JETMASE

Journal of Emerging Trends in Management Sciences and Entrepreneurship
Volume 6(1), Pages 155-172, December 2024
ISSN: 2384-762X
https://www.jetmase.com

Managing Social Media Marketing Variables and Consumer Purchase of Electronics Products in Anambra State, Nigeria.

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ABSTRACT: This study examines the impact of managing social media marketing variables on consumer purchase decisions of electronics products in Anambra State, Nigeria. The specific objectives include evaluating the effect of social media content quality on consumer purchase decisions, examining the influence of social media post frequency on consumer trust and purchase behavior, and investigating the effect of online customer services on consumer purchases. The conceptual review highlights key social media marketing variables such as content quality, engagement, frequency, and digital trust, which significantly shape consumer behavior. The study is anchored on the Unified Theory of Acceptance and Use of Technology (UTAUT2), 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 questionnaires and analyzed using correlation analysis in SPSS version 26. The findings reveal that social media content quality has a significant positive effect on consumer purchase decisions ($r = 0.725$, $p = 0.000$), social media post frequency significantly influences consumer trust and purchase behavior ($r = 0.689$, $p = 0.000$), and online customer services positively affect consumer purchases ($r = 0.741$, $p = 0.000$). The study concludes that businesses that optimize social media marketing variables can enhance consumer trust and increase purchase rates. It recommends investing in high-quality content, maintaining a consistent social media posting schedule, and improving online customer service responsiveness to boost consumer engagement and sales.

Keywords*:* Social media marketing, content quality, post frequency, online customer service, consumer purchase decisions, digital trust**.**

INTRODUCTION

The rapid expansion of digital technologies has transformed how businesses communicate with consumers, making social media a vital channel for marketing strategies. In recent years, social media marketing has been recognized as a

powerful tool to influence consumer behavior, especially in the electronics sector where purchase decisions are heavily driven by online engagement and product information (Chukwu, 2020). Anambra State, Nigeria, with its burgeoning population of tech-savvy consumers, has emerged as a critical market for electronics products. The region's increasing internet penetration and mobile connectivity have created a conducive environment for social media platforms to flourish, offering businesses an unprecedented opportunity to engage directly with potential buyers (Adetunji, 2021).

Central to the success of social media marketing is the effective management of its core variables. Factors such as content quality, audience engagement, frequency of posts, and the strategic use of influencers play a significant role in shaping consumers' perceptions and their subsequent purchase behaviors (Okoro, 2020). Consumer purchase behavior in the electronics market is multifaceted, influenced by a combination of product features, brand reputation, and social proof. Reviews, ratings, and user-generated content shared across social media platforms contribute to a dynamic decision-making process where trust and perceived value are paramount (Nwosu, 2021).

The increased accessibility of digital devices in Anambra State has further amplified the impact of social media marketing. As consumers become more reliant on online sources for product information and peer recommendations, businesses that strategically manage their social media marketing variables can significantly boost consumer confidence and drive sales (Eze, 2022). The relationship between social media marketing management and consumer purchase decisions is also underpinned by established theoretical frameworks. Models such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) provide insights into how digital trust, perceived ease of use, and value creation mediate the effectiveness of social media marketing efforts (Iwe, 2023).

Empirical studies in emerging markets have reinforced the notion that a well-executed social media strategy can enhance brand visibility and consumer engagement, leading to increased sales of high-involvement products like electronics. These studies suggest that when

companies tailor their marketing mix to align with the preferences and behaviors of online consumers, they observe measurable improvements in conversion rates and customer loyalty (Adetunji, 2021).

The main problem addressed in this study is the inadequate understanding of how effectively managing social media marketing variables influences consumer purchase decisions of electronics products in Anambra State, Nigeria. Despite the growing reliance on digital platforms, many businesses in the region struggle to leverage social media to drive sales and enhance consumer engagement, leading to missed opportunities in a competitive market.

The ineffective management of key social media marketing variables such as content quality, post frequency, and audience engagement. Businesses in Anambra State often lack the strategic frameworks needed to create compelling online content that resonates with potential buyers, resulting in reduced trust and limited consumer influence. This inefficiency hampers the ability of companies to build strong online relationships and drive purchase intent.

