VOL. 09 NO. 7,
AUGUST, 2025
E-ISSN 3026-9679
P-ISSN 3026-9423

African Scholar Publications & Research International
www.africanscholarpub.com

Journal of Business Dev. and Management Res. (JBDMR)

Facebook Marketing and Brand Image of Selected Pharmaceutical Industries in North Central, Nigeria

***Oladeji, Oluwaseun; **Babatola, Felix Akinlade; **Adeigbe, Kayode Yunus**

*Dept.of Business Administration and Management, Graceland Polytechnic Offa, Kwara State, Nigeria. **Dept. of Business Administration, Joseph Ayo Babalola University IkejiArakeji Osun State Nigeria

Corresponding Author: totakemad4@gmail.com

DOI: https://doi.org/10.70382/ajbdmr.v9i7.037

Abstract

In today's rapidly evolving digital landscape, social media platforms, particularly Facebook, have emerged as vital tools for businesses aiming to strengthen brand awareness and trust. This paper investigates the impact of Facebook marketing on the brand image of selected pharmaceutical industries in North-Central Nigeria, a region experiencing increasing digital adoption. Guided by the Technology Acceptance Model, the research examines how perceived usefulness and ease of use influence stakeholders' acceptance of Facebook as a marketing tool. The study employed quantitative data from structured questionnaires administered to 400 staff members across various pharmaceutical firms with qualitative insights. Descriptive and inferential statistics, including linear regression analysis using SPSS, were utilized to interpret the findings. Results reveal that Facebook marketing significantly enhances brand awareness, with over 97% of respondents affirming its positive role, and also influences brand trust, perception, and sales growth. The regression analysis shows a significant positive impact of Perception of Facebook platform on brand images (B = 0.284; T =5.642; p =0.000). However, perceptions of Facebook's direct impact on brand image were more varied, highlighting the need for strategic content. The study concludes that while Facebook remains an effective marketing platform for the pharmaceutical sector, its full potential is realized only when content is credible, engaging, and compliant with regulatory standards. Accordingly, it is recommended that pharmaceutical industries invest in well-targeted advertisements, and consistent audience engagement. These insights contribute

to ongoing discourse on social media's strategic role in sensitive industries such as pharmaceuticals in developing economies.

Keywords: Facebook Marketing, Brand Image, Pharmaceutical Industries, Nigeria, Impact.

Introduction

In today's digital era, social media platforms have become indispensable tools for businesses striving to build and maintain strong brand images. Among these platforms, Facebook remains one of the most powerful channels for marketing communication due to its extensive user base, interactive features, and cost-effectiveness (Appel et al., 2020). For the pharmaceutical industry, where trust and reputation are critical, leveraging Facebook marketing has emerged as a strategic means of engaging stakeholders, disseminating health-related information, and shaping public perception (Moorhead et al., 2021). Particularly in developing economies like Nigeria, the rapid adoption of mobile technologies and increased internet penetration have facilitated greater reliance on Facebook for marketing activities (Okeke & Anyaegbunam, 2023).

North Central Nigeria, encompassing states such as Abuja, Benue, Kogi, Kwara, Nasarawa, Niger, and Plateau, represents a growing pharmaceutical market with unique socio-economic dynamics that influence consumer attitudes and brand loyalty (Adediran & Onifade, 2022). As competition intensifies, pharmaceutical industries in this region are increasingly exploring Facebook marketing strategies to enhance their brand image, build customer trust, and gain a competitive edge (Adebayo *et al.*, 2023). Recent studies highlight that effective use of Facebook marketing can significantly impact consumers' perceptions of authenticity, credibility, and overall brand equity (Phua *et al.,* 2020). Despite this, there remains a gap in empirical evidence concerning how Facebook marketing specifically affects the brand image of pharmaceutical industries in Nigeria's North Central zone. Therefore, understanding this relationship is essential for industry stakeholders, policymakers, and marketers seeking to harness social media's full potential in a sensitive and highly regulated sector (Oluwafemi & Isiakpona, 2022).The main objective of this paper is to investigate whether Facebook platforms have impact on brand image of selected pharmaceutical industries in North-Central, Nigeria. **The paper is guided by a research question:** how does Facebook platform impact brand image of selected pharmaceutical industries in North-Central, Nigeria? And a **null** hypothesis:

H_0: There is no significant impact of Facebook platform on brand image of selected pharmaceutical industries in North-Central, Nigeria

REVIEW OF RELATED REVIEW

Facebook Marketing

Facebook marketing refers to the strategic use of the Facebook platform to promote

products, services, and brands through both organic and paid channels (Iroham *et al.,* 2022). As one of the world's largest social networking sites, Facebook offers businesses unique opportunities to reach broad and highly targeted audiences through features such as business pages, sponsored posts, paid advertisements, and interactive content (Okeke & Anyaegbunam, 2023). Its algorithm-driven advertising model allows companies to customize campaigns based on demographics, interests, location, and user behavior, making it one of the most cost-effective digital marketing tools today (Abubakar *et al.,* 2023).

