

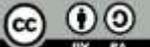


INFLUENCE OF SOCIAL MEDIA ADVERTISEMENT ON THE PATRONAGE OF KITCHEN WARES AMONG FEMALE CIVIL SERVANTS IN KWARA STATE, NIGERIA

Abubakar Sidiq SULEMAN^{1*}, Aminat Abiodun ADETUNJI²

^{1,2}Department of Mass Communication, Faculty of Humanities and Social Sciences, Al-Hikmah University Ilorin, Kwara States, Nigeria

*Corresponding Email: sasuleiman@alhikmah.edu.ng

<p>ARTICLE HISTORY Received [19 October 2024] Revised [29 November 2024] Accepted [10 December 2024]</p>	<p>ABSTRACT <i>This study investigates the influence of social media advertisement on the patronage of kitchen wares among female civil servants in Kwara State, Nigeria. The study is anchored on uses and gratification theory and adopted survey research methods. Multi-stage sampling techniques were used to select the sample size of 504 participants for the study. A self-administered questionnaire was used as the data collection instrument. Findings from this study revealed that young female civil servants are more exposed to advertisements of kitchen wares on social media because social media are new technologies and younger generations are internet savvy and explorative. This study also found that a high level of exposure influences the purchase behaviour of kitchen wares among female civil servants in Kwara State, Nigeria. The study recommended that advertisers should devise strategies to pull elderly female civil servants to social media so that advertised kitchenware products on social media could record high exposure among this group of prospects</i></p>
<p>KEYWORDS Social media, advertisement, kitchen wares, kitchen utensils, female civil servants.</p>	
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INTRODUCTION

Advertising is a subset of marketing that specifically focuses on promoting products or services through various media channels. It aims to inform, persuade and remind consumers about Kitchenwares products. According to Geremew (2021), advertising is any paid form of non-personal communication by an identified sponsor about a product, service or idea. Advertising and communication are interwoven because without communication, there would not be advertisements. Communication can be defined as disseminating messages through a medium to receivers to act upon such messages (Greenberg & Salwen, 2014). Communication is also the process by which information is passed between individuals. It is the system of exchanging information, ideas, messages, feelings, facts and opinions between two or more people through previously agreed language, code, sign or symbol (Okpala, 2023). The main aim of communication is to encode, decode and give feedback on a particular message if possible (Dimpleby & Burton, 2020). Advertising can be defined as a form of communication through the media about products, services or ideas paid for by an identified sponsor (Kerr & Richards, 2021). Advertising can also be defined as creating awareness and reinforcing customer loyalty to a product, person or idea via persuasive communication through media channels by an identified sponsor (Thompson & Malaviya, 2013). Advertising is a group of activities aiming at and including the dissemination of information in any paid non-personal form concerning an idea, product or service to compel action by the intent of an identified sponsor (Rabindranath & Singh, 2024).



There are different types of advertising which include financial advertising, corporate advertising, industrial advertising, retail advertising, trade advertising, institutional advertising and product advertising (Akerejola et al., 2021). Among the various forms of advertising, product advertising is particularly linked to kitchen wares, such as kitchen equipment, as producers and retailers aim to attract consumer patronage, especially via social media platforms. Social media are electronic communication platforms, including social networking sites and microblogging services, that enable users to form online communities for sharing information, ideas, personal messages, and various content types, such as videos, fostering interactive participation. Popular social media platforms include Facebook, Instagram, TikTok, WhatsApp, WeChat, Telegram, X (formerly Twitter), YouTube, Snapchat, and LinkedIn (Duong, 2020).

One function of social media which is becoming increasingly important in the modern world is the technological and global communication function. Social media perform this function for the people by bringing together buyers and sellers from different parts of the world through advertisement with the use of technologies like phones and internet connectivity (Dwivedi et al., 2021). This is because the world is fast becoming a common marketplace of ideas as many multinational companies have come to realize that people have the same basic needs and desires. Consequently, advertisers have heeded calls for global marketing in promoting their goods and services through social media advertising. Social media advertisement of kitchen wares is not exempted.