The disconnect between the marketing strategies employed and the actual consumer behavior patterns in the electronics sector. Although consumers are increasingly exposed to a vast amount of online information, the absence of personalized and strategically targeted social media campaigns diminishes the impact of these efforts. This misalignment contributes to a gap in understanding how digital trust, brand credibility, and social proof directly affect the decision-making process for electronics purchases.

The scarcity of empirical research that investigates the relationship between managed social media marketing variables and consumer purchase behavior within the context of emerging markets like Anambra State creates a gap. This gap in the literature limits the availability of evidence-based strategies for businesses aiming to optimize their digital marketing efforts. Consequently, this study seeks to fill that gap by providing actionable insights that can guide the development of more effective social media marketing strategies tailored to the unique dynamics of the electronics market in the region.

The broad objective of this study is to assess the relationship between managing social media marketing variables and consumer purchase of electronics products in Anambra State, Nigeria. Specifically, to examine the effect of social media content quality, social media post frequency and online customer services on

consumer purchase decisions of electronics products in Anambra State. In line with the objectives, three hypotheses were formulated.

LITERATURE REVIEW

Conceptual Review

Social Media

Social media refers to a collection of internet-based platforms that enable users to create, share, and exchange content in virtual communities and networks. It encompasses a wide range of tools—from social networking sites and blogs to content-sharing platforms—that facilitate communication, collaboration, and information dissemination. Contemporary research highlights that these platforms are not only critical for personal interaction but have also become indispensable for marketing, customer engagement, and brand management (Chukwu, 2020).

The conceptual framework of social media is built on theories such as network theory and social influence theory, which explain how interactions and relationships formed online influence opinions, behaviors, and decision-making. Scholars argue that social media has fundamentally altered the landscape of communication by enabling real-time information exchange and fostering communities that transcend geographical limitations. This evolution has led to significant changes in marketing strategies, where businesses leverage digital tools to enhance consumer engagement, build trust, and increase brand visibility (Okoro, 2020; Adetunji, 2021).

Recent studies have further explored the role of social media in shaping consumer behavior, particularly in emerging markets. Researchers have examined how variables such as content quality, post frequency, and online customer reviews impact consumer trust and purchase decisions, thereby influencing market dynamics. These studies provide a deeper understanding of the mechanisms through which social media contributes to economic activities and consumer behavior, offering valuable insights for businesses aiming to optimize their digital marketing strategies (Nwosu, 2021; Eze, 2022; Iwe, 2023).

Social Media Marketing

Social media marketing is the strategic use of social media platforms to promote products, services, and brands while engaging with targeted audiences. It involves creating and sharing content on platforms such as Facebook, Instagram, Twitter, and LinkedIn to achieve marketing and branding goals. This modern approach has evolved into a critical tool for

businesses, as it facilitates real-time engagement, personalized communication, and measurable consumer interactions (Chukwu, 2020). The evolution of social media marketing reflects a shift from one-way communication to a dynamic dialogue between brands and consumers, enabling companies to respond promptly to customer needs and market trends.

The conceptual framework of social media marketing emphasizes the interplay between content quality, engagement strategies, and consumer trust. High-quality, relevant content combined with consistent post frequency can significantly influence consumer purchase decisions, as it builds credibility and fosters a sense of community around a brand (Okoro, 2020). Additionally, the incorporation of online customer reviews and testimonials serves as social proof, further enhancing consumer confidence in purchasing decisions (Nwosu, 2021). Research indicates that when businesses leverage these variables effectively, they not only enhance brand perception but also drive sales and customer loyalty (Adetunji, 2021).

Despite its transformative potential, social media marketing faces challenges, particularly in emerging markets where digital infrastructure and consumer digital literacy may vary. Organizations must navigate issues such as content saturation, evolving consumer expectations, and the need for real-time data analytics to refine marketing strategies (Eze, 2022). Moreover, adapting strategies to local market conditions is essential; in regions like Anambra State, tailored approaches that resonate with cultural nuances and consumer behavior are critical for success (Iwe, 2023). Future research is needed to explore how localized social media strategies can further

enhance consumer engagement and drive sustainable business growth in diverse economic contexts.

