high use of Facebook by advertisers. Although they agreed that social media advertisements are good, a significant percentage (47.7%) said they are not fans of any brand or company on the social media platform.

In line with Adelabu, (2015) conclusions in their exploratory study on social media and consumer behaviour among the youths concluded that due to "the unique characteristics of social media, inter-alia, its search capabilities and ability to "congregate" consumers and archive their views, marketers using social media platforms need to do so differently from traditional media. They recommended that advertisers must re-evaluate their marketing strategies so they could stand a chance of remaining relevant among the youths who actively engage themselves on the social media platforms regularly; that advertisers must familiarise themselves with how the social media platforms function and understand the social media etiquette with regards to the types of behaviour that are acceptable on these platforms because the social media has become a preferred means of direct communication with youth consumers which significantly influences their purchasing behaviour.

Nayeem, (2012) researched the contrasts between individualism-collectivism and consumer's conduct in connection to vehicle purchases. He looked at some levels of the buyers' decision-making framework and distinguished the conceivable varieties among individualist and collectivist purchasers and the way it impacts purchase decision. Outcome showed that there have been no variations in individualism determined between Australian and Asian respondents; however, there were differences in collectivism determined between these two businesses, such that Asian respondents scored better on collectivism. Equally, results showed that Asian shoppers are extra company aware and also their loved ones/associates influence their selection making. In contrast, Australian shoppers are not influenced by that rather their buying decision is based on the product information they receive from the internet. From the findings, it is obvious that there is a noticeable influence of cultural differences on the purchasing behavior of some consumers.

Bathaee, (2011) carried out a study where he investigated two culturally extraordinary international locations, Germany and Iran. Findings showed that cultural values have great effects on each implicit and explicit consumer's behaviors. These impacts obviously range among countries and aren't identical for all individuals. For example, cultural dimensions exhibit finest influences on the Iranian sample because in most high-context and eastern international locations, culture could also be regarded an inseparable part of existence and the historical past of many behaviors. This impact might also be rewarded in low-context western cultures, however could also be lower in stage. Evaluating these similarities and variations would help worldwide entrepreneurs to take into account great and virtually unknown remarks. It might also facilitate the communication to purchasers with different cultural viewpoints and for that reason improve exchange approaches.

Imam, (2013) indicate that convergence of attitudes across a number of different polar groupings within the social structure accelerate or hasten acceptance of an emergent consumer behaviour pattern while divergence across different polar a consumer pattern. Livesey & Lennon, (1978) holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction. It proposed that in order to satisfy its organization objective, an organization should anticipate the needs and wants of consumers and satisfy those more effectively than competitors. The greater centrality of a concept, that is, the more likely that it is to be accepted. In addition, the more important or central that it is to the population, more likely it persists and be durable in the short term.

Arshael, (2014) investigated the impact of effective advertising on consumer buying behaviour in Pakistan. The finding revealed that factors of emotional and environment response has significant impact on behaviour of Pakistan consumer.

Rehman, Nawaz, Khan & Hyder, (2014) study how advertising affect the buying behaviour of consumer in rural area in Pakistan. The result indicated that advertising has positive and significant effect on consumer buying behaviour, while the factor of rural area have negative significant effect on consumer buying behaviour.

Another empirical study by Suwant, (2015) investigates the impact of advertising on brand awareness and consumer preference (with special references to men's wear) in India. The result shows everyone is jumping on the band wagon, brand are bigger than everyone, but as the result it is also true that more than ever is expected of them.

Similar research carried out by Ayanwale, Livesey & Lennon, (2005) on the influence of advertising on consumer brand preferences in Nigeria. The result revealed that both male and female and different age group were equally influenced by advertising in their preference for brand.

Shabbir, (2016) conducted a study on the impact of advertisement on buying behaviour of the children in Pakistan. Questionnaire was used through method of data collection. While descriptive statistical (SPSS) was used to employed the inferential statistic to test the hypothesis of the study. The result shows that advertisement parents and friends who act as socialization agent and evaluation source in making brand perception and final decision in making purchase of food product.

Ampofo, (2014) assess the effect of advertising on consumer buying behaviour with references to demand for cosmetic product in India. The result indicated that from one's income or package money available and other factors like price of the product, the brand and other people's recommendation concerning the product.