The core of Facebook marketing lies in its ability to facilitate two-way communication between brands and consumers, enabling businesses to gather instant feedback, monitor customer sentiment, and build community engagement (Ogbonna & Yusuf, 2022). Unlike traditional marketing channels, Facebook empowers brands to tell their stories through visuals, videos, live sessions, and user-generated content, fostering stronger emotional connections and brand loyalty (Nwachukwu & Aliyu, 2023). This interactive environment enhances customer trust and brand credibility, which is especially vital for sensitive industries like pharmaceuticals where transparency and accurate information are paramount (Adamu *et al.,* 2024).

Moreover, Facebook Insights and analytics tools provide marketers with valuable data to measure engagement, reach, conversion rates, and return on investment (ROI), facilitating data-driven decision-making (Eze *et al.,* 2022). This measurement capability has transformed Facebook marketing into an indispensable component of integrated marketing communications for businesses aiming to stay competitive in the digital economy (Chukwuemeka & Bello, 2023). In the context of Nigeria's evolving digital landscape, Facebook marketing continues to gain traction among firms seeking to navigate challenges related to limited budgets, regulatory constraints, and changing consumer preferences (Yakubu & Mohammed, 2024).

Brand Image

Brand image is defined as a belief, impression, thought that an individual or group of individuals demonstrating towards a particular brand(s). Brand image is likened to perception held about a brand in the cognitive level of target audience. (Fernandes & Srivastava, 2023).

Brand image is an instinct and internal impression formed in the mind of target audience toward a particular brand. It is impression pictured in the mind of target audience towards a particular brand. Brand image is germane in selecting a brand and dropping the other competing brands (Fernandes & Srivastava, 2023).

Brand image is the perception or belief held by consumers, etched into customers' memories and instantly recalled when the slogan is echoed, firmly engraving itself in the minds of consumers (Haudi, *et al,* 2022). Brand image comprises a collection of brand associations that are visualized and linked in the minds of consumers. Brand-image an also be monitored through likes comments and shares on social media. Following and engaging with followers,

customers and influencers also becomes an integral part in building strong brand image (Fernandes & Srivastava, 2023).

Brand image is described as views of customers about a brand which is domicile in the customer's memory. (Keller & Swaminathan, 2020). Establishing a strong brand image is crucial, particularly when differentiating products or services using clear and rapid criteria is essential (Yi *et al.,* 2018).

Technology Acceptance Theory

The Technology Acceptance Model was initially developed in 1986 by Fred Davis, a researcher in the field of management information systems. Since its inception, the model has undergone several revisions and adaptations to better fit different contexts and technologies. TAM suggests that when individuals are presented with a new technology, their decision to accept or reject it is influenced by two primary factors: perceived usefulness and perceived ease of use.

One of the key strengths of the Technology Acceptance Model is its simplicity and ease of application. The model provides a clear framework for understanding user acceptance of technology, making it valuable for both researchers and practitioners. Additionally, TAM has been widely validated through empirical research across various domains, further solidifying its credibility. Strength of TAM is its focus on individual perceptions. By emphasizing perceived usefulness and perceived ease of use, the model acknowledges the subjective nature of technology acceptance, recognizing that users' attitudes and beliefs play a crucial role in their adoption behavior.

Despite its widespread use, the Technology Acceptance Model faced critics. One notable weakness is its narrow focus on individual-level factors, which may overlook broader contextual influences on technology acceptance. Critics argue that TAM's emphasis on individual perceptions neglects social, organizational, and cultural factors that can significantly impact technology adoption. Moreover, TAM's reliance on perceived usefulness and perceived ease of use as the primary determinants of technology acceptance has been questioned. Social influence, facilitating conditions and behavioural intention should be integrated to provide a more comprehensive understanding of user behavior.