Managing Social Media Marketing

Managing social media marketing refers to the strategic process of planning, creating, and distributing digital content across various platforms to build brand identity, foster consumer engagement, and drive purchasing behavior. This process involves not only the development of engaging content but also the continual assessment of its performance against defined business objectives. Effective management in this context requires an integrated approach that aligns digital strategies with evolving consumer preferences and technological advancements (Chukwu, 2020).

Central to managing social media marketing is the oversight of key variables that significantly impact consumer perceptions and decisions.

These variables include content quality, post frequency, audience engagement, and the handling of online customer reviews. Studies have shown that high-quality content and a consistent posting schedule enhance brand visibility, while proactive engagement strategies and the management of digital word-of-mouth through customer reviews play a crucial role in building trust and influencing purchase behavior (Okoro, 2020; Adetunji, 2021).

In emerging markets like Anambra State, Nigeria, the dynamic nature of social media marketing presents both significant opportunities and notable challenges. The effective management of digital marketing variables can lead to increased consumer trust and higher sales conversion rates, as consumers increasingly rely on social media for product information and peer recommendations. Moreover, the rapidly evolving digital landscape requires businesses to continuously innovate and adapt their strategies, ensuring that they remain responsive to shifts in consumer behavior and market trends (Nwosu, 2021; Eze, 2022; Iwe, 2023).

Social Media Content Quality

Social media content quality refers to the perceived value, relevance, and clarity of the information disseminated through digital platforms. It encompasses factors such as the accuracy, timeliness, creativity, and consistency of posts, which are critical in building trust and engaging the target audience. High-quality content not only attracts consumer attention but also fosters credibility and emotional connection, thereby influencing purchase decisions. Recent studies indicate that superior content quality can significantly enhance user engagement and brand loyalty, especially in dynamic sectors like electronics (Chukwu, 2020; Adetunji, 2021).

Moreover, the role of content quality extends to reducing consumer uncertainty by providing clear, detailed, and interactive product information, which is crucial for informed decision-making in online environments. Researchers have found that well-crafted social media messages, incorporating visual appeal and user-friendly design, lead to higher consumer trust and conversion rates. This underscores the importance of integrating strategic content creation with digital marketing practices to drive consumer purchase behavior in competitive markets such as Anambra State, Nigeria (Okoro, 2020; Iwe, 2023).

Social Media Post Frequency

Social media post frequency refers to the regularity with which brands share content on various platforms within a given period. This concept is pivotal in digital marketing as it affects brand visibility, consumer engagement, and the overall effectiveness of marketing communications. A higher frequency of posts can reinforce brand messaging and keep a company top-of-mind among consumers; however, it must be balanced carefully to avoid overwhelming the audience, which can lead to disengagement or diminished trust. Recent studies suggest that an optimal post frequency, when paired with high-quality content, is essential for maintaining a strong online presence and positively influencing consumer perceptions (Okoro, 2020; Adetunji, 2021).

In addition to enhancing visibility, social media post frequency significantly impacts consumer trust and purchase behavior, particularly in the electronics sector where consumers heavily rely on digital information. Strategic timing and consistent posting can foster a sense of reliability and credibility, which in turn influences consumer decisions. Research has shown that when posts are well-timed and reflect the interests and expectations of the target audience, they contribute to building digital trust and ultimately drive purchase decisions. Thus, managing post frequency effectively—alongside content quality and audience engagement—is critical for converting online interactions into tangible sales (Nwosu, 2021; Iwe, 2023; Eze, 2022).

Online Customer Service

Online customer service is defined as the provision of customer support and assistance through digital channels such as websites, live chats, emails, social media, and self-service portals. It leverages modern technology to offer timely responses, resolve issues, and create a seamless customer experience across multiple touchpoints. This approach not only addresses immediate customer inquiries but also integrates advanced tools like artificial intelligence and machine learning to personalize interactions and enhance service efficiency. Recent studies highlight that effective online customer service strategies are instrumental in building trust and fostering long-term customer relationships (Adebola & Ogunleye, 2020; Garcia & Martinez, 2021).

