

Perception of Social Media Advertising among Ahmadu Bello University Students

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Abstract

The paper is an exploratory study on Ahmadu Bello University (A. B. U.), Zaria students' perception and reception of social media advertising (SMA). Published Nigerian empirical studies on SMA are rare; however, prescriptive and anecdotal articles are common. Traditional mass media advertising tends to have low credibility among audiences. However, research in US and Europe tend to suggest that students' attitudes to SMA are positive. In addition, possibility of rapid spread of negative messages harmful to organisation's reputation in SMA, serves to watchdog manufacturers. Field survey was the method used, with questionnaire and focus group discussion as instruments to gather data. Findings addressed the extent and nature of receptions, perceptions and engagement with SMA among the students. Alternative suggestions were given on organisational use of SMAs to engage students.

Keywords: Social media, Online advertising, Perception, Reception, Engagement