Many Kitchen wares products are advertised daily to consumers. Kitchen wares are consumer products that are primarily designed to be used inside or outside the house and sometimes, bring out the beauty of such household (Cowan, 2023). These products are majorly categorized into five such as cleaning supplies like soap, detergent, disinfectants etc.; electronics such as televisions, ceiling or standing fans etc; kitchen equipment such as blenders, cooking gas, plates etc; furniture such as kitchen cabinets, dining table and chairs etc., and fittings such as decorations, curtains, and among others (Cowan, 2023). There are many Kitchen wares in the global space (social media) daily which gives room for the consumers to make a choice thereby triggering preference for a particular brand of Kitchen ware over another.

The use of social media in advertising kitchen wares products may or may not necessarily influence the consumer to patronize such brands because nobody jumps into buying any household product without doing a background check on the intrinsic value of the product (Cowan, 2023). This is because consumers want to get value for the money they spend in purchasing any kitchen wares brand and as such, consumers may prefer a particular kitchen wares brand over another because of the intrinsic values they get from such brand (Cowan, 2023). However, many kitchen wares brands are many and all of them compete using different marketing tactics or advertising including the use of social media to attract the hard-earned money of consumers since these brands believe that millions of people use social media for their daily activities such as chatting, calling, knowing the latest brand of Kitchen wares in town and whose preference for brands of Kitchen wares varies (Dwivedi et al., 2021).

Research Questions

1. What is the extent to which female civil servants in Kwara State are exposed to social media advertisements of kitchen wares?



2. How does the exposure to social media advertisement influence the patronage of kitchen wares among female civil servants in Kwara State?

Advertising and Social Media

According to Thorson and Rodgers (2019), advertising is a form of communication through the media about products, services and ideas, paid for by an identified sponsor. Online advertising is carried out to provide products and services to customers online through the Internet. These advertisements are digital and interactive. They also allow the buyer to interact virtually with the product. Advertising activities are those groups of functions and processes through which an organization makes known its products and services to a targeted audience to persuade them to make purchase decisions (Fennis & Stroebe, 2020).

According to Chang et al. (2021), online advertising can attract customers to a website and prompt them to interact with the video documentaries of or entertainment related to their product on YouTube, Ustream and similar blogging sites, where people upload, view and comment on other videos. According to Ifediba and Ogochukwu (2021), major forms of online advertising include display advertising, search-related advertising and online classifieds. Advertising in the context of this study is seen as taking advantage of the nature and features of the Internet to post multi-mediated advertisements either on dedicated websites, social media types or other applications with the view to bring such to the attention of the potential users and begin conversations that may lead to a sale or building up a relationship with him or her. From a business point of view, advertising tools are giving significant advantages to the company against its competitors. It increases the speed and lowers the cost of operations. One of the tools for advertising in the digital age is social media.

Uzodinma (2021) defines social media as the web-based application community that builds on web ideological and technical fundamentals which allows the creation and sharing of content on the web. Uzodinma (2021) also buttressed that social media are consumer media with a wide range of information shared daily on the web. Magno and Edu (2023) define social media as websites and applications that enable users to create and share content or participate in social networking. Magno and Edu (2023) posit that there are different social media platforms which are as follows;

- a. Facebook: Facebook is a social medium that gives people the opportunity to share photos, information, videos and more. It was launched by Mark Zuckerberg in the year 2004 and today, Facebook is known as one of the largest social media platforms.
- b. YouTube: YouTube was founded in 2005 and it is the world's most popular online video community where millions of people can discover, watch and share created videos. YouTube is based in San Bruno, California and uses Adobe Flash video technology to display a wide variety of user-generated video content, including movie clips, TV clips and music videos as well as amateur content such as video blogging and short original videos (Balcikanli, 2010).
- c. X formerly Twitter: Twitter was founded in 2007 in San Francisco and is a social networking service on which users send and respond publicly or private texts, images and videos known as tweets (Burgess & Baym, 2022). The company also operates the periscope live streaming service known as Twitter Space where users gather to discuss their common interests.
- d. Instagram: Instagram was launched in 2010 and it is a video-sharing social networking service which allows users to upload media that can be edited with



filters, organized by hashtags and associated with a location via geographical tagging (Rogers, 2021).