Conceptually, online customer service encompasses both reactive support—addressing customer queries and complaints as they arise—and proactive engagement that anticipates customer needs through tailored recommendations and continuous interaction.

This dual approach is essential for maintaining customer satisfaction and loyalty, particularly in competitive digital marketplaces. Research indicates that factors such as ease of use, responsiveness, and the integration of omnichannel support systems are critical determinants of the overall effectiveness of online customer service. These elements contribute significantly to improved customer retention and positive brand perception (Okafor et al., 2021; Musa et al., 2022).

Consumer Purchase Decisions

Consumer purchase decisions refer to the process by which individuals recognize a need, search for information, evaluate alternatives, make a purchase, and subsequently assess their satisfaction with the purchase. This decision-making process is multifaceted and influenced by various factors including psychological, social, and economic elements. Recent studies have redefined this process by incorporating digital influences, where online information and social media play pivotal roles in shaping consumers' choices (Chukwu, 2020).

Recent literature emphasizes the growing influence of digital channels on consumer purchase decisions. The proliferation of social media platforms and the increasing availability of online reviews have transformed the traditional decision-making process. Researchers have found that high-quality digital content and interactive online environments not only provide essential product information but also enhance consumers' trust and confidence in making purchase decisions (Adetunji, 2021; Okoro, 2020).

Furthermore, the credibility of online sources, particularly customer reviews and ratings, has been identified as a key determinant in consumer behavior. Empirical evidence suggests that positive online reviews can significantly improve product perception and boost consumer confidence, while negative reviews may deter potential buyers. The interplay between these digital elements and consumer trust underscores the importance of a well-managed online presence in influencing purchase behavior, especially in competitive sectors such as electronics (Nwosu, 2021; Eze, 2022).

The conceptual understanding of consumer purchase decisions has evolved with the integration of digital media. Contemporary research indicates that effective management of digital content, review systems, and online engagement is crucial in shaping consumer behavior in the modern marketplace. This evolution provides a robust framework for

marketers to design strategies that align with the dynamic nature of consumer decision-making, ensuring a competitive edge in today's digital economy (Iwe, 2023).

Theoretical framework

The theoretical framework anchoring this study is based on the Unified Theory of Acceptance and Use of Technology (UTAUT) and its extension, UTAUT2. The original UTAUT was formulated by Venkatesh, Morris, Davis, and Davis in 2003 and has served as a robust model for examining how various factors influence the acceptance and usage of new technologies. In 2012, Venkatesh, Thong, and Xu extended this model to create UTAUT2, which specifically addresses consumer behavior in digital contexts. This evolution has made UTAUT2 particularly relevant for exploring the impact of social media marketing variables on consumer purchase decisions.

UTAUT and UTAUT2 identify key constructs that determine technology acceptance and usage. The original framework (Venkatesh et al., 2003) posits that performance expectancy, effort expectancy, social influence, and facilitating conditions are the main determinants of technology adoption. UTAUT2 (Venkatesh, Thong, & Xu, 2012) expanded on these constructs by incorporating additional factors such as hedonic motivation, price value, and habit. These enhancements offer a more nuanced understanding of consumer behavior in digital environments and have been validated by recent studies (Iwe, 2023).

In the context of this study, UTAUT2 is employed as the theoretical lens to investigate the relationship between specific social media marketing variables—namely social media content quality, post frequency, and online customer reviews—and consumer purchase decisions in the electronics market of Anambra State, Nigeria. By leveraging the constructs provided by UTAUT2, the study examines how these digital marketing variables influence consumer trust, perceived value, and purchase behavior. This approach provides a comprehensive framework that captures both utilitarian and hedonic influences on consumer decision-making in digital spaces (Eze, 2022).

Adopting UTAUT2 as the theoretical foundation contributes significantly to the work by offering a structured and validated model for analyzing the impact of digital interactions on consumer behavior. The framework not only highlights the importance of technological acceptance factors but also emphasizes the interplay between social influence and individual decision-making in online environments. This theoretical underpinning

enhances the rigor of the research and provides actionable insights for optimizing social media marketing strategies in the competitive electronics sector, thereby addressing the gap in existing literature and practice (Adetunji, 2021; Iwe, 2023).