The Technology Acceptance Model also critics for its generalizability across different technological innovations and user populations. While TAM has been extensively applied in various settings, its applicability to emerging technologies or specific user groups may require modifications or extensions to account for unique characteristics and contexts.

Furthermore, TAM's static nature is another critics suffered by the theory, particularly in dynamic technological environments. As technology continues to evolve rapidly, some scholars have raised concerns about TAM's ability to capture the complexities of ever-changing technological landscapes.

Criticism of the Technology Acceptance Model primarily revolves around its theoretical assumptions and scope.TAM oversimplifies the complex process of technology adoption by

focusing solely on individual beliefs and attitudes while neglecting broader socio-technical dynamics. Additionally, critics highlight the need for a more holistic approach that considers not only user perceptions but also social, organizational, and environmental factors influencing technology acceptance. In summary, while the Technology Acceptance Model has provided valuable insights into user acceptance of technology over the years, it is not without its limitations and criticisms.

Researchers continue to explore ways to enhance and extend TAM to address evolving technological trends and incorporate a more comprehensive understanding of technology adoption behavior.The theory identified factors that are germane to the acceptability of the technology by the potential users, and they are, perceived usefulness and perceived ease of use.

Perceived usefulness

This has to do with the extent to which user thinks the new technology will enhance job performance within an organization. The higher the perceived usefulness, the higher the acceptance of technology by the potential users and vice versa

Perceived ease of use

It is the degree to which potential users anticipate that the technology will be straightforward and devoid of obstacles, reflecting their expectations of a seamless experience with the new technology. Where the use of technology is easier to use will gain acceptability quickly vice versa. Nevertheless, the theory attracted critics in that it laid emphasis on individual behavior and focus on psychological views point of user of the technology. In the context of social media marketing and brand image, this theory suggest that consumer may develop strong affection to a brand as a result of its perceive usefulness and perceive ease of use and such affection enhances brand image.

EMPIRICAL REVIEW

Tazeen and Mullick (2023) investigated the impact of social media platforms, "Facebook and Instagram in influencing purchasing behavior of green products in Delhi, India. The objective of the study was to investigate the impact on consumer purchase habit for green goods influenced by social media sites, Facebook and Instagram. The study further sought how these social media platform have helped increase consumer brand image, awareness and support for marketing Green products. Data collected through questionnaire and structural equation model was developed for the study. The outcome of finding revealed that social media platform, that is, Facebook and Instagram have a substantial impact on the purchasing behavior of green products and equally promote green products.

The findings revealed that individuals who use Facebook frequently are more likely to engage with guerrilla marketing content shared on the platform. Moreover, the extent of this engagement is strongly influenced by the nature and quality of the content itself. Specifically,

when humorous elements are incorporated, they tend to strengthen the connection between the brand and its audience, resulting in higher levels of interaction and a more positive perception of the brand. Conversely, if the content employs negative or offensive appeals, it can trigger unfavorable reactions that damage the brand's image. Overall, the study concluded that social media platforms play a significant role in shaping users' purchasing and consumption behaviors, particularly concerning environmentally friendly or green products.

Durrani, Khan, Khan, and Ishteaq (2021) carried out a study titled *"The Effect of Marketing-Related Activities on Brand Equity through Facebook in Pakistan."* The main aim of their research was to examine and evaluate how different marketing activities conducted via Facebook influence brand equity. To achieve this, the researchers employed a quantitative research design and analyzed the collected data using the Statistical Package for Social Sciences (SPSS) version 21 alongside AMOS version 22.

The findings of their study confirmed that marketing efforts on social media, particularly Facebook, positively impact both brand awareness and brand image. Moreover, their results highlighted that building strong consumer-brand relationships within social networks like Facebook requires a clear understanding of users' goals (as framed by media system dependency) and their needs (as explained by the uses and gratifications theory). The study concluded that Facebook remains an effective and appealing platform for promoting products, services, and brands, thereby boosting sales and strengthening brand equity. The authors further recommended that future research should investigate additional variables to deepen understanding of how various factors contribute to overall brand equity in the context of social media marketing.

METHODOLOGY

The research design adopted for this study is quantitative method of data collection such as, structured questionnaire with staff of selected pharmaceutical companies in North-Central, Nigeria. The choice of this method is to provide comprehensive, holistic and well-rounded findings to answering the research questions and ensuring the findings are statistically robust and contextually rich. The population of this study consist of all staff in each registered pharmaceutical industries identified in each state and totaled to four thousand staffs (PCN, Abuja). The population of this study comprises of four thousand (4000) selected registered pharmaceutical industries identified in each state within the study area. For the activities of pharmaceutical companies in North-Central between 2020-2024 in North-Central, Nigeria. Taking permission from all operation' managers (promoters of businesses), formed part of the study.

