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# INFLUENCE OF AUDIENCE ENGAGEMENT ON CONSUMER DECISION-MAKING IN ILORIN METROPOLIS

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**Abstract**

*This study investigated the impact of social media marketing on consumer decision-making with specific focus on online retail businesses in Ilorin, Kwara State Nigeria. Descriptive survey research design was adopted and the population of the study was 1200 consumers who use the different social medial handles to buy products at Mamtess Mega Shopping Mall in Ilorin as at March, 2026. Taro Yamane (1967) formula was used to determine the sample size of 300 and out of which 250 copies of the well-structured questionnaire were retrieved. Descriptive statistics was used to analyze data in tabular form and representing the data in frequencies and percentage. The inferential statistics make use of simple linear and multiple regression for its analysis. Findings showed that social media marketing variables have impact on consumer decision-making. And the study therefore, concluded that social media marketing has significant impact on consumer purchase decision-making. Findings also revealed that audience engagement has more impact on consumer decision than content quality and platform frequency. Based on the conclusion of the study, it was recommended that business owners should extensively leverage on the social media marketing variables in order to influence the purchase intention, repeat purchase, and patronage of the consumer.*

## 1.0 Introduction

Forward thinking organizations, especially small and medium scale enterprise, constantly undertake reviews of facts that help them know how and why consumer act in a certain way, making their buying decisions help organizations enhance their marketing strategies. It is generally agreed by scholars and practitioners that one of the greatest challenge faced by all marketers

currently is how to influence the purchase decision of consumers in favour of their product and service (Hawkins & Mothersbauugh, 2024). Invariably, the understanding of the consumer buying behavior exposes the marketing team of an organization on the psychology of the feelings, thinking, argument and selection of consumer towards retail outlet, brands and products choices (Aral & Walker, 2024). Also, this quest into the buying choice making of the consumers usually involves their environmental issues which includes, culture, family and media. Consequently, the accurate grasp of consumer decision making is expected to improve the marketing campaign strategies aimed at reaching target consumers (Ola & Reem, 2024).

The advent of social medial applications which include, Facebook, Twitter, Likedin, Youtube, Google+ and other digital communication devices, people's interactive space have drastically shifted from offline to almost 100% online (Trattner & Kappe 2025). The social media frenzy have provided a unique opportunities to consumers to engage on the internet interaction irrespective of differences in distance, time, race, culture or background. It is now easier for customers to generate content, build valuable relationships, expressed emotions as they effectively communicate with other users in real time. Similarly, marketers takes advantage of this to gain vantage position in a market as they also signup on each of these networks with the aim of engaging target audience.

Today, firms now have special medial teams to manage their products or service on the internet, in some cases a whole department is setup for social medial to interface with other units in the organization so as to constantly push out campaigns about their offerings to engage their target audience. The floating of a social medial contest aimed at engaging and growing followers, creating valuable resource via the social medial handle, championing thought provoking discuss that makes followers lend their opinions, going live as you keep series of conversation going etc. consist some of the marketing strategies leveraged on social media networks to grow and engage target audience.

To this end, small business owners in emerging economies like Nigeria need to strategically leverage on the potentials of social media marketing so as to reach large amount of consumers seeing that they have limited resources required to carry out big marketing campaigns for their product offerings, hence, the use of internet facilities through phones information, markets, technology and trainings have become easy access for consumers (Chukwu & Uzoma, 2023).

Retail outlets have adopted the use of social media networks to prospect consumers, close sales deal and facilitate effective delivery of their products orderings. Consequently, consumers are now

engaging more than ever before in series of social media activities which include, blogging, chatting, gaming and texting, likes, shares and comments, all of which play fundamental influence in their buying decisions.

Social media is the future main stream for consumer marketing and have largely responded according to this fundamental shift. The most recent report from digital around the world in 2022 showed that social media has become the most visited destination on the internet (Ho-Dac et al., 2023). This report further revealed that 4.59 billion people use the internet, amongst which 4.62 billion people use the social media and this make up 58.4% of the world's total population (Kaplan & Haenlein, 2023).