Social Media Content Quality and Consumer Purchase Decisions of Electronics Products

Social media content quality refers to the degree to which digital content—including visuals, text, and interactive elements—meets consumer expectations for clarity, relevance, and engagement. In the electronics sector, where detailed product information and credible presentation are vital, high-quality social media content plays a pivotal role in informing and influencing consumer purchase decisions. Recent research highlights that superior content quality not only captures consumer attention but also builds trust and credibility, which are essential for driving purchase behavior (Chukwu, 2020).

Empirical studies have demonstrated that enhanced content quality significantly boosts consumers' perceptions of product value, thereby increasing the likelihood of purchase. For instance, when electronics products are showcased with high-resolution visuals, comprehensive descriptions, and engaging interactive elements, consumers tend to exhibit greater confidence in the product's performance and reliability. This positive perception is further amplified when consistent, high-quality content is maintained across multiple social media platforms, reinforcing brand image and influencing consumer decisions (Okoro, 2020; Nwosu, 2021).

Recent investigations in emerging markets, including studies conducted in Nigeria, further substantiate the critical impact of social media content quality on consumer purchase decisions. Findings indicate that consumers are more inclined to purchase electronics products when exposed to detailed, visually appealing, and well-organized digital content. These studies underscore the importance for marketers to prioritize content quality improvement in their digital strategies to not only enhance consumer engagement but also to differentiate their brand in a competitive market landscape (Eze, 2022; Iwe, 2023).

Social Media Post Frequency and Consumer Trust and Purchase Behavior of Electronics Products

Social media post frequency is recognized as a crucial factor in digital marketing strategies, as regular and timely updates keep consumers engaged and create a consistent brand presence. Recent research has highlighted that a higher frequency of posts is associated with increased

brand recall and consumer trust, particularly in dynamic markets such as electronics where prompt product updates and promotional offers are essential for capturing consumer attention (Okoro, 2020).

In the electronics sector, frequent social media posts serve as an ongoing source of product information, customer testimonials, and interactive content, which collectively reduce uncertainty and reinforce consumer trust. Empirical studies conducted since 2020 indicate that consumers exposed to consistent updates are more likely to form a positive perception of the brand, leading to more favorable purchase decisions. This is particularly evident when social media posts effectively combine detailed product demonstrations, real-time customer feedback, and engaging multimedia content (Adetunji, 2021; Nwosu, 2021).

The strategic management of social media post frequency plays a pivotal role in shaping consumer trust and purchase behavior in the electronics market. By ensuring that consumers receive reliable and continuous information about product innovations, promotions, and brand values, businesses can foster a stronger emotional connection with their target audience. This enhanced connection not only bolsters consumer confidence but also drives conversion rates, thereby emphasizing the need for companies to integrate optimal posting frequencies into their digital marketing strategies (Eze, 2022; Iwe, 2023).

Online Customer Services and Consumer Purchase of Electronics Products

Online customer services encompass a range of digital support tools and platforms that provide consumers with assistance, information, and after-sales support during their purchase journey. In the electronics market, these services are critical due to the technical nature of the products and the high involvement of consumers in the purchase decision process. Effective online customer service can enhance consumer confidence by providing real-time assistance, troubleshooting guidance, and personalized support, which are essential in reducing the perceived risks associated with high-value electronics purchases (Chukwu, 2020).

Recent studies have highlighted the direct impact of online customer services on consumer trust and purchase behavior. For instance, timely responses to customer inquiries, efficient problem resolution, and user-friendly support interfaces have been found to significantly influence consumers' decisions to buy electronics online. Research indicates that

when businesses invest in robust digital customer service channels, they not only improve customer satisfaction but also foster long-term loyalty, thereby driving repeat purchases and positive word-of-mouth (Adetunji, 2021; Okoro, 2020).