In a study conducted on social media and the social behaviour of university students, the results indicate that keeping in touch with old friends ranked highest among what the students benefit; followed by a quest to make new friends, enhancement of academic knowledge and learning from other users. However, a striking revelation from the study was that 66.7% of respondents in the study admitted that they tell lies in order to enhance their personality profiles online (Acholonu, 2013).

In a study on youth, social media and cultural change, Danladi, (2013) found that excessive use of social media exposes youths to a virtual relationship which may be risky as a result of inappropriate content or offensive conduct. The study also revealed that youths consume most of their time on the social network because 40% spent 3 hours and above online. Specifically, 32% of the users indicated spent most of their time online on Facebook.

Very similar to the findings of Danladi, (2013) is the research outcome of Mohammed (2013) which indicates that 66% of respondents among Hausa youths in Zaria locate in Kaduna State in the Nigeria north revealed that they have Facebook accounts and that they log on to most of the time on daily basis. Most of the respondents (61%) reported that they use Blackberry Messenger (BBM) because of its enable privacy.

On students' utilizations of social media for academic purposes, Mohammed and Suleiman (2013) found that a cumulative 43.37% of the students belonged to the category of those that said social media distracted them from reading their books for academic purposes. The researchers also found that an overwhelming majority (91.49%) belonged to the category of those who agreed that social media have on the other hand impacted positively on their academic engagements.

In a study on the pattern of Facebook utilisation, Oyero & Jegede, (2011) concluded that most of the youths spend their time on Facebook, thus drawing attention to the role Facebook plays in the lives of young people and the consequent influence. They concluded that Facebook has become indispensable to the cultural lives of youths and thus has the potential of bringing about significant change in things that concerns them. One of the issues to decide is whether to make a purchasing decision based on advertisements placed in social media or not.

Comparatively, Otugo et al. (2015) found that young people did not find advertisements on Facebook attractive than those on other media stating that they better recall advertisements on other media platforms than those viewed on Facebook. However, while some stated that they would buy a product if they were fans of the brand on Facebook, a significant percentage said they will not despite admitting that they sometimes look out for advertisement on Facebook. Findings of Otugo, Uzuegbunam & Obikeze, (2015) is consistent with that of Adelabu, (2015) which showed that despite the positive view held by students in higher institutions on social media advertisements, majority of them do not automatically respond to the advertising messages and take purchasing decisions as expected by the advertisers. The study related this finding to other factors such as lack of response, distrust of advertisements on social media, the irrelevance of the product or services being advertised and the fear of fraudulent activities. It thus concurred with the findings of other studies that advertising alone cannot induce purchase unless it is combined with other factors.

However, according to Baran (2013) economic and cultural changes are driven by the development of machines. Espousing the concept, Baran noted that some people perceive technology as more neutral and posit that the way people use technology is what gives it significance. Thus, the influence of technology is majorly determined by the level of power it is given by the people and the culture that use it. So, if technologies are indeed neutral and their power resides in how we choose to use them, then they can be utilised responsibly and thoughtfully to meet our needs

Yeshin (2006) notes that attitudes dictate the best way in which we believe about designated elements in the world where we exist, affecting the way we act in distinctive instances. Kotler & Keller (2006) capture this when they define an attitude as a man or woman's enduring beneficial or damaging opinions, emotions, and motion developments toward some object or concept. Most researchers are in agreement that attitudes are made out of three add-ons, influence, behavior and cognition, which consult with the character's feeling, the intentions to do something related to a perspective object and the advantage of that attitude object (Solomon, Bamossy, Askegaard & Hogg, 2010).

Concluding, Solomon, (2010) aver that the level of significance of each of the three accessories will range depending on the person's stage of motivation closer to the attitude object, and a conceptual model named because the hierarchy of results has been developed by angle researchers to explain the relative effect of the these add-ons within the angle formation.

Malik & Dubey (2013) based on Mahmoud, (2012) explain attitudes toward internet advertising as "a general predisposition to like or dislike advertising messages delivered online." Based on this premise, the disposition of consumers to mobile advertising implies the general inclination of a mobile advertising customer to like or be disinclined to advertising that comes by means of mobile phones, for example, telephones, tablet or Personal Digital Assistant (PDA).

