

# Perception and Influence of Faro Juice Beverage on Social Media Promotion

## Case Study of American University of Nigeria Students

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### ABSTRACT

The purpose of the paper is to determine the perception and influence of faro juice beverage on social media promotion among the students of American university of Nigeria. The methodology employed is survey questionnaire which was administered to 100 students which are users of online social media promotion. A statistical package for social science (SPSS) was used for descriptive statistic, simple frequency table, percentage analysis, inferential statistic and person chi-square. Four hypotheses were tested using the data from the survey. The study found that almost all the respondents find the Faro Juice beverage platform for promotion advertisement on social media attractive albeit it is yet to influence their decision. Also the result found out that a significant relationship between student's perception and their personal data (age, gender, level of education and employment). Also, almost all the respondents found out that Faro Juice beverage platform used for promotion advertisement on social media attractive albeit it is yet to influence their decision. Students perception about the platform is still mixed as discovered from the survey. In addition, it was discovered that Faro Juice beverage platform gained more attraction on Instagram, Facebook than other social media platforms.

**Key Words:** Social Media, Promotion, Perception, online

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### 1.1 Introduction

#### 1.2 Background of the Study

Social media is a platform where individual meet on social virtual space. The users exchange ideas about social lives, business which is been facilitated with the use of Internet. With the connectivity, people shares their lifestyle status, interest and also do business with the information and create awareness (Sharma & Soundarabai, 2017). Social media has revolutionalized the modern world, that is why it has been made the virtual creation, it has been keeping people busy re regarding a day or the hour during the day.

The application and use of internet has enable individual to communicate with one another all around the world, Internet based application web on social media has made it possible for people, organization and company to transfer, transmit and share information online. Advertising is an important element of the Promotion mix of any company. There are mainly two types of media used in Advertising. One is traditional media like television, newspapers, radio, etc. and the other is modern day media like social media (Kamath & Deshmukh, 2018). There are many different forms of social media site where promotion, advertisement can be done, this includes: internet forum, social blogs, social site, and social media bookmarking. Promoting of products or services on these sites generate traffic online. The business that is being conducted online attracts and encourages users to share it with their partners and associates (Haida & Rahim, 2015). Research on social media, promotion, marketing has started getting critical importance in our contemporary societies. New dimension pattern has started surfacing in today digital advertisement and promotion. While research on social media has still been providing snapshot with the features analysis of social media among leading product usually advertised (Nicholls, 2012). The rise of growing in digital dimension allow individual and corporate to promote their good and interact on social media. Most times not only firm involves in digital marketing, several individual patronized social media to promote their good and services to their esteem customer. Globalization has transformed the marketing field from traditional marketing media to social marketing media because of its numerous roles of reaching more customers at the least cost. Traditional marketing communicates with customers through dedicated media channels like television, radio, newspaper, magazine, but the failure of

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traditional marketing channels to yield significant returns on investment is attributed to many reasons including lack of interactive engagement between the customers and the brand (Olotewo, 2016)

Social media has expedited unparalleled growth in human interaction in modern times. This new media has caught the attention of organizations, communities and individuals through their ability to facilitate the collaboration of virtual communities and to provide a productive environment for mutual sharing and interaction. The adoption of social media for advertising by corporations worldwide is on the rise. Many corporations today have official Facebook pages, twitter accounts as well as corporate blogs the various tools that companies may use in their advertising aspect to increase their service and quality for their customers and increase profit (Cynthia & Mathew, 2015).

Social media is a new face used by many company to promote and market their brand, product and deliver services to wide esteem customer. The purpose of the study is to investigate the perception and influence of Faro Juice social media promotion among students of American University of Nigeria Yola. The purpose is to study student perceptions, influence of Faro Juice on social media promotion that the advertisement on social media how does it influences their usages, and how does students perceives such advertisement on social media platform. The study provides the student with the insight and understanding of how they perceive promotion on social media. There are the different platforms, through which social media promotion; advertisement is facilitated, these include: Twitter, Facebook, LinkedIn, Whatsapp, Yelp, Instagram, etc.