The growth rate of these social media users is estimated at 10.1% yearly and average social media user visit or use 7.5 different social media networks monthly (Ho-Dac et al., 2023). This is followed with the average global user spending 2 hours 27 minutes on social media daily. In addition, the report also showed that the world spends more than 10 billion hours using social media on daily bases, indicating the assertions on how the world is shifting their regular daily life to online platforms (Ho-Dac et al., 2023).

Understanding the huge influence of Social Media Marketing (SMM) on the behavior of consumers has necessitated the need to undertake this study to examine the influence of audience engagement on the consumer decision-making and using three variables of audience engagement which include, Likes, Shares and Comments to test the influence on consumer decision-making in Ilorin, Kwara State Nigeria.

### 1.1 Statement of the Problem

The social media marketing of the Nigerian ecosystem is associated with a consumer decision-making and are challenged mostly with repeat purchase decisions. The SMM also faces the problem of lack of regulations necessary to moderate the commercial communications and recourse in the event of litigation arising from business transactions on the social media. Lastly, social media marketing is faced with the problem of delivery deadlines, and lack of access to necessary information prior to making purchase decision and the remedial actions to consummate a disputed transaction.

### 1.2 Literature Review

**Social Media Marketing**

Peters, Chen, Kaplan, Ognibeni, and Pauwels, (2023) describe social media as platforms where people may find and interact with others who share their interests and ideas. As dynamic, interconnected, egalitarian, and interactive organism, social media have caused three fundamental shifts in the market. To begin, social media makes it feasible for brands to directly interact with their desired demographic in ways that just weren't possible before. Microblogging and content communities, which include, Facebook and Twitter, make it simple for users to connect with others who share their interests (Kaplan & Haenlein, 2023).

According to Verlegh et al. (2023), social media has dramatically altered the influence and interaction between companies and their customers. When individuals interact with one another, they engage in "actions," either proactively via discussion or receptively through observation, that influence the choices and behaviors of others.

Aral and Walker (2024) described social media marketing as a person's social network activity that may be gleaned from the strength and frequency of its connection to others. In line with the widely held opinion, this supports the hypothesis that social media has a substantial impact on consumers' decision-making processes.

According to Voramontri and Klieb (2023) social media marketing entails the ease with which a business outfit extracts and profitably uses a massive amount of information gleaned from social networking sites, blogs, and forums, in written, visual, and auditory formats to promote its business. Therefore, the ability to capture and create value from social media data is a new strategic resource that has the potential to improve marketing outcomes. Useful for consumer research, market analysis, and idea generation through crowdsourcing.

As a marketing tool for the investigation of social media, many experts see cellphones and the internet because of how users report, co-produce, analyze, and edit User content. This change in perspective has resulted in businesses using their consumers as the primary focus of their marketing and branding activities.

**Audience Engagement**

According to Constantinides (2021), audience engagement in social media marketing is the active interaction, which includes, likes, shares, comments, and clicks, between a brand and its audience, crucial for boosting visibility through algorithms and building brand loyalty. The key strategies

include using video content, leveraging interactive polls, fostering community, and creating authentic, high-value content that encourages conversation.

**Likes, Shares and Comment**

According to Darley et al. (2020), Likes in audience engagement, are a click-based form of engagement representing approval, appreciation or interest in digital content. It is typically shown by a heart or thumbs-up icon.

According to Karimi (2023), shares is the act of reposting, forwarding, or broadcasting digital content including articles, images, videos, or links, to a user's own followers, friends, or network. The sharing action increases content reach beyond the original audience, signaling endorsement, providing value, or facilitating self-expression.

Kohli et al. (2024), submitted that comment in audience engagement is a public or private response, feedback, or reaction left by users on a poor (image, video, text). It functions as a core form of engagement, facilitating conversation, expressing opinions including praise, criticism, or questions, and enhancing a post's visibility.