Siyavooshi, Sanayei & Fathi (2013) are of the view that the behavior response of purchasers to mobile advertising alludes to their readiness or unwillingness to get and send mobile advertising messages by means of their mobile phones. In the perspective of Pojon-Manari (2011), he declares that a mobile advertising that is supposedly appropriate to the needs of consumers will elicit a positive response from them.

Ling, Piew & Chai (2010) opine that the acceptance of attitude toward advertising as a determinant of the effectiveness of an advertisement is due to the fact that it can be easily used to predict behavior. At the point when convictions about advertising change, attitude toward it changes as needs be. It will along these lines influence buying aim and practices (Wang, Sun, Lei, & Toncar, 2009).

Akin, Yeniçeri & Demirela (2012) in their review found that addition in advertising esteem prompts uplifting state of mind shaped toward it. Equally when the attitude to advertising increases significantly it helps in diminishing the rate at which consumers avoid advertising. These findings are attesting to the fact that relationship exists among advertising value, attitude, and behavior (or reaction) to advertising.

The findings from the study carried out by Kim & Han (2014) revealed that personalization has a constructive relationship with education, believability, and diversion of the advertising message while having a negative relationship with irritation. Buy expectation is expanded by advertising quality and stream experience. Advertising value has a positive association with validity, diversion, and incentives. Stream experience is emphatically connected with validity, diversion, and motivations.

Hofstede, (1994) sees culture as the collective programming of the mind which distinguishes one group or class of individuals from another. Ferraro (2002) describes culture as everything that people have, think, and do as members of their society. According to him this implies that the culture of a group of people manifests in what they possess (material or non-material); their thought (expressed or not expressed); and their actions and/or reactions.

Choia, Leeb, Sajjadc & Leec, (2014) did a review with the point of perceiving factors that affect customer auras toward compact recommender systems and to take a look at how these parts work together with social qualities to impact perspectives toward this development. Taking into account the hypothesis of contemplated activity, conviction variables for mobile recommender frameworks are recognized in three measurements: utilitarian, logical, and social. The examination model was tried using information gathered in China, South Korea, and the United Kingdom. Findings revealed that both the practical and social components impact the attitudes of clients essentially toward mobile recommender frameworks. Similarly, the social measurements of cooperation cum instability evasion direct the

connection between the conviction elements and mentalities customers have toward portable recommender frameworks in the three nations.

Bathaee, (2011) carried out a study where he investigated two culturally extraordinary international locations, Germany and Iran. Findings showed that cultural values have great effects on each implicit and explicit consumer's behaviors. These impacts obviously range among countries and aren't identical for all individuals. For example, cultural dimensions exhibit finest influences on the Iranian sample because in most high-context and eastern international locations, culture could also be regarded an inseparable part of existence and the historical past of many behaviors. This impact might also be rewarded in low-context western cultures, however could also be lower in stage. Evaluating these similarities and variations would help worldwide entrepreneurs to take into account great and virtually unknown remarks. It might also facilitate the communication to purchasers with different cultural viewpoints and for that reason improve exchange approaches.

Usman, Ilyas, Hussain & Qureshi, (2010) studied the cultural influence on the overall mindset of Pakistanis toward advertising. Specifically, the study was aimed at investigating the cultural impact on the mind-set of human beings toward classified ads of manufacturers in keeping with product information, social integration and hedonism/pride, using power distance and masculinity as lifestyle dimensions. Discoveries demonstrated that social integration, product information, and hedonism massively affect attitude to advertising. Nonetheless, product record has no impact on attitude to advertising; though culture has a huge direct impact which reinforces the association among set up and autonomous factors. These outcomes will assist marketers in two important ways.

2.4   International Advertising: Standardized Vs. Localized

The advertising industry serves an important purpose in our society by acting as the main source of information for consumers about products. According to its annual Global Advertising Forecast report, research entity Magna Global, saw big brand budgets and cyclical events such as the Olympic Games and U.S. presidential election drive 2016's global advertising revenue growth to $493 billion. The prevailing trend of globalization in the marketplace brings a long-standing debate about standardized versus localized advertising. Researchers have identified several key drivers of standardization in advertising.