Online promotion on social media has led the users perceives such product will deliver the purpose of it usage, the platform enables the dissemination, transmitting of information in textual format, audio, video, pictorial images to reach a wider portion of the public (Kathiravan, 2017). The study will benefit the users of the product which is Faro Juice beverage because of how they perceive the social media promotion. Also it will give the company the better understanding of how the product is perceived by the user of social media platform.

### **1.3 Aim and Objectives of the Study**

The purpose of the study is to study the user perception and influence of Faro Juice beverage on social media promotion among the American university of Nigeria student. The objectives of the study are as follows:

- Determine the Perception and Influence of Faro Juice social media.
- What relationship does the social media platforms and the user
- Determine the relationship between the variables of social media platforms

### **1.4 Research Question**

- What is the relationship between AUN student perception of Faro Juice social media promotion and student gender?
- What is the relationship between AUN student perception of Faro Juice social media promotion and age distribution?
- What is the relationship between AUN student perception of Faro Juice social media promotion and academic level”?
- What is the relationship between AUN student perception of Faro Juice social media promotion and Employment?

### **1.5 Research Hypotheses**

#### **H1**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and student gender.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and student gender.

#### **H2**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and age distribution.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and age distribution

#### **H3**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and academic level.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and academic level.

#### **H4**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and employment status.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and employment status.

### **Experimental Methods**

The survey questionnaire was administered to the student of the American University of Nigeria (AUN) students which are users of social media platform and consumers of Faro Juice (ADAMA BEVERAGE). The survey collected responses from the student to determine the perceptions and influence of Faro Juice on social media promotion. The study area is within the school campus. The questionnaire survey administered to 100 students, the sampling size is taken at a 5% error margin at a 95% confidence level using Facebook and Instagram who patronize social media platform. Statistical package for social science (SPSS) was used for the analysis for descriptive statistic, simple frequency table, percentage analysis, inferential statistic, and person chi-square

### **Sampling Size Determination**

In business, companies, marketers mostly rely on non-probability sampling (Etikan & Bala 2017). Purposive sampling method was used to collect data from the users of Facebook and Instagram among the American University of Nigeria students. We used a confidence level of 95% with a confidence level (margin error) of .5% from a total population of 100 participants for our analysis. We used a three-point Likert scale ranging yes, no and neutral.

### **Presentation and Interpretation of Results**

The questionnaire had two sections. The first section contained the personal details of the respondents such as gender, age, academic level and employment status while the second category provided insight on the perception of the respondents about the Faro Juice platform. The results from the survey exercise are presented as follows:

#### **Section A: Personal Information of Respondents**

**Table 1: Distribution of Respondents by Gender**

Gender	Frequency	Percentage
Male	46	46.9%
Female	52	53.1%
<b>Total</b>	<b>98</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 1. shows the gender distribution of respondents. The result was mixed among males and females. Female students of AUN (53.1%) participated more in the survey than their male counterparts (46.9%). This indicates that the researcher was not gender bias during the data collection process.

**Table 2: Distribution of Respondents by Age**

Age	Frequency	Percentage
16-30 years	92	93.9%
31-50 years	6	6.1%
51 years +	-	-
<b>Total</b>	<b>98</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 2 elicited information on the age distribution of respondents. Majority of the respondents, 93.9%, are between the 16 and 30 years, which can be attributed to the fact that most Nigerian students are within this age bracket. About 6% of the respondents are between 31 and 50 years, and none was above 51 years.

**Table 3: Distribution of Respondents by Academic Level**

Level	Frequency	Percentage
Junior	24	33.7%
Senior	33	24.5%
Sophomore	14	14.3%
Fresher	17	17.3%
Graduate student	10	10.2%
<b>Total</b>	<b>98</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 4.3 supplied information on the academic level of respondents. The result was mixed among each level. 33.7% of the respondents are junior cadre, 24.5% in senior, 14.3% in sophomore, 17.3% are fresher's and the remaining 10.2% are graduate students of AUN.

**Table 4: Distribution of Respondents by Employment Status**

Level	Frequency	Percentage
Self-employed	5	5.1%
Student	82	83.7%
Employed	8	8.2%
Unemployed	3	3.1%
<b>Total</b>	<b>98</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 4.4 contained information on the employment status of respondents. Majority of the respondents, precisely 83.7%, are students. This is not surprising given that the study was targeted at students who are users of Faro Juice platform. 5.1% are self-employed; 8.2% are employed and the other 3.1% are unemployed.