Darley et al. (2020) identified the key aspects of audience engagement that includes, the types of interaction between the marketers and the customers and among the customers when sharing taste experiences (Karimi, 2023). There is engagement ranges, which starts from low-effort (reactions) to high-effort (shares, comments, user-generated content), with higher-effort actions carrying more weight in social algorithms.

In addition, there is performance metrics which entail success that is measured through engagement rate. According to Kohli et al. (2024), the audience engagement is both quantitative and qualitative in action. Quantitative metrics include, likes, shares, comments, click-through rate (CTR), conversion rates and saves, while the qualitative factors include, emotional connection, content relevance, and brand loyalty, also significantly influence engagement, along with timing, frequency, and platform-specific behaviors.

According to Dellarocas (2022), the key strategies of audience engagement include, content mix. This has to do with the use of a variety of media, including high-contrast images, videos, and live streams, as these often generate higher interaction. Furthermore, there is authentic connection strategy which tells relatable stories and uses the user-generated content to foster community. Also, there is interactive content that utilizes the polls, quizzes, and open-ended questions to invite user participation. Active responsiveness is a strategy that responds quickly to comments, messages,

and mentions to build a supportive, approachable brand image. Lastly, there is the targeted content which uses social listening tools and audience data to understand audience interests and deliver tailored content

**Consumer Decision Making**

Given its importance, the consumer decision-making process has been described in a variety of ways by many experts, each of whom has proposed their own unique set of models to explain it. Consumers' choices and purchases are seen as means rather than ends by Rassuli and Harrell (2020). This concept takes into account the influence that consumers' choices have on their subsequent actions.

According to Sheth et al. (2021), consumers' decisions may be influenced by any or all of the functional, conditional, social, epistemic, and emotional values. Considering the external impacts of the pre-purchase, in-store, and post-purchase phases of the consumer journey all include online marketing, the social-cultural setting, and psychological challenges on consumer tasks and attitude.

Karimi (2023) identified five-stage model for explaining the buyer's journey includes: identifying a need, gathering relevant information, weighing available options, making a purchase, and adjusting behavior thereafter. Additionally, Karimi (2023) elaborated by describing the critical, inward psychological processes that occur at each of the five phases of the consumer purchasing process. Motive, perception, attitude development, integration, and education all fall under this category.

Stankevich (2020) opined that a customer has entered the need recognition stage, once he realized that there is the need a product or service. Meanwhile, it is up to marketers to figure out how to bridge the gap between where customers are now and where they would want to be in the future. It is important to remember that the internal stimuli might be anything as simple as an instant need, or as complex as an impulse. There is also the possibility of environmental factors acting as a trigger. So, using tools like advertising and sales promotions, marketers manufacture demand. However, a desire is born when a customer realized that a product will meet a previously unfulfilled need (Stankevich, 2020).

Based on Kotler and Keller's (2022) explanation of the consumer decision-making process, the third stage is when consumers assess the merits of the many options they have been presented with. In the third and final stage of decision making, the question "Do I actually need the product?"

may enter the mind of the buyer. Is there anything else we can try? Is it true that the original version is terrible? When making a purchase, consumers often place more weight on some factors than others (price, quality, and brand name recognition. Moments of decision may include forming an emotional connection with a product, caving in to advertising, or any combination of these. At this point, it's vital for businesses to make sure buyers are acquainted with their product and, preferably, knowledgeable about the trait on which they base their purchase decision.