The population is large and hence TamaroYamine formula was used to determine the sample size for the study.

Population size (N) = 4000 (the total population size)

Margin of error (E) = let assume a margin of error of 5%, which corresponds to 0.05.

$n = \frac{N}{1+N(e^2)}$

$$n = \frac{4000}{1+4000(0.0025)}$$

$$n = \frac{4000}{10.0025}$$

$$n = 399.90$$

$$n = \sim 400$$

The study employed both descriptive and inferential statistics to analyze data collected for the study. This study used descriptive and inferential statistics, frequencies table, linear regression and analysis of variance (ANOVA) with the aid of Statistical Package for Social Sciences Software versions 24 to analyze the quantitative data precisely. Regression analysis was used to determine the relationship that exists between the independent and dependent variables in the study.

DATA ANALYSIS AND DISCUSSIONS OF FINDINGS

Table 1: How does a Facebook platform have impact on brand image of selected pharmaceutical industries in North-Central, Nigeria?

	Frequency	Percent	Mean	Standard deviation
Facebook marketing impacts brand awareness				
Strongly Disagree	2	.5		
Disagree	1	.3		
Indifference	8	2.0	4.67	.583
Agree	102	26.1		
Strongly Agree	278	71.1		
Total	391	100.0		
Use of Facebook can promote brand image				
Strongly Disagree	27	6.9		
Disagree	151	38.6		
Indifference	148	37.9		
Agree	42	10.7	2.70	.958
Strongly Agree	23	5.9		
Total	391	100.0		
Brand content on Facebook influence perception of the brand				
Strongly Disagree	48	12.3		
Disagree	118	30.2	3.66	.942
Agree	144	36.8		
Strongly Agree	81	20.7		
Total	391	100.0		
Do you trust a brand based on its presence on Facebook				
Strongly Disagree	5	1.3		
Disagree	3	.8		
Indifference	13	3.3		
Agree	212	54.2	4.32	.696
Strongly Agree	158	40.4		
Total	391	100.0		

	Frequency	Percent	Mean	Standard deviation
Facebook advertisements impact perception of a brand				
Strongly Disagree	5	1.3		
Disagree	3	.8		
Indifference	8	2.0		
Agree	26	6.6	4.82	.625
Strongly Agree	349	89.3		
Total	391	100.0		

Regular interactions with a brand on Facebook affect your perception of the brand	**Frequency**	**Percent**	**Mean**	**Standard deviation**
Strongly Disagree	5	1.3		
Disagree	3	.8		
Indifference	11	2.8		
Agree	84	21.5	4.65	.695
Strongly Agree	288	73.7		
Total	391	100.0		
Information provided about brands on Facebook is trustworthy				
Strongly Disagree	9	2.3		
Disagree	5	1.3		
Indifference	23	5.9		
Agree	162	41.4	4.34	.834
Strongly Agree	192	49.1		
Total	391	100.0		
Brands that are highly active on Facebook has strong favorable perception compared to those that are less active				
Strongly Disagree	11	2.8		
Disagree	8	2.0		
Indifference	26	6.6		
Agree	108	27.6	4.42	.916
Strongly Agree	238	60.9		
Total	391	100.0		
Facebook impact brand's visibility and reach				
Strongly Disagree	13	3.3		
Disagree	12	3.1		
Indifference	27	6.9		
Agree	125	32.0	4.32	.970
Strongly Agree	214	54.7		
Total	391	100.0		
Using Facebook increases in website traffic and sales				
Strongly Disagree	11	2.8		
Disagree	10	2.6		
Indifference	20	5.1		
Agree	119	30.4	4.40	.914
Strongly Agree	231	59.1		
Total	391	100.0		

Source: Field Survey, 2025.

The results of this study strongly support the view that Facebook marketing significantly enhances brand awareness, with over 97% of respondents agreeing or strongly agreeing aligning with recent findings by Tafesse and Wien (2018), who emphasized that social media platforms amplify brand reach and recognition through interactive engagement. Similarly, the high mean score (M = 4.67) reinforces assertions by Barrenda et al. (2020) that Facebook facilitates two-way communication, which strengthens brand salience.