- e. WhatsApp: WhatsApp was launched in 2009 and it allows users to send text, voice messages and video messages as well as make video and voice calls to share images, documents, user locations and other content.

Social media utilization comes with a lot of benefits to companies (Isiaka et al., 2022). Isiaka et al. (2022) argue that social media utilization empowers customers to make informed decisions before and during the purchasing process. The conversations exchanged/customer engagements on social media channels provide market intelligence for a company. Shakuntala and Ramantoko (2023) contend that social media increases brand awareness, influences purchasing behaviour, and provides assistance in pre- and post-purchase communication and evaluation. Ferine et al. (2023) argue that social media is of low cost and a global reach. Comparing social media with traditional advertising often requires a big budget, the only cost companies need to invest in keeping social media channels running is to invest time. Dwivedi et al. (2021) submit that social media offers companies the opportunity to reach out and talk to their current and potential customer who expect to find their brands online. Treem et al. (2024) posit that participating in several social media channels can help organizations to increase their visibility. On another level, social media has put the consumer in charge, and it is open to everyone and everyone has the opportunity to voice their opinions and views.

Companies can no longer control consumers by sending them a one-way message. Social media involves a two-way relationship where consumers talk to companies and among each other to get a real view of products, services, and brands (Appel et al., 2020). On the social web, consumers have the opportunity to talk to each other and increasingly, they seek to find out about second opinions, experiences and views about services and products (Treem et al., 2024). Similarly, Treem et al. (2024) suggest that brands should encourage their customers to leave more reviews on different social media platforms. The fact that dissatisfied customers with a bad experience are more likely to share their product or service experiences with others than customers who had a good experience, brands or organizations should use this opportunity to increase the amount of positive word of mouth and promote their business. Organizations should not fear the presence of bad reviews (Treem et al., 2024). For example, responding to a good review about a kitchenware product can strengthen the customer's loyalty to a brand. However, responding to a bad review on kitchenware can also show customers that their concerns are being acknowledged and taken care of (Dwivedi et al., 2021). In the end, the hotel might even be able to convert an angry guest into a loyal customer. Thus, integrating such systems gives hotels also the opportunity to build a loyal customer base.

The social media marketing method has opportunities as well as challenges in the digital world. The open nature of the internet highlights the need to preserve consistency in the strategy formulation, design, execution, and administration of communications over the Internet and allows for universal access to online content (Kraus et al., 2022). Productive two-way talks in the realm of social media require commitment from one side. Social network marketing has shifted, placing a renewed emphasis on developing long-lasting connections that can lead to increased commercial activity. According to Dwivedi et al. (2021), someone must be accountable for monitoring every network, responding to inquiries, posting product information that consumers find beneficial, and responding to comments. It will be difficult for



businesses to compete with other businesses if they do not have a system that is capable of handling these social networks. According to Dwivedi et al. (2021), the first fundamental worry, which is perhaps the most essential one, is that social networking marketing takes a large time commitment. When it comes to social media, it is often not feasible to expect large results by only dabbling on a few different sites, a company must first recognize the time commitment that is essential for its operations. After that, the corporation must decide whether or not to accept or reject that commitment as acceptable for the operations of the firm.

Advertisements on social media platforms are a relatively new method that is undergoing significant development. Advertisement makes it possible for companies to effortlessly communicate with specific customers. It is referred to as social media marketing when a firm makes a conscious effort to promote and publicize its goods and services through the use of social media platforms. Dwivedi et al. (2021), consider this kind of marketing as part of online marketing efforts, including e-mail newsletters and online marketing initiatives aimed at supporting conventional web-based promotional techniques. Social media advertising has introduced a concept of wide dispersion and legitimacy to mass broadcasting and mass marketing (Kraus et al., 2022).