For example, Kanso & Nelson, (2002) indicate that nowadays consumers have become more homogeneous, and basic human needs have also become more universal than before, thus standardized approaches in advertising campaigns can be used to in a global context. Specifically, individualism, which emphasizes personal needs and functional benefits, is a powerful cultural indicator of the universal needs. Furthermore, according to

Sacriste, (2002), advertising emerges in the space of individualism, and individualism is the prevailing appeal regardless of culture. This is consistent with Pineda (2015) finding that American and Spanish newspaper advertisements tend to emphasize individualistic appeals, and individualistic values have spread throughout advertising discourse.

In their study of advertising appeal effectiveness in Poland and the United States, Lepkowska-White & colleagues, (2013) also find that marketers can standardize advertising appeals since a functional advertising appeal is most popular in both countries regardless of product type.

In addition to the universal needs of consumers, the convergence of global culture is another facilitator of standardization in advertising. In his study, Gould, (2014) demonstrates how global cultures merge into one culture and in what way advertising changes the world's cultures. The evidence of merging global culture is identified as global consumers are less interested in the nationality of the products they consume as they are in matching likes and dislikes; global advertisers are less interested in cultural differences as they are in successful communication of a message; the advertising starts from a Western perspective, then adds what is necessary.

Gould's (2014) argument that advertising starts from a Western perspective is supported by various studies, and the influence of Western culture on advertising standardization has drawn researchers' attention.

In their work dating back to the early 1990s, Ramaprasad & Hasegawa, (1990) analyze 410 Japanese television commercials and find that the commercials attach attributes of Western symbols in terms of characters and language. A majority of the Japanese commercials use spoken and written English, and about a sixth use western music and non-Japanese characters. Similarly, when it comes to celebrity endorsement, Morimoto & Chang, (2009) note that the use of Western models is prominent in advertisements carried in both Japanese and global magazines.

2.5   Problems in Social Media Advertising

Despite the prospects of social media in advertising, it has its attendant challenges. According to the IAB Platform Status Report (2008), users generated content (UGC) and social networking, as a major force on the internet, gives the greatest opportunity and challenge to marketers. Traditionally, marketers have been able to buy time or space on fixed media in a controlled context that almost guaranteed them that their messages will not be delivered in a hostile or inappropriate environment. However, such guarantees are harder to make as the lack of control can be a source of great anxiety for marketers (Muhammad & Faraz, 2011).

User Generated Content (UGC) requires marketers to alter their approach and become more conversational with their target audiences on the social media platforms but the results may be that of mixed reactions due to the unique and complex level of engagement. Discussions on UGC sites are conversations initiated, maintained and owned by customers themselves; hence marketers are required to be smart and react in a manner that meets the expectations of individuals on the platforms else, they risk the disapproval of their target audiences. (Muhammad & Faraz, 2011).

2.6.   SUMMARY OF THE REVIEW

Based on the literature reviewed it can be deduced that most of the studies were conducted outside Nigeria and the studies that focused on Nigeria focused on youths outside Abuja and the concentration was on households. However, there is a need for research on the effect of foreign advertisement on youths' choice and consumption of Nigerian made products. To determine whether there is any effect in the Nigerian context. Therefore, this study is aimed to examine the effect of foreign advertisement on youths' choice and consumption of Nigerian made products and to assess the challenges faced by youths in making choices for the consumption of Nigerian Made Products

3   METHODOLOGY

The Simple Questionnaire Survey and the Correlational Research Design. The Simple Questionnaire Survey allows us to make our decision using the descriptive statistics and frequency table in answering the research questions 1, 2, 3 and 4 while the Correlational Research design allows us to explore the relationship between the adopted variables as stated in the research questions 1, 2, 3 and 4 of this study using statistical analysis. The population of the study consist of 470 which is the total population of the part 1, 2, 3 and 4 of the Department of Business Administration, University of Abuja, FCT-Abuja. The Olonite Sampling Technique will be adopted to enable the population have an equal representation. This method has the advantage of not being biased and it makes the result closer to reality. Olonite Sampling Technique Formulae for population ranging between 1-8,000 (Olonite, 2021):

$$SS = \frac{TP}{1 + TP(TCL - OCL)^3}$$

For population ranging between 1 – 8,000

Where SS = Sampling Size, TP = Total Population, 1 = Booster or Step-down, μ = Stochastic Error, [3-7] = Multiplier, TCL = Total Confidence Level and OCL = Observed Confidence Level