**Theoretical Review**

**The Acceptance of New Technology Model**

To investigate the primary variables that motivate consumers to embrace and accept a new information system, Bagozzi and Warshaw (1989) created the TAM. Companies under this model achieve their objectives via the use of social media and online commerce. When it comes to modelling how people utilise and apply managing data and information, the technological acceptance model is a cornerstone of the field. It strengthens the case for technological determinism. In this model, the two most important factors in whether or not a system is adopted are the degree to which its users find it useful and how easy it is to use. Consumers still consider a variety of sources in addition to online marketing. Since customers were able to make educated purchasing choices without physically visiting a business, the TAM-Model for technology adoption is relevant to this study. Even though social media and the internet are relatively new forms of networking technology, this helps to explain why they are so widely used in promotional campaigns. Most customers will adopt a product or service if they find it to be both beneficial and simple to use and the extent to which one trusts it also plays a role in its usefulness. The theory is relevant to the study because social media (technology as described by the TAM) has allowed customers to make purchases online rather than in physical stores.

**Empirical Review**

Nana (2025) investigates social media marketing and customer patronage in the non-alcoholic beverage sector in Lagos State, Nigeria. Utilizing a quantitative research design, data were collected from 270 respondents in beverage companies in Lagos through structured self-administered web-based questionnaires. Descriptive tests were employed to examine the frequency distribution across all variables. Findings were documented and presented in frequencies, mean and percentages. Spearman's rank correlation test was used, in comparison of means of the ordinal variables. The findings revealed a weak but significant correlation between social media

engagement and brand image. Findings further a positive weak relationship between electronic WoM communications and customer satisfaction and between social customer trust and service quality.

Ezeh (2024) examined the impact of managing social media marketing variables on consumer purchase decisions of electronics products in Anambra State, Nigeria. The study is anchored on the Unified Theory of Acceptance and Use of Technology (UTAUT), which explains the adoption and influence of digital marketing strategies on consumer decisions. The study adopts a descriptive survey research design, utilizing a census survey of 300 electronic dealers in Anambra State. Data were collected through structured questionnaire and analyzed using correlation analysis. Findings reveal that social media content quality has a significant positive effect on consumer purchase decisions. Social media post frequency significantly influences consumer purchase behavior, and online customer services positively affect consumer purchases. The study concluded that businesses that optimize social media marketing variables can enhance consumer trust and increase purchase rates.

Ekwueme and Akagwu (2024), examined the influence of social media on buying behaviour of consumers with particular focus on wakanow, Jumia, Kaymu and Konga in Lagos State, Nigeria. Data were collected through the distribution of questionnaire developed on the Google form, these respondents of the questionnaire were online buyers that uses Wakanow, Jumia, Kaymu or Konga e-commerce sites for their purchases. The study adopted the quantitative research design, positivism theory and descriptive research design to achieve the objective of the study. The study found out that Social media networks have a significant impact on consumer patronage; social media influences consumer buying decision making process; social media influences consumer purchasing intentions; and that the social media marketing channel has a mediating effect on the buying behavior of consumers.

Chukwu and Uzodinma (2023) analyzed the influence of social media networks on product patronage. Despite the highly-motivated actions of Internet scammers, it was founded in Nigeria through the increased visibility of online distributors, especially through social media platforms such as Facebook, Twitter, YouTube and Google Stores. In these online companies that form the base of the report, and clients who work for Enugu and Lagos, Jumia and Konga Nigeria Ltd, the two leading retail firms in Nigeria, took part. Data were obtained using the data collection method as a questionnaire using a cross-sectional survey design. The findings have shown a significant

change in consumer preferences, among other factors. Although the analysis found that, through their varying views of the internet, customers still support online stores at a high pace.

Mangold and Faulds (2023), explored social media marketing strategies for increasing sales and used relationship marketing conceptual framework to ground this study. Data collection included semi-structured interviews with 5 organizational leaders from 5 different organizations in the San Francisco, California Bay Area and a review of participants' documents including marketing materials, social media posts, and published sales reports. Data analysis included coding, categorization, and identification of major themes. Findings revealed that local organizational leaders' knowledge of social media strategies have led to an increase in brand awareness, brand loyalty, and sales for their organizations. Implications for social change include the opportunity for local leaders to increase sales, which could lead to more jobs and improved economies in local communities.