Kitchen Wares in Nigeria

The history of kitchen wares in Nigeria is deeply intertwined with the country's cultural and economic evolution. Traditional Nigerian kitchen wares primarily consisted of locally sourced materials such as clay, wood, and calabash. Clay pots known as "Ikoko" in the Yoruba language were essential for cooking and storing food, while wooden utensils and calabash bowls were used for serving (Busari & Odetoyinbo, 2023). These items were not only functional but also reflected the artistic expression and craftsmanship of various ethnic groups. According to Ingrao et al. (2015), the use of these materials was largely due to their availability and ecological practices of the time. With the advent of colonialism and globalization, the landscape of kitchen wares in Nigeria began to change. The introduction of metal and ceramics wares in the early 20th century marked a significant shift. These new materials were more durable and easier to clean, which led to their widespread adoption.

Iddrisu and Oliveira Lopes (2024) observe that this period featured a combination of traditional and modern kitchen wares, as households integrated both clay pots and metal pans into their cooking methods and utensils, thereby enhancing the diversity of the Nigerian kitchen. In contemporary times, the Nigerian kitchen has evolved to include a wide range of modern appliances and utensils, reflecting the country's economic growth and globalization (Rateau & Choplin, 2022). The choice of materials in kitchen wares affects their durability, heat conductivity and safety. Common materials include resistance and strength while cast iron is renowned for its heat retention properties. Silicone, being non-reactive and heat resistant has gained popularity for baking tools and utensils (Liles, 2012). Ergonomics plays a crucial role in kitchenware design to enhance user comfort and efficiency. Ergonomic handles balanced weight distribution and non-slip grips are features that minimize strain and improve control. Research indicates that well-designed kitchen wares can reduce the risk of repetitive strain injuries among users (Zhou et al., 2024). Electric cookers, microwave ovens and stainless steel utensils have become commonplace, especially in urban areas. This transition has been documented by Ani and Boateng (2024), emphasizing the influence of technology and urbanization on cooking practices. Despite these advancements, traditional kitchen wares have not been entirely abandoned, they continue to hold

cultural significance and are often used during festivals and traditional ceremonies, preserving a link to Nigeria are each culinary heritage. The kitchenware products are essential tools in domestic and professional culinary settings. These products range from basic utensils like knives and spoons to advanced appliances such as blenders and ovens.

RESEARCH METHODOLOGY

The study adopted a survey research method. The survey research method focuses on a representative sample derived from the entire population of the study (Rahi, 2017). The justification for using this type of research method is to gather opinions, views and perceptions of female civil servants in Kwara state on kitchen wares products such as dishes, gas, liquid soap, pots, etc. Multistage sampling was employed. The first stage listed all Kwara State ministries: Justice, Works and Housing, Tertiary Education, Health, Finance and Planning, Sports and Youth Development, Special Duties, Social Development, Business Innovation and Technology, Education and Human Capital Development, Water Resources, Energy, Local Government, Chieftaincy Affairs and Community Development, Agriculture and Natural Resources, Environment, and Communication. The second step included a simple random selection to choose six of Kwara state's 16 ministries. The six ministries are Health, Finance, Works and Housing, Local Governments, Justice, and Environment and Communication. In Kwara State, 504 female public officials were selected at 1:2 to determine the sample size for each ministry. Thus, 504 respondents were sampled for this investigation. A pilot study was conducted to ensure the instrument's validity. Twenty copies of the questionnaire were randomly distributed to female civil servants in the Ilorin West local government area. A test-retest technique was employed to evaluate the reliability of the instruments for this study. One-week intervals, 20 copies of the questionnaire were distributed to the same sample group. The initial and subsequent responses were compared to determine the reliability of the instrument. The result was analyzed using Cronbach's Alpha coefficient and Cronbach's alpha result was 0.7, which was considered reliable. The analysis of data collected from the survey (questionnaires) was analysed using Statistical Package for Social Sciences (IBM SPSS) software version 26.

RESULT AND DISCUSSION

Research Question 1: What is the extent to which female civil servants in Kwara State are exposed to social media advertisements of kitchen wares?