The total is within of the Olonite Sampling Technique, for population ranging between 1-8,000.

$$SS = \frac{TP}{1 + TP(TCL - OCL)^3}$$

For population ranging between 1 – 8,000

SS = ?
Population = 470
TCL = 1 (100/100)
OCL = 0.95 (95/100)

$$SS = \frac{470}{1 + 470(1-0.95)^3} = \frac{470}{1 + 470(0.05)^3} = \frac{470}{1.06} = 443.4$$

Olonite Sampling Technique asserts that when a sample size has a decimal point, it should be round off to the next whole number. Therefore, the study sample size will be **444**.

The questionnaire was be personally administered to all the sampled population from part 1 to 4 of the student of Department of Business Administration, University of Abuja. The questionnaires will be retrieved by hand and also, personal interviews will be conducted with the selected sample size by the researcher. The questionnaire will be collected by hand immediately after responses have been provided. The instrument to be used for the data collection will be a structural questionnaire which will be drawn by the researcher and a purposeful interview. The section A of the questionnaire seek information regarding the respondents demographic information, the section B asks some certain questions to be used to analyse the relationship between foreign advertisement and youths' choices in consumption of Nigerian Made Products while the section C asks Questions in order to know the challenges faced by youths in making choices for the consumption of Nigerian Made Products. The collected data will be analyzed using the Descriptive Table in order to identify each response, understanding predicting the behaviour reaction and desire of the study population which will enable the researcher to proffer answers to the research questions 1, 2, 3 and 4. The 5 point Likert Scale

The Chi-Square is denoted by the Greek alphabet **"X^2",**

Chi-Square formulae: $X^2 = \Sigma \frac{(Oi - Ei)^2}{Ei}$

Where X^2 = Chi-Square calculated figure, Σ = Summation, Oi = Observed Frequency and Ei = Expected Frequency) at 5% level of significance will be used to test the stated hypotheses and tabulated benchmark for Chi-Square (Chi-Square Distribution Table – Probability Level – Alpha) was used for decision rule.

Aroyehun, K. J. & Aliede, J. E. (2023). Effect of foreign advertising on youths' choices and consumption of Nigerian made products. IJMRASFP

10

4   DATA ANALYSIS AND DISCUSSION OF FINDINGS

4.1   Analysis of Data

Table 4.1. Foreign Advertisement and Youths Choices and Consumption of Nigerian Made Products

S/N	QUESTIONS	RESPONSE STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE	
		F	%	F	%	F	%	F	%	F	%
1.	Do you agree if you always shop for needed products seen on the internet even though such products can be purchased locally?	112	25.2	20.5	46.2	56	12.6	50	11.3	21	4.7
2.	Do you agree if the online advertisement has impacted your consumption level?	72	16.2	86	19.4	76	17.1	110	24.8	100	22.5
3.	Do you use the Internet to place orders of Products needed?	111	25	100	22.5	23	5.2	67	15.1	143	32.2

Source: Researcher's Questionnaire, 2022

On Table 4.15 that 25.2% of the total respondents strongly agreed that they always shop for needed products seen on the internet even though such products can be purchased locally, 46.2% agreed, 12.6% neither agreed nor disagreed, 11.3% disagreed that they always shop for needed products seen on the internet even though such products can be purchased locally while 4.7% strongly disagreed.

On the second question, if the online advertisement has impacted their consumption level, 16.2% respondents strongly agreed, 19.4% respondents agreed, 17.1% out of the total respondents were neutral, 24.8% respondents disagreed that the online advertisement has impacted their consumption level while 22.5% respondents strongly disagreed.

Lastly, on the third question if the respondents use the Internet to place orders of Products needed, 25% respondents strongly agreed, 25.5% respondents agreed, 5.2% out of the total respondents were neutral, 15.1% respondents disagreed that they use the Internet to place orders of Products needed while 32.2% respondents strongly disagreed.