However, perceptions regarding Facebook's ability to promote brand image were less optimistic, with only 16.6% of respondents agreeing or strongly agreeing, and a mean score of 2.70. This outcome mirrors the nuanced view of Brown et al. (2021), who argued that while Facebook can boost visibility, its impact on deep brand equity dimensions like image remains inconsistent without strategic content. Brand content posted on Facebook was viewed more favorably, with 57.5% agreeing or strongly agreeing that it influences brand perception (M = 3.66). This supports the perspective of Kumar et al. (2021) that compelling and relevant content shapes consumer attitudes and enhances brand associations.

Trust also emerged as a critical theme, with 94.6% of respondents indicating they trust brands with a Facebook presence (M = 4.32). This is consistent with Hollebeek *et al.,* (2022), who highlighted how user-generated content and interactions on social networks build trust and credibility among consumers. An overwhelming majority agreed that Facebook advertisements affect brand perception (M = 4.82), validating Kumar et al. (2021), who demonstrated that well-targeted ads increase purchase intention and positive sentiment. Regular interaction with brands on Facebook was similarly seen as influential (M = 4.65), echoing the work of Laroche et al. (2012), who showed that sustained engagement fosters stronger customer-brand relationships.

Regarding information credibility, most respondents agreed that brand information on Facebook is trustworthy (M = 4.34). This aligns with Erkan and Evans (2021), who found that peer recommendations and brand transparency on social platforms enhance trustworthiness.

Additionally, respondents indicated that brands highly active on Facebook enjoy a more favorable perception (M = 4.42), which reflects the findings of Phua et al. (2020) that consistent social presence boosts consumer loyalty. Finally, Facebook's role in improving visibility, reach, website traffic, and sales (M = 4.32 and M = 4.40) mirrors the conclusions by Sabate et al. (2022), who found that social media marketing drives measurable traffic and sales growth.

Test of Hypotheses

Table 2: H_0: There is no significant impact of Facebook platform on brand image of selected pharmaceutical industries in North-Central, Nigeria

Coefficients[a] Impact of Facebook Marketing on brand images of selected pharmaceutical industry in North-Central, Nigeria

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.618	.074		75.899	.000
	Facebook marketing	.284	.050	.390	5.642	.000
a. Dependent Variable: brand images						

(**P< 0.01**)

The regression table shows a significant positive impact of Perception of Facebook platform on brand images (B = 0.284; T = 5.642; p = 0.000) of selected pharmaceutical industry in North-Central, Nigeria. The implication is that a unit increase in Perception of Facebook platform may cause brand images of selected pharmaceutical industry in North-Central, Nigeria to be increased by 28.4%.

Decision on hypothesis

Since the null hypothesis one is rejected ($p<0.01$) however, the alternative hypothesis will be accepted. Hence, there is significant impact of Facebook platform on brand images of selected pharmaceutical industries in North-Central, Nigeria.

CONCLUSION

In conclusion, this paper clearly demonstrates that Facebook marketing plays a significant role in shaping brand image and awareness within the pharmaceutical industry in North-Central Nigeria. The results affirm that interactive Facebook features such as regular engagement, advertisements, and brand content positively influence consumer trust, brand perception, and purchase behavior. Although the perception of Facebook's direct impact on brand image is mixed, the empirical evidence supports that well-executed Facebook marketing strategies contribute to greater brand visibility, stronger customer relationships, and increased sales potential. This aligns with global findings that social media, when strategically leveraged, enhances brand equity, particularly in trust-sensitive sectors like pharmaceuticals.

RECOMMENDATIONS

- Pharmaceutical firms in North-Central Nigeria should prioritize developing high-quality, credible, and engaging content that fosters genuine interaction with stakeholders.
- Companies should also invest in paid Facebook advertisements that are carefully targeted and compliant with industry guidelines to extend reach and strengthen brand perception.
- Lastly, firms must build internal capacity through staff training and adopt data-driven monitoring tools to evaluate campaign performance, ensuring that Facebook marketing remains not only impactful but also aligned with evolving consumer expectations and regulatory frameworks. By embracing these strategic actions, pharmaceutical companies can maximize the benefits of Facebook marketing in sustaining trust and building a resilient brand image in the digital era

REFERENCES

Abubakar, H., Musa, I., & Sani, R. (2023). *Digital Advertising Practices among SMEs in Nigeria.Journal of Contemporary Marketing*, 12(1), 55–68.