### **Section B: Perception and Influence of Respondents on Faro Juice Platform**

**Table 5: Do you find social media promotion & advertisement attractive**

Response	Frequency	Percentage
Yes	69	71.1%
No	9	9.3%
Neutral	19	19.6%
<b>Total</b>	<b>97</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 4.5 gave a spotlight into respondents' perception about the attractiveness of social media promotion and advertisement. 97 respondents provided answer to this question. Majority of the respondents, which constituted 71.1%, find social media promotion and advertisement attractive, 9.3% do not find it attractive while the other 19.6% were indifferent.

**Table 6: Social media marketing is better than ordinary marketing**

Response	Frequency	Percentage
Yes	61	61.6%
No	5	5.1%
Neutral	33	33.3%
<b>Total</b>	<b>99</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 4.6 sought respondents' opinions to determine if social media marketing is superior to ordinary or traditional marketing. The researcher got 99 valid responses for this question. Majority of the respondents, which constituted 62.2%, answered in affirmative; 33.7% were indifferent and the remaining 5.1% opined that ordinary marketing is better than social media marketing.

**Table 7: It's easier to advertise products on social media**

Response	Frequency	Percentage
Yes	81	81.8%
No	7	7.1%
Neutral	11	11.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 7 sought respondents' opinion whether they find it easier to advertise their products on social media. The researcher got 99 valid responses. Almost all the respondents, precisely 81.8%, opined in affirmative, 11.1% were indifferent and the other 7.1% opined in contrary. Given this result, it can be put forward that social media is a powerful platform to attract potential customers and get visibility for products.

**Table 8: Time length respondents use on social media**

Response	Frequency	Percentage
One hour	15	15.2%
Two hours	20	20.2%
More than Two Hours	64	64.6%
<b>Total</b>	<b>99</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 8 supplied information on the time length respondents' use on social media. The researcher got 99 valid responses. Almost two-thirds of the respondents use more than two hours on social media; 20.2% spend two hours and the remaining 15.2% use one hour. This perhaps indicates that respondents are technology savvy.

**Table 4.9: Social media platform respondents spend most of your time on**

Response	Frequency	Percentage
Facebook	15	15.6%
Instagram	49	51.0%
YouTube	20	20.8%
Telegram	1	1.0%
Snapchat	11	11.5%
<b>Total</b>	<b>96</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 9 provided insight into the social media platforms mostly used by respondents. There are 96 valid responses for this question. Roughly half of the respondents, which is 51%, spent most of their time on Instagram, 20.8% on YouTube; 15.6% on Facebook; 11.5% on snapchat and the remaining 1% on telegram.

**Table 10: Do you check/click advertisement on social media**

Response	Frequency	Percentage
Yes	56	56.6%
No	16	16.2%
Neutral	27	27.2%
<b>Total</b>	<b>99</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 10 presented the opinions of respondents on whether they usually check or click advertisement on social media. The researcher obtained 99 valid responses. Majority of the respondents, which is 56.6%, answered in affirmative, 16.2% said no while the remaining 27.2% were indifferent.

**Table 11: Extent at which respondents use social media**

Response	Frequency	Percentage
Everyday	-	-
Often	31	31.3%
Not everyday	57	57.6%
Always	11	11.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 11 contained information on the extent at which respondents make use of social media. The researcher obtained 99 valid responses for this question. Majority of the respondents, roughly 58%, use social media not every day; 31.3% use it often and the other 11.1% make use of social media always.

**Table 12: Which social media respondents prefer to check for product advertisement**

Response	Frequency	Percentage
Facebook	16	16.5%
Instagram	33	54.6%

YouTube	37	27.8%
Telegram	1	1.0%
Snapchat	-	-
<b>Total</b>	<b>97</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 12 elicited information on respondents' preference for product advertisements on social media. There are 97 valid responses for this question. Majority, which is 54.6% of respondents preferred Instagram; 27.8% preferred YouTube; 16.5% opt for Facebook; 1% for Telegram and none preferred Snapchat.