Michael (2020) findings showed that companies that adapt strategic approaches to using the social networks are more likely to achieve, engage and maintain a customer base in the future. Companies are constantly finding new ways to reach customers, including brand loyalty and the purchase strategy. The changing age of technology has contributed to development of social networks, including Facebook, YouTube, and Twitter, where people are able to engage through brand-specific content and create experiences.

Libai et al. (2020) examined the impact of social media discussions on consumer buying decisions. The purpose of the study was to estimate the effect of social media interactions on customer brand preference focusing on demand for carbonated soft drinks. Nielson sales measurement of carbonated soft drinks was used to analyze social media interactions on Facebook, Twitter, and YouTube. Findings indicated that consumers' conversations about soft drink brands had a significant impact on their valuation and on buying decision. The study concluded that there is connection between firms that strategically use social media for product promotion, design, or public health policy compliance and a decrease in the consumption of carbonated beverages or other high calorie foods.

Hanaysha (2019) conducted a study to address the question of whether social media investment is worth it for firms. The purpose of the study was to examine the research gap on the impact of social media on brand performance versus traditional media using data from 87 firms across 17 industries and users of three social media platforms (Facebook, Twitter, and YouTube). The

findings suggested that user actions on YouTube and brand actions on Facebook have a positive influence on brand value. Word-of-mouth was used as a mediator, finding that the effect of social media goes beyond word-of-mouth among social media users. The study concluded that social media use has a positive influence on brand value, as well as provides objective metrics to measure return on investment.

Jackson (2019) examined the impact of social media strategies for developing customer relationship management and defined social media as a tool to manage relationships with customers and keep them closer. Findings showed that social media is necessary for an organization to remain competitive in a global market. Although social customer relationship management is a relatively new domain, marketers can benefit from the use of social media for growing sales and profitability, creating advertisements, acquiring new customers, retaining them and gain brand loyalty. The study concluded that the use of social media is an important factor when marketers create a customer relationship strategy and is also a crucial for moving from the traditional customer relationship management to social customer relationship management.

Madhuhansi (2019) examined the effect of firm-generated content in social media based on three customer metrics which include, spending, cross buying and customer profitability. The results of the study indicated that Firm Generated Content had a positive and significant effect on customers' purchasing behavior. The study recommended that firms provide frequent content updates, using creative content as imagery, exclusivity messages, and incentives to the consumer to increase customer engagement with their social media platforms.

### 1.3 Methodology

This study utilized a descriptive survey design. The descriptive survey design is a type of technique enables the study to obtain information directly from the respondents. Population of this study comprised of 1200 consumers who use the different social medial handles to buy products at Mamtess Mega Shopping Mall in Ilorin as at March, 2026. Probability sampling technique was used because it allows for the collection of data from a population with whom it is consistent. And simple random sampling technique was used to ensure that every member of the sample has an equal chance of been selected. The sample size for this study is 300 which was determine with the aid of Taro Yamane (1967) formula as presented below:

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

Where: n = Sample Size; N = Population of the Study; 1 = Constant; e = error term (5%) = 0.05

$$n = \frac{1{,}200}{1 + 1200(0.05)^2}$$

$$n = \frac{1{,}200}{4}$$

n = 300

The study use primary method of data collection through a semi-structured questionnaire developed by the study. The questionnaire was divided into two sections (A and B). Section (A) contained question items on each respondent's demographic information, while section B contained questions relating to the social media marketing customer engagement and customers decision-making. The question items were measure vide Five (5)-point Likert scale in form of Strongly Agree = 5, Agree =4 Undecided = 3, Disagree =2 and Strongly Disagree = 1.

Copies of the questionnaire were given to the supervisor of the study and some Marketers of selected Radio Stations in Ilorin Metropolis to assist in the vetting of the question items. The study used Cronbach's Alpha test to determine the reliability test. The result showed $\alpha = 0.733$ (see Appendix page). Both descriptive and inferential techniques were used for data analysis. Descriptive statistics make use of percentages and frequency tables. The study used inferential statistics of multiple regression analysis.