Table 4.2. Challenges faced by Youths in Making Choices for the Consumption of Nigerian Made Products

S/N	QUESTIONS	STRONGLY AGREE		AGREE		RESPONSE NEUTRAL		DISAGREE		STRONGLY DISAGREE	
		F	%	F	%	F	%	F	%	F	%
1.	Do you support that the Federal Government of Nigeria has not made enabling policies to support the consumption of Made in Nigeria products?	122	27.5	22.0	49.5	20	4.5	50	11.3	32	7.2
2.	Do you believe if the spurious border opening to importation to foreign products has affected the consumption of locally produced products?	203	45.7	118	26.6	78	17.6	39	8.8	6	1.4
3.	Do you support that the foreign made products are more authentic in production than the Nigerian Made Products?	98	22	60	14	203	45	71	16	12	3
4.	Are the Nigerian Made Products easily accessible in the market?	303	68	79	18	8	2	30	7	24	5

Source: Researcher's Questionnaire, 2022

Table 4.2 show that 27.5% of the total respondents strongly agreed that they support that the Federal Government of Nigeria has not made enabling policies to support the consumption of Made in Nigeria products, 49.5% agreed, 4.5% neither agreed nor disagreed, 11.3% disagreed that the Federal Government of Nigeria has not made enabling policies to support the consumption of Made in Nigeria products while 7.2% strongly disagreed.

On the second question, if the spurious border opening to importation to foreign products has affected the consumption of locally produced products, 45.7% respondents strongly agreed, 26.6%

respondents agreed, 17.6% out of the total respondents were neutral, 8.8% respondents disagreed that the spurious border opening to importation to foreign products has affected the consumption of locally produced products while 1.4% respondents strongly disagreed.

On the third question, if the respondents support that the foreign made products are more authentic in production than the Nigerian Made Products, 22% respondents strongly agreed, 14% respondents agreed, 45% out of the total respondents were neutral, 16% respondents disagreed that they support if the foreign made products are more authentic in production than the Nigerian Made Products while 3% respondents strongly disagreed.

Lastly, on the fourth question if there the Nigerian Made Products are easily accessible in the market, 68% respondents strongly agreed, 18% respondents agreed, 2% out of the total respondents were neutral, 7% respondents disagreed that the Nigerian Made Products are easily accessible in the market while 5% respondents strongly disagreed.

Table 4.3. Roles of Foreign Advertisement in the Consumption of Nigerian Made Products by the Youths

S/N	QUESTIONS	RESPONSE									
		STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE	
		F	%	F	%	F	%	F	%	F	%
1.	Do you agree that foreign advertisement exposes the Nigerian Made Products to the youths?	83	19	126	28	160	36	52	12	23	5
2.	Do you agree if foreign advertisement has increased your knowledge about Nigerian Man Made products?	67	15	187	42	45	10	73	17	72	16
3.	Do you agree that foreign advertisement links the Youths to the locations of the Products?	128	29	111	25	52	12	67	15	86	19

Source: Researcher's Questionnaire, 2022

Table 4.3 submits that 19% out of the total respondents strongly agreed that the foreign advertisement exposes the Nigerian Made Products to the youths, 28% agreed, 36% neither agreed nor

disagreed, 12% disagreed that the foreign advertisement exposes the Nigerian Made Products to the youths while 5% strongly disagreed.

On the second question, if foreign advertisement has increased the respondents knowledge about Nigerian Man Made products, 15% respondents strongly agreed, 42% respondents agreed, 10% out of the total respondents were neutral, 17% respondents disagreed that foreign advertisement has increased their knowledge about the Nigerian Man Made products while 16% respondents strongly disagreed.

Lastly, on the third question if the foreign advertisement links the Youths to the locations of the Products, 29% respondents strongly agreed, 25% respondents agreed, 12% out of the total respondents were neutral, 15% respondents disagreed that the foreign advertisement links the Youths to the locations of the Products while 19% respondents strongly disagreed.