In the context of the electronics industry, where consumers often require technical support and detailed product information, the quality of online customer services is a decisive factor in the buying process. Empirical evidence suggests that superior online support services help mitigate uncertainties and build a sense of reliability among consumers, encouraging them to complete their purchases. Furthermore, enhanced customer service capabilities have been linked to higher conversion rates and overall improved market performance, making them an essential component for success in today's competitive digital marketplace (Eze, 2022; Iwe, 2023).

METHODOLOGY

This study adopted a descriptive survey research design to examine the relationship between online customer services and consumer purchase of electronic products in Anambra State, Nigeria. The descriptive survey method was appropriate for this research as it facilitated the collection and analysis of data from electronic dealers and consumers, enabling a comprehensive assessment of how digital customer service interactions influence consumer purchasing behavior. The area of the study was Anambra State, Nigeria. Anambra was selected because it is a commercial hub with a high concentration of electronic dealers and a growing consumer market for electronic products. This setting provides a suitable context for analyzing how online customer service practices affect consumer trust, satisfaction, and purchase decisions. The population of this study consisted of 300 electronic dealers selling various electronic products in Anambra State. Since the population was manageable, the study employed a census survey method, ensuring that all 300 electronic dealers were included in the study. A purposive sampling technique was used to select respondents who actively engage in online customer service interactions with consumers. Data for this study were collected from primary and secondary sources. The primary data were obtained using structured questionnaires designed to capture information on the quality of online customer services, consumer trust, and purchasing behavior. Secondary data were sourced from journals, industry reports, and relevant online materials. Data analysis was conducted using correlation analysis to determine the strength and direction

of the relationship between online customer services and consumer purchase decisions. The Statistical Package for Social Sciences (SPSS) software version 26 was used to compute the correlation coefficients and interpret the statistical significance of the findings.

DATA PRESENTATION AND ANALYSIS

This section presents the hypothesis testing results based on the data collected from the 300 respondents. The hypotheses were tested using correlation analysis in SPSS version 26. The decision rule for hypothesis testing is that if the p-value is less than 0.05, the null hypothesis is rejected, indicating a significant relationship between the variables.

Hypothesis One

H_{01}: There is no significant positive effect of social media content quality on consumer purchase decisions of electronics products in Anambra State.

H_{11}: There is a significant positive effect of social media content quality on consumer purchase decisions of electronics products in Anambra State.

Table 1: Correlation between Social Media Content Quality and Consumer Purchase Decisions

Variables	N	Correlation Coefficient (r)	p-value	Decision
Social Media Content Quality & Consumer Purchase Decisions	300	0.725	0.000	Significant

The Pearson correlation coefficient (r = 0.725) indicates a strong positive relationship between social media content quality and consumer purchase decisions. The p-value (0.000) is less than 0.05, leading to the rejection of the null hypothesis. This implies that higher-quality social media content significantly enhances consumer purchase decisions for electronics products in Anambra State.

Hypothesis Two

H_{02}: Social media post frequency does not significantly influence consumer trust and purchase behavior of electronics products in Anambra State.

H_{12}: Social media post frequency significantly influences consumer trust and purchase behavior of electronics products in Anambra State.

Table 2: Correlation between Social Media Post Frequency and Consumer Trust/Purchase Behavior

Variables	N	Correlation Coefficient (r)	p-value	Decision
Social Media Post Frequency & Consumer Trust/Purchase Behavior	300	0.689	0.000	Significant

The Pearson correlation coefficient (r = 0.689) suggests a strong positive relationship between social media post frequency and consumer trust/purchase behavior. The p-value (0.000) is less than 0.05, leading to the rejection of the null hypothesis. This indicates that frequent social media posts significantly influence consumer trust and purchasing decisions for electronics products in Anambra State.

Hypothesis Three

H_{03}: Online customer services do not have a significant positive effect on consumer purchases of electronics products in Anambra State.

H_{13}: Online customer services have a significant positive effect on consumer purchases of electronics products in Anambra State.

Table 3: Correlation between Online Customer Services and Consumer Purchases

Variables	N	Correlation Coefficient (r)	p-value	Decision
Online Customer Services & Consumer Purchases	300	0.741	0.000	Significant

The Pearson correlation coefficient (r = 0.741) indicates a strong positive effect of online customer services on consumer purchases. The p-value (0.000) is less than 0.05, leading to the rejection of the null hypothesis. This means that better online customer services significantly enhance consumer purchases of electronics products in Anambra State.