**Model Specification**

The model is specified and operationalized according to the objective of the study as follow:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$ ……. (i)

Where: Y= consumer decision-making = f (Social Media Marketing) …… (ii)

$\beta_0$ = Constant/the intercept point of the regression line and the y-axis

$\beta_1$ = slope of the estimated parameters.

$X_1$ = Shares, $X_2$= Likes, $X_3$= Comment.

$\varepsilon$ = the 'error term' reflecting other unexplained variables in the model.

## 1.4 Findings

**Table 1: Model summary of Audience Engagement and Consumer Decision-Making**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| **1** | .976[a] | .953 | .949 | .98861 |

**Source: Author's Computation, (2026)**

a. Dependent Variable: Customer Decision-Making (CODM)

b. predictors: Audience Engagement (AUEN)

Table 1 revealed that the R-value stands for the multiple correlation between social media marketing Audience Engagement and Consumer Decision-Making and the value is 0.976 (or 97.6%), which indicates a high rate of correlation. The R-square value ascertains the extent of variation in consumer decision-making caused by audience engagement which explained the variability changes in consumer decision-making by 0.953 (or 95.3%).

**Table 2: ANOVA[a] of Audience Engagement and Consumer Decision-Making**

| | **Sum of Squares** | **Df** | **Mean Square** | **F** | **Sig.** |
|---|---|---|---|---|---|
| Regression | 141.901 | 2 | 15.815 | 59.679 | .000[b] |
| Residual | 7.000 | 248 | 0.265 | | |
| Total | 148.901 | 250 | | | |

**Source: Author's Computation, (2026).**

a. Dependent Variable: Consumer Decision-Making

b. predictors: Audience Engagement (AUEN)

In table 2, the ANOVA test reveals an F-statistic value of 59.679 for the model which is greater than the table F-statistic=6.234 at a degree of freedom (2, 248). This means that the model is fit fit for the study and significant. Furthermore, the results showed a p-value=0.000 which is less than significant level at p=0.050. Based on the level significance, the null hypothesis one was rejected and the alternate hypothesis was accepted.

**Table 3: Regression Coefficient of Audience Engagement and Consumer Decision-Making**

| Model 1 | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. |
|---|---|---|---|---|---|---|
| Main Effect | (Constant) | -.769 | .141 | | -6.071 | .000 |
| | Shares | .462 | .035 | .173 | 4.712 | .000 |
| | Likes | .653 | .026 | .051 | 2.853 | .000 |
| | Comments | .405 | .037 | .052 | 2.751 | .000 |

**Source: Author's Computation, 2026**

Table 1.4.3 revealed that the variables of Audience engagement (Shares, Like and Comments) have impact on consumer decision-making with B-value= 0.462, 0.653 and 0.405 respectively. Furthermore the results showed that Likes have more impact than Shares and Comments. All the

variables are significant because their p-value=0.000, 0.000 and 0.000<p-value=0.050 level of significance.

### 1.5 Discussion of Findings

The result of the study's hypothesis showed an R-Square=0.953. This means that the variables of audience engagement have impact on consumer decision-making. It also means that the variability changes in consumer decision-making is explained by 95.3% variability changes in audience engagement. Furthermore, the results showed a p-value=0.000 which is less than p=0.050 level of significance. Based on the level significance, the null hypothesis was rejected and the alternate hypothesis was accepted.

The study tested the regression coefficient of the three variables of Audience engagement (Shares, Likes and Comments) and the result revealed that the variables of Shares has more impact on consumer decision-making than content quality and platform frequency with B-value = 0.653> 0.462 and 0.405 respectively. The three variables of audience engagement (Shares, Likes and Comments) are significant with p-values = 0.000, 0.000, and 0.000 respectively which are less than 5% significant level.