Table 1. *Exposure to social media advertisements of kitchen wares among female civil servants in Kwara State*

Questions	SA	A	D	SD
Female civil servants in Kwara State are highly exposed to social media advertisements on kitchen wares.	141 (29.1%)	311 (64.3%)	30 (6.2%)	2 (0.4%)
Female civil servants in Kwara State have access to kitchenware advertisements on social media.	180 (37.2%)	288 (59.5%)	16 (3.3%)	-
Female civil servants in Kwara State always come across kitchenware advertisements regularly.	143 (29.5%)	328 (67.8%)	12 (2.5%)	1 (0.2%)
Female civil servants in Kwara State enjoy watching social media advertisements on kitchen wares.	160 (33.1%)	314 (64.8%)	10 (2.1%)	-

Table 1 shows that 64.3% of respondents believed that Kwara State female public personnel are heavily exposed to kitchenware social media ads. However, 6.2% disputed that Kwara State female public personnel are particularly exposed to kitchenware social media ads. 59.5 per cent of respondents agreed that female civil servants in Kwara State have access to social media kitchenware ads, and 37.2% strongly agreed. Only 3.3% declined to say Kwara State female public workers had access to social media kitchenware ads. 67.8% said Kwara State female public workers saw kitchenware ads often. Only 2.5% of respondents disputed that Kwara State female public personnel saw kitchenware ads often. Kwara State female public workers love viewing kitchenware social media ads, according to 64.8% of respondents. Additionally, 33.1% of respondents strongly agreed that female civil servants in Kwara State enjoy watching social media ads on kitchen wares while 2.1% disagreed.

Research Question 2: How does exposure to social media advertisements influence the patronage of kitchen wares among female civil servants in Kwara State?

Table 2. Perception of female civil servants on how social media advertisements influence the patronage of kitchen wares

Questions	SA	A	D	SD
The level of exposure to social media advertisements of kitchen wares influences purchasing behaviour among female civil servants.	174 (36.0%)	292 (60.3%)	18 (3.7%)	-
Social media advertisements determine the purchasing decisions of female civil servants in Kwara State regarding kitchen wares.	199 (41.1%)	262 (54.2%)	19 (3.9%)	4 (0.8%)
Female civil servants in Kwara State are more likely to buy kitchen wares after exposure to social media advertisements.	135 (27.9%)	324 (66.9%)	20 (4.2%)	5 (1.0%)
Social media advertisements increase the interest of female civil servants in Kwara State in purchasing kitchen wares.	132 (27.3%)	308 (63.6%)	31 (6.4%)	13 (2.7%)

Table 2 reveals that 60.3% of respondents believe that female civil servants' kitchen equipment purchases are influenced by social media ads. Only 3.7% of respondents dispute that female government servants' kitchenware purchases are influenced by social media ads. 54.2% of respondents said social media ads influence Kwara State female public workers' kitchen equipment purchases. 3.9% of respondents disagreed that social media ads influence Kwara State female public workers' kitchen equipment purchases. Social media ads make Kwara State female public personnel more inclined to purchase kitchen items according to 66.9% of respondents. 4.2% of respondents disagreed that social media ads make Kwara State female public personnel more inclined to purchase kitchenware. 63.6% of respondents agree that social media ads increase female civil servants in Kwara State's interest in buying kitchen wares, while 6.4% disagree. These data show that social media ads affect Kwara State female public workers' kitchen equipment purchases.

Discussion of Findings

The majority of respondents report significant exposure to kitchenware advertisements on social media, consistent with global advertising trends. Social media platforms, particularly Instagram, Facebook, and Pinterest, serve as significant venues



for advertisers focusing on household goods, such as kitchen appliances and accessories. The significant exposure is linked to the pervasive use of social media, which has become essential in daily life, particularly for women, who frequently serve as primary decision-makers for household purchases. Kupfer et al. (2018) indicate that women exhibit a higher propensity to engage with advertisements on social media, especially those about domestic products. This response aligns with the findings from the questionnaire item that assessed the accessibility of kitchen wares advertisements among female civil servants in Kwara State. The high number of civil servants acknowledging access to kitchen wares advertisements could suggest that these advertisements are strategically placed and readily available. In a similar submission, Voorveld et al. (2018) submit that targeted advertising is a key feature of social media platforms, where algorithms can personalize content based on users' previous interactions. Therefore, female civil servants in Kwara State are likely to receive advertisements tailored to their interests or previous online behaviour related to kitchen wares products.