Table 4.4. Determinants of the Nigerian Made Products Consumption by the Youths

S/N	QUESTIONS	RESPONSE									
		STRONGLY AGREE		AGREE		NEUTRAL		DISAGREE		STRONGLY DISAGREE	
		F	%	F	%	F	%	F	%	F	%
1.	Do you have the perspective that the Nigerian Made Products not produced with quality?	123	28	110	25	99	22	60	14	52	12
2.	Do you agree if the online marketing strategy has influenced your choices in consuming Nigerian Made Products?	98	22	187	42	78	18	40	9	41	9
3.	Nigerian Made Products are easily accessible by the youths in Markets or Stores?	213	48	101	23	25	6	51	11	54	12

Source: Researcher's Questionnaire, 2022

Table 4.4 shows that 28% of the total respondents strongly agreed that the Nigerian Made Products are easily accessible by the youths in Markets or Stores, 25% agreed, 22% neither agreed nor disagreed, 14% disagreed that the Nigerian Made Products are easily accessible by the youths in Markets or Stores while 12% strongly disagreed.

On the second question, if the online marketing strategy has influenced their choices in consuming Nigerian Made Products, 22% respondents strongly agreed, 42% respondents agreed, 18%

out of the total respondents were neutral, 9% respondents disagreed that the online marketing strategy has influenced their choices in consuming Nigerian Made Products while 9% respondents strongly disagreed.

Lastly, on the third question if the Nigerian Made Products are easily accessible by the youths in Markets or Stores 48% respondents strongly agreed, 23% respondents agreed, 6% out of the total respondents were neutral, 11% respondents disagreed that the Nigerian Made Products are easily accessible by the youths in Markets or Stores while 12% respondents strongly disagreed.

4.2   Analysis of Hypotheses
Table 4.5. Test of Hypothesis 1: There is no significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products

Category	Observed (Oi)	Expected (Ei)	Oi – Ei	$(Oi – Ei)^2$	$\frac{(Oi – Ei)^2}{Ei}$
SA	72	88.8	-16.8	282.24	0.63
A	86	88.8	-2.8	7.84	0.02
N	76	88.8	-12.8	163.84	0.37
D	110	88.8	21.2	449.44	1.01
SD	100	88.8	11.2	125.44	0.28
Σ	**444**	**444**	**0**	**1,028,8**	**2.31**

Source: Researcher's design, computation and analysis, 2022
Note: 5% Degree of Freedom

Chi-square formulae: $X^2 = \Sigma \frac{(Oi – Ei)^2}{Ei}$

This hypothesis states that there is no significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products.

In Table 19, the Chi-Square ($\chi2$) calculated is 2.31, while the critical value is 4.01 from the statistical table. The Chi-Square calculated value (2.31) is greater than the critical value (2.01). As a result of this, the research rejects the null hypothesis at 5% level of significance. It can be concluded that there is a significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products.

Table 4.6. Test of Hypothesis 2: There is no significant relationship between the challenges faced by youths in making choices and the consumption of Nigerian Made Products.

Category	Observed (Oi)	Expected (Ei)	Oi – Ei	$(Oi – Ei)^2$	$\frac{(Oi – Ei)^2}{Ei}$
SA	98	88.8	9.2	84.64	0.19
A	60	88.8	-28.8	829.44	1.87
N	203	88.8	114.2	13,041	29.37
D	71	88.8	-17.8	316.84	0.71
SD	12	88.8	-76.8	5,898.24	13.28
Σ	**444**	**444**	**0**	**7,142.20**	**45.42**

Source: Researcher's design, computation and analysis, 2022
Note: 5% Degree of Freedom

Chi-square formulae: $X^2 = \Sigma\dfrac{(Oi - Ei)^2}{Ei}$

This hypothesis states that there is no significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products.

In Table 19, the Chi-Square ($\chi2$) calculated is 45.42, while the critical value is 34.18 from the statistical table. The Chi-Square calculated value (45.42) is greater than the critical value (34.18). As a result of this, the research rejects the null hypothesis at 5% level of significance. It can be concluded that there is a significant relationship between the challenges faced by youths in making choices and the consumption of Nigerian Made Products.

Table 4.7. Test of Hypothesis 3: There is no significant relationship between the roles of foreign advertisement and the consumption of Nigerian Made Products by the youths.