Discussion of Findings

This section discusses the results obtained from hypothesis testing in relation to existing literature and theoretical underpinnings. Each hypothesis is analyzed individually to provide insights into the relationship between social media marketing variables and consumer purchase behavior for electronics products in Anambra State.

Discussion of Hypothesis One

The findings revealed a strong positive correlation (r = 0.725) between social media content quality and consumer purchase

decisions, with a statistically significant p-value (0.000). This result suggests that high-quality social media content plays a crucial role in influencing consumer purchasing behavior. Well-curated content, such as engaging product descriptions, high-resolution images, and informative videos, enhances consumer confidence in the product, ultimately leading to increased sales. This finding aligns with previous studies, such as those by Zhang and Benyoucef (2021), which emphasized that visually appealing and informative social media content significantly enhances consumer engagement and purchase decisions. Similarly, Kim et al. (2022) found that businesses that invest in high-quality content creation experience higher conversion rates and customer retention. In the context of Anambra State, where consumers rely heavily on online platforms for product information, the significance of social media content quality cannot be overlooked.

Discussion of Hypothesis Two

The analysis indicated a strong positive correlation (r = 0.689) between social media post frequency and consumer trust/purchase behavior, with a significant p-value (0.000). This suggests that businesses that maintain a consistent posting schedule on social media platforms tend to foster greater trust among consumers, which in turn influences their purchase decisions. Regular updates on product availability, promotions, and customer testimonials help to sustain consumer engagement and reinforce brand credibility. This result is supported by the findings of Alalwan et al. (2021), who reported that brands that frequently interact with consumers through social media posts build stronger relationships and increase consumer loyalty. Similarly, Dwivedi et al. (2023) emphasized that continuous engagement through social media content helps businesses maintain top-of-mind awareness, which is crucial for influencing consumer behavior. In the Nigerian market, where trust is a significant factor in online transactions, frequent and interactive social media posts serve as a key driver of consumer purchase behavior.

Discussion of Hypothesis Three

The results showed a strong positive correlation (r = 0.741) between online customer services and consumer purchases, with a statistically significant p-value (0.000). This implies that businesses that offer prompt and efficient online customer service experience higher consumer satisfaction and purchase rates. Features such as live chat support, quick response to inquiries, after-sales support, and hassle-free return policies significantly

contribute to consumer confidence and purchasing decisions. This finding is in line with previous studies, such as that of Ameen et al. (2022), which established that online customer service quality is a major determinant of consumer purchase behavior in e-commerce settings. Similarly, Chatterjee and Kar (2023) highlighted that businesses that prioritize customer service responsiveness on digital platforms gain a competitive advantage by fostering trust and loyalty among consumers. In Anambra State, where digital transactions are becoming increasingly popular, the role of online customer service cannot be underestimated in driving electronic product sales.

CONCLUSION

The empirical evidence from this study confirms that social media marketing variables significantly impact consumer purchase decisions for electronics products in Anambra State. Specifically, high-quality social media content improves consumer engagement and purchase intent, frequent social media posting enhances trust and brand credibility, and effective online customer services play a vital role in consumer satisfaction and purchasing behavior. These findings emphasize the need for businesses to strategically manage their social media marketing efforts to optimize consumer engagement and drive sales. However, based on the findings, the study made the following recommendations:

1. Electronics businesses should invest in high-quality, visually appealing, and informative content, including professional images, detailed product descriptions, and engaging videos. Social media content should be designed to educate and persuade consumers, thereby increasing their confidence in making purchase decisions.
2. Businesses should implement a structured content calendar to ensure frequent and consistent posting of updates, promotions, and customer engagement initiatives. Interactive content such as live Q&A sessions, customer testimonials, and product demonstrations should be incorporated to build consumer trust and brand loyalty.
3. Companies should adopt quick response mechanisms, chatbot integration, and live customer support to improve consumer experience and drive purchase decisions. Regular training should be provided for customer service representatives to ensure prompt and effective handling of consumer inquiries and complaints.

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