Adamu, L., Okafor, E., & Yusuf, A. (2024). *Social Media Marketing and Customer Engagement in the Nigerian Pharmaceutical Sector.* International Journal of Digital Marketing, 6(2), 77–90.

Adebayo, A. A., Ogunleye, B. S., &Olajide, T. F. (2023). Social media marketing and consumer buying behaviour: Evidence from pharmaceutical firms in Abuja. *Journal of African Business*, 24(1), 112–131.

Adediran, O. S., &Onifade, T. T. (2022). Marketing strategies and competitive advantage in the Nigerian pharmaceutical industry. *Nigerian Journal of Marketing Management*, 15(2), 34–46.

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.

Barrenda, A.A., Nasir, K., Wang Y., Okumus, F., &Bilgihan, A, (2020). The Impact of Social Media Activities on Brand Image and Emotional Attachment; A case in travels context. *Journal of Hospitality and Tourism Technology*. *11*(1), 109-135. https://doi.org/10.1108/JHTT_02_2018-0016.

Chukwuemeka, J., & Bello, T. (2023). *Facebook Marketing and Small Business Growth in Sub-Saharan Africa.* African Journal of Business Strategy, 10(3), 145–156.

Dehghani, M., Niaki, M. K., Ramezani, I., &Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172.

Durrani: S.K. Khan S., Khan M.H; &Ishteaq, M. (2021). The Effects of Marketing related Activities on Brand Equity through Facebook, *Journal of Business and Social Review in Emerging Economies*, 7(3), 613 – 628, ISN: 2519-089X, ISSN 2519 – 0326.

Erkan, I., & Evans, C. (2021). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55.

Eze, S. C., et al. (2022). *Social Media Use and Marketing Performance among SMEs in Nigeria.* Journal of African Business, 23(1), 48–65.

Fernandes, F.M., & Srivastava, K.B. (2023). Influence of social media on Brand Image: A literature review, *International Journal of Creative Research Thoughts,* 11(1), d232-d235, ISSN:2320-2882.

Hollebeek, L. D., Andreassen, T. W., & Smith, D. (2022). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, implications, and future research directions. *Journal of Interactive Marketing*, 58, 99-113.

Iroham, J., Nnabuko, J. O., Uduji, J. I., Okoro, D. P., &Iloka, C. B. (2022). The influence of social media on market performance of smes in Nigeria. *Neuroquantology*, *20*(20), 157-176.

Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2021). From social to sale: The effects of firm-generated content in social media on customer behavior. *Journal of Marketing*, 80(1), 7–25.

Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., &Hoving, C. (2021). A new dimension of health care: Systematic review of the uses, benefits, and limitations of social media for health communication. *Journal of Medical Internet Research*, 23(4), e16295.

Nwachukwu, C., &Aliyu, M. (2023). *Brand Communication and Customer Loyalty via Social Media Platforms.* Journal of Marketing Trends in Africa, 8(1), 39–52.

Ogbonna, B., & Yusuf, S. (2022). *Customer Engagement Strategies on Facebook.* Journal of Digital Media Research, 5(2), 101–112.

Okeke, P., &Anyaegbunam, S. (2023). Maximizing Facebook Ads for Nigerian SMEs.*International Journal of Online Marketing,* 7(1), 89–97.

Oluwafemi, A. S., &Isiakpona, C. W. (2022). Social media marketing and brand equity: Empirical evidence from Nigerian firms. *International Journal of Marketing Studies*, 14(1), 25–34.

Phua, J., Jin, S. V., & Kim, J. J. (2020). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands. *Computers in Human Behavior*, 72, 115–122.

Sabate, F., Berbegal-Mirabent, J., Cañabate, A., &Lebherz, P. R. (2022). Factors influencing popularity of branded content in Facebook fan pages. *European Management Journal*, 32(6), 1001–1011.

Tafesse, W., & Wien, A. H. (2018). Implementing social media marketing strategically: An empirical assessment. *Journal of Marketing Management*, 34(9–10), 732–749.

Tazeen, F., &Mullick, N. H. (2023). The impact of social media platforms ‘Facebook and instagram’in influencing purchasing behaviour of green products. *Vision*, 09722629221133960.

Yakubu, M., & Mohammed, A. (2024). *Challenges and Opportunities of Social Media Marketing in Emerging Economies.Journal of Global Business and Digital Innovation*, 11(2), 67–80.