A substantial majority of respondents indicate frequent exposure to kitchen wares advertisements, highlighting the ubiquity of digital advertising and its effectiveness in consistently reaching users. The regular occurrence of these advertisements indicates that social media platforms employ frequent and targeted ad placements, ensuring that users consistently encounter advertisements relevant to them. Research conducted by Lipsman et al. (2012) indicates that repeated exposure to advertisements enhances consumer recall and brand recognition, thereby increasing the likelihood of influencing purchasing decisions. The positive sentiment expressed by the respondents regarding enjoyment of kitchen wares advertisements on social media indicates that these advertisements are not perceived purely as interruptions, but rather as engaging content. This enjoyment could stem from the visual appeal, usefulness, or entertainment value of the advertisements. According to Mustafi and Hosain (2020), consumers are more likely to engage with and enjoy advertisements that are well-targeted, visually appealing, and offer relevant product information. Kitchen wares, being practical and often visually attractive, may lend themselves well to engaging advertising strategies that resonate with female consumers.

A substantial majority of participants either "strongly agree" or "agree" that exposure to social media advertisements affects purchasing behaviour for kitchen wares among female civil servants in Kwara State. This suggests that female civil servants are significantly affected by the visibility and substance of social media promotions. Warsame et al. (2021) highlight that frequent exposure to visually appealing and repetitive advertisements on platforms such as Instagram and Facebook enhances product familiarity and affects purchase intent. The psychological phenomenon of repeated exposure to advertisements is termed the mere exposure effect, which increases trust and preference for the products being advertised. Approximately ninety-five percentage of respondents concur that social media advertisements significantly influence their purchasing decisions related to kitchen wares. This is consistent with empirical evidence indicating that digital marketing strategies on social platforms influence consumer decisions. Edwin et al. (2014) demonstrated that targeted advertisements highlighting product features, discounts, and testimonials result in increased purchase rates among Nigerian women. The interactive features of social media platforms, including comment sections and direct messaging, enable consumers to obtain immediate clarifications, thereby improving decision-making processes.



Ninety-five percentage of respondents concur that female civil servants in Kwara State are more inclined to purchase kitchen wares following exposure to social media advertisements. This observation demonstrates the efficacy of advertisements in promoting impulse buying behaviour, particularly among working-class women. Sahil (2024) provides evidence that social media campaigns featuring engaging visuals, discount offers, and influencer endorsements substantially enhance sales in the kitchenware sector. Platforms such as Instagram and TikTok, which emphasize visual content, are notably effective in stimulating consumer interest and facilitating conversions. Ninety percent of participants concur that social media advertisements enhance the interest of female civil servants in Kwara State regarding the purchase of kitchen wares. This finding highlights the significance of advertising in fostering curiosity and facilitating product exploration. Naeem (2020) asserts that visually engaging content and user-generated reviews disseminated on social media platforms increase product desirability. Female consumers, especially those managing both professional and domestic responsibilities, utilize social media as an efficient medium for product discovery and comparison, circumventing the time limitations associated with traditional shopping.

CONCLUSION

This study indicates that female civil servants' exposure to kitchen items marketing on social media significantly influences their purchase choices about kitchenware. Focusing on clientele who are irrevocably reliant on and involved in social media will surely increase patronage. Furthermore, research concludes that the exposure of female government employees significantly and positively influences the propensity of Kwara State citizens to acquire kitchen products. Corporate organizations are thus obligated to ensure, via media campaigns, that their target market, including government employees, has sufficient time to use Internet platforms. The following recommendations are suggested based on the findings:

1. Due to the characteristics of social media, business owners and marketers of kitchenware items could use the f-factor (friends, family, Facebook fans, Twitter followers) present in social media to engage inactive female government officials and others with the promoted products.
2. Advertisers of kitchenware could establish ways to engage senior female government workers on social media, hence enhancing the visibility of marketed kitchenware items within this demographic.

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