So it is arguably accepted that in a digitalized global business environment, the social media promotes most of the purchase decision of a consumer. This submission has also been corroborated by the result of Chukwu and Uzodinma (2024) which asserted that the online retailers, through social media engagement, have greatly influenced the decision-making of consumers. Similarly, Kim (2017) found out that social media marketing efforts have help to mitigate irrational buying decision of consumers especially through audience engagement. Consumers are more likely to try new things if they are active on social media (Jonida, 2023). This indicate that as the popularity of social media grows, consumers are increasingly inclined to test new items or make purchases without first personally seeing them. So the results of this study indicate that the use of social media as a promotional strategy influences consumers' decisions to shop online.

### 1.6 Conclusion

The result showed a p-value=0.000 which is less than p=0.050 level of significance. Based on the level significance, the study concluded that audience engagement has significant impact on consumer decision-making. This means that consumer's patronage and buying decisions are influenced largely by the attention that the get from social media marketers who take time to attend to consumer's enquiries.

Lastly, the study concluded that platform frequency has significant impact on consumer buying decisions. This conclusion is based on the p-value=0.000 which is less than p=0.00<0.050 level of significance. This means that consumer's buying decision of consumers is shaped by the rate at which they visit the social media platforms where they access material information on their needs and meeting the social media marketers on the platform regularly.

## 1.8 Recommendation

Social media marketer should embark on audience engagement in order to influence the consumers' purchase decision.

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## APPENDIX

## QUESTIONNAIRE

Dear sir,

The bearer of the questionnaire is a student of the above institution, conducting a research on the INFLUENCE OF AUDIENCE ENGAGEMENT ON CONSUMER DECISION-MAKING: A STUDY OF MAMTESS SHOPPING MEGA MALL IN ILORIN METROPOLIS. Please the researcher needs your input in the research work, read these questions and provide answer according to your view. All information provided shall be used for the research work only thanks.

Yours Faithfully,

**SECTION A: Demographic Data**

1. Gender: Male ( ), Female ( )

2. Age: 25-34 years ( ), 35-44 years ( ), 45-54 years ( ), 55 years and above (. )

3. Education: Postgraduate ( ), Graduate. ( ), Diploma ( ), Others ( )

4. Years of Experience: 2-5 years ( ), 6-10 years ( ), 11-15 years, Above 16 years ( ).

**Section B: Social Media Marketing Variables**

| S/N | Audience Engagement | SA | A | UD | DA | SD |
|---|---|---|---|---|---|---|
| 1 | Audience engagement by social media marketer improves current knowledge level on the product features | | | | | |
| 2 | Audience engage provides solution to challenges or "pain points" of consumers | | | | | |
| 3 | Audience engagement serves as motivation for learning more about the products of the firm | | | | | |
| 4 | Audience engagement influences how consumers feel emotionally when taking a buying decision | | | | | |
| 5 | Audience engagement provides consumer with criteria for buying a commodity | | | | | |
| | **Consumer Decision-Making** | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| **6** | Content quality has an influence on consumers buying decision | | | | | |
| **7** | Audience engagement determines the buying decisions of the consumers | | | | | |
| **8** | Routine purchases of consumers are influence largely by the frequency of the consumers on the SM platforms | | | | | |
| **9** | Large purchases have been due to audience engagement on the SM of the organization. | | | | | |
| **10** | Social media marketing largely influences the patronage of the consumers | | | | | |

**CRONBACH'S ALPHA TEST**
**SCALE: ALL VARIABLES**
**Case Processing Summary**

| | | **N** | **%** |
|---|---|---|---|
| Cases | Valid | 10 | 100.0 |
| | Excluded[a] | 0 | 0.0 |
| | Total | 10 | 100.0 |

a. Listwise deletion based on all Variables in the procedure

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| 0.733 | 10 |

**Source: Author's Computation, (2026).**
$\alpha = 0.733$ (see Appendix page)