**Table 13: Have you seen Faro Juice advertisement on social media**

Response	Frequency	Percentage
Yes	22	22.2%
No	71	71.7%
Neutral	6	6.1%
<b>Total</b>	<b>99</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 13 sought respondent opinion whether they have seen Faro Juice advertisement on social. The researcher got 99 valid responses for this question. Almost 72% of the respondents, the majority, answered in contrary; 22.2% responded in affirmative and the other 6.1% were indifferent. This connotes that Faro Juice is yet to gain traction on social media.

**Table 14: Social media platforms respondents get Faro Juice advert**

Response	Frequency	Percentage
Facebook	22	42.3%
Instagram	12	23.1%
YouTube	15	28.8%
Telegram	5	5.8%
Snapchat	-	-
<b>Total</b>	<b>52</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 14. gave insight on the social media platform respondents get Faro Juice advertisement. The researcher obtained 52 valid responses for this question. Majority of the respondents, precisely 42.3% get more of Faro Juice advertisement on Facebook; 28.8% on YouTube; 23.1% on Instagram; 5.8% on Telegram.

**Table 15: Respondent perception of Faro Juice advertisement on social media**

Response	Frequency	Percentage
Positive	35	40.2%
Negative	10	11.5%
Neutral	42	48.3%
<b>Total</b>	<b>87</b>	<b>100%</b>

*Source: Author's computation from Field Survey*

Table 15 presented respondent opinion on Faro Juice advertisement on social media. There are 87 valid responses for this question. Majority of the respondents, precisely 48.3%, were indifferent. Another 40.2% had positive perception while the other 11.5% had negative perception about Faro Juice advertisement on social media.

**Table 16: Has Faro Juice advert influence your decision**

Response	Frequency	Percentage
Yes	22	29.8%
No	38	40.4%
Neutral	28	29.8%

<b>Total</b>	<b>94</b>	<b>100%</b>
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**Source:** Author's computation from Field Survey

Table 16 sought to determine whether Faro Juice advertisement on social media influences their decision, regarding patronage. The researcher obtained 94 valid responses for this question, in which the results were mixed. 29.8% of the respondents answered in affirmative; 29.8% were indifferent and the remaining 40.4%, which is the majority, stated that Faro Juice advert has not influenced their decision.

**Table 17: Will you recommend Faro Juice to another person**

Response	Frequency	Percentage
Yes	38	45.2%
No	18	20.5%
Neutral	32	36.4%
<b>Total</b>	<b>88</b>	<b>100%</b>

**Source:** Author's computation from Field Survey

Table 17 determined whether respondents will recommend Faro Juice to another person. Most of the respondents, which constituted 45.2%, said yes; 20.5% said no; and the other 36.4% were indifferent.

**Test of Research Hypothesis**

A research hypothesis is a specific, clear and testable proposition or predictive statement about the possible outcome of a scientific research study based on a particular property of a population (Etikan & Bala, 2017). The study developed four research hypotheses to test the relationship between student perception about Faro Juice platform and their personal details such as age, gender, academic level and employment status.

The Chi-Square test of independence, which is commonly used for testing relationships between categorical variables, was utilized to test the research hypotheses. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population. Calculating the Chi-square statistic and comparing it against a critical value from the Chi-square distribution allows the researcher to assess whether the observed cell counts are significantly different from the expected cell counts.

To make a conclusion about the hypothesis with 95% confidence (or 5% significance level), the probability value should be benchmarked against 0.05. If the probability value (labelled as Asymp Sig.) is less than 0.05, it can be posited that the variables are not independent of each other and that there is a statistical relationship between the categorical variables. The Statistical Package for Social Science (SPSS) was employed to compute Chi-square statistic electronically.

**Hypothesis One:**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and student gender.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and student gender.

(Note: Table 4.5 is used to gauge student perception of Faro juice and Table 4.1 for gender distribution of respondent).