Category	Observed (Oi)	Expected (Ei)	Oi – Ei	$(Oi - Ei)^2$	$\dfrac{(Oi - Ei)^2}{Ei}$
SA	67	88.8	-21.8	475.24	1.07
A	187	88.8	98.2	9,643.24	21.71
N	45	88.8	-43.8	1,849	4.16
D	73	88.8	-15.8	249.64	0.56
SD	72	88.8	-16.8	282.24	0.63
Σ	444	444	0	12,499.36	28.13

Source: Researcher's design, computation and analysis, 2022
Note: 5% Degree of Freedom
Chi-square formulae: $X^2 = \Sigma\dfrac{(Oi - Ei)^2}{Ei}$

This hypothesis states that there is no significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products.

In Table 19, the Chi-Square ($\chi2$) calculated is 28.13, while the critical value is 19.72 from the statistical table. The Chi-Square calculated value (28.13) is greater than the critical value (19.72). As a result of this, the research rejects the null hypothesis at 5% level of significance. It can be concluded that there is a significant relationship between the roles of foreign advertisement and the consumption of Nigerian Made Products by the youths.

Table 4.8. Test of Hypothesis 4: There is no significant relationship between the determinants of the Nigerian Made Products and the consumption by the youths

Category	Observed (Oi)	Expected (Ei)	Oi – Ei	$(Oi - Ei)^2$	$\dfrac{(Oi - Ei)^2}{Ei}$
SA	213	88.8	124.2	15,425.64	34.74
A	101	88.8	12.2	148.84	0.33
N	25	88.8	-63.8	4,070.44	9.16
D	51	88.8	-37.8	1,428.84	3.21
SD	54	88.8	-34.8	1,211.04	2.72
Σ	444	444	0	22,284.8	50.16

Source: Researcher's design, computation and analysis, 2022
Note: 5% Degree of Freedom

Aroyehun, K. J. & Aliede, J. E. (2023). Effect of foreign advertising on youths' choices and consumption of Nigerian made products. IJMRASFP

16

Chi-square formulae: $X^2 = \dfrac{\Sigma(Oi - Ei)^2}{Ei}$

This hypothesis states that there is no significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products.

In Table 19, the Chi-Square ($\chi2$) calculated is 50.16, while the critical value is 42.54 from the statistical table. The Chi-Square calculated value (50.16) is greater than the critical value (42.54). As a result of this, the research rejects the null hypothesis at 5% level of significance. It can be concluded that there is a significant relationship between the determinants of the Nigerian Made Products and the consumption by the youths.

4.2   Discussion of Findings

The result for the first research question indicate that there is a significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products. The result for the second research question indicate that there is a relationship between the challenges faced by youths in making choices and the consumption of Nigerian Made Products. The result of the third research question indicate that there is a significant relationship between the roles of foreign advertisement and the consumption of Nigerian Made Products by the youths and finally, the result of the fourth research question indicate that there is a significant relationship between the determinants of the Nigerian Made Products and the consumption by the youths.

5.   CONCLUSION AND RECOMMENDATIONS

This research examined the effect of foreign advertising on youths' choice and consumption of Nigerian made products. The study examined the relationship between online foreign advertising and youths' choice in consumption of Nigerian made products, assessed the challenges faced by youths in making choices for the consumption of Nigerian Made Products, identified the roles of foreign advertisement in the consumption of Nigerian Made Products by the youths and assessed the determinants of the Nigerian Made Products consumption by the youths.

This study submitted that there is a significant relationship between online foreign advertising and youths' choice in consumption of Nigerian made products; an increase in the effectiveness and efficiency of the foreign advertisement, will drive a positive increase in the Nigerian Made Products consumption by the youths.

Secondly, with this study, it is now known that there is a relationship between the challenges faced by youths in making choices and the consumption of Nigerian Made Products.

It has also been known that there is a significant relationship between the roles of foreign advertisement and the consumption of Nigerian Made Products by the youths and finally, the result of the fourth research question indicate that there is a significant relationship between the determinants of the Nigerian Made Products and the consumption by the youths.

5.1.   Recommendations

i.   The study also recommends that the necessary authorities in charge of economy should properly review the production laws in order to know the conflicting laws that are capable of discouraging the production of the Nigerian Made Product and the consumption of Nigerian Made Products by the youths.

ii.   Corruption should be put under check as it is a challenge to effective border closure so as to encourage more consumption of the Nigerian Made Products as confirmed by the responses from the questionnaire.

iii.   Government should budget more funds to support further sensitization of the consumption of the Nigerian Made Products.

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21