

Social Media Advertising and Acceptability of Fast Moving Consumer Goods in Nigeria's Manufacturing Industry

Authors : John Akinwumi Makinde

Abstract : Nigerian manufacturing industry, particularly the fast moving consumer producing firms play vital roles in Nigerian economy. This sector's product acceptability is given very little attention along with social media advertising that communicate product information to audience across the globe need to be documented. Procter and Gamble Plc operate in Nigeria with appreciable number of fast moving consumer goods that service Nigerian economy. Social media advertising disposition of the company and product acceptability of the company deserve some elucidations. This study therefore examined the impact of social media advertising on product acceptability of FMCG in Nigerian manufacturing industry, using Procter and Gamble Plc as case study. The study employed the case study type of descriptive survey research design. The population consisted of 235 customers of G&P Plc, which were selected through random sampling method. A total of 235 copies of questionnaires titled 'Social Media Advertising and Product Acceptability (SMA-PA) Questionnaire' was administered and retrieved. Data generated were analysed using frequency distribution and regression analysis at 0.05 level. It was found that social media advertising positively and significantly motivated customers to buy product of P&G Plc ($r = .147^{**}$, $N = 235$, $p(.000) < .01$). Findings also showed that social media advertising has significant impact on product acceptability of FCMG in P&G Plc ($F(2,61) = 22.250$; $R^2 = .629$; $P(.000) < .05$). The study concluded that social media advertising is a determinant factor of consumer decision to accept fast moving consumer goods in Nigerian manufacturing industry. It is recommended that with the growing market of FMCG, there is need to educate the market with the product unique features, standard and quality on social media. Finally, Fast Moving Consumer Goods firms should deploy excellent marketing mix on social media.

Keywords : advertising, fast moving consumer goods, manufacturing industry, product acceptability, social media

Conference Title : ICMIE 2017 : International Conference on Marketing and Internet Economics

Conference Location : London, United Kingdom

Conference Dates : June 28-29, 2017