**Table 18: Student perception \* Gender Cross tabulation**

		Gender			Total
			Female	Male	
Student perception	Missing	1	1	1	3
	Neutral	0	11	8	19
	No	0	6	3	9
	Yes	1	34	34	69
<b>Total</b>		<b>2</b>	<b>52</b>	<b>46</b>	<b>100</b>

**Table 19: Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	16.832 <sup>a</sup>	6	.010
Likelihood Ratio	6.463	6	.373
N of Valid Cases	100		

**Table .20: Student perception \* Age Cross tabulation**

		Age			Total
		16-30	31-50		
Student perception	Missing	1	2	0	3
	Neutral	0	17	2	19
	No	0	7	2	9
	Yes	1	66	2	69
Total		2	92	6	100

**Table 22: Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.794 <sup>a</sup>	6	.001
Likelihood Ratio	10.111	6	.120
N of Valid Cases	100		

**Table 23: Student perception \* Academic Level Cross tabulation**

		Academic Level						
		Fresher	Graduate student	Junior	Senior	Sophomore		
Student perception	Missing	1	0	0	1	1	0	3
	Neutral	0	4	1	7	2	5	19
	No	0	1	2	1	3	2	9
	Yes	1	12	7	15	27	7	69
Total		2	17	10	24	33	14	100

The Pearson Chi-square statistic stood at 16.832, with probability value of 0.01. The relationship between the two categorical variables is significant as the probability value is less than the critical 0.05. Thus, there is 95% level of confidence to reject the null hypothesis that a significant relationship exists between student perception of Faro Juice social media promotion in AUN and gender.

**Hypothesis Two**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and age distribution.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and age distribution.

The Pearson Chi-square statistic stood at 21.794, with probability value of 0.01. The relationship between the two categorical variables is significant as the probability value is less than the critical 0.05. Thus, there is 95% level of confidence to reject the null hypothesis that a significant relationship exists between student perception of Faro Juice social media promotion in AUN and age.

**Hypothesis Three**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and academic level.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and academic level.

The Pearson Chi-square statistic stood at 27.871, with probability value of 0.022. The relationship between the two categorical variables is significant as the probability value is less than the critical 0.05. Thus, there is 95%



level of confidence to reject the null hypothesis that a significant relationship exists between student perception of Faro Juice social media promotion in AUN and academic level.

**Hypothesis Four**

H<sub>0</sub>: There is no statistically significant relationship between AUN student perception of Faro Juice social media promotion and employment status.

H<sub>1</sub>: There is statistically significant relationship between AUN student perception of Faro Juice social media promotion and employment status.

**Table 25: Student perception \* Employment status Cross tabulation**

		Employment status				Total
		Employed	Self-Employed	Student	Unemployed	
Student perception	Missing	1	0	0	2	3
	Neutral	0	2	0	17	19
	No	0	0	3	6	9
	Yes	1	6	2	57	69
Total		2	8	5	82	100

**Table .26: Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.528 <sup>a</sup>	12	.001
Likelihood Ratio	19.006	12	.088
N of Valid Cases	100		

The Pearson Chi-square statistic stood at 34.528, with probability value of 0.001. The relationship between the two categorical variables is significant as the probability value is less than the critical 0.05. Thus, there is 95% level of confidence to reject the null hypothesis that a significant relationship exists between student perception of Faro Juice social media promotion in AUN and employment status.

**1.2.2 Discussion of Results**

As stated earlier, the study assessed the perception of AUN students on Faro Juice beverage social media promotion. The respondents comprised mostly undergraduates and few graduate students. The study developed four research questions and discovered that there is 95% evidence that a significant relationship between student perception and their personal data (age, gender, level of education and employment). The study found that almost all the respondents find the Faro Juice beverage platform for promotion advertisement on social media attractive albeit it is yet to influence their decision. Students perception about the platform is still mixed as discovered from the survey. In addition, it was discovered that Faro Juice platform gained more traction on Instagram than other social media platforms. Generally, it can be inferred that visibility of the Faro Juice Platform is not robust on Facebook, YouTube, Telegram and Snapchat, implying awareness about the platform need to be worked on. The Faro Juice platform holds great prospects for product advertisement, content marketing, research and publicity if well taken care of.

**1.2.3 Summary, Conclusion and Recommendation**

The findings of the research show that a significant relationship between student perception and their personal data (age, gender, level of education and employment). The study found that almost all the respondents find the Faro Juice beverage platform for promotion advertisement attractive although, Moreover female responded with high frequency indicating the most widely users of social media than their male counterpart. The age distribution indicated that younger people are technology savvy than the older ones, the responded with 93% which age bracket falls between 16 & 30 years of age

#### **1.2.4 Conclusion**

From the findings of the research we can conclude that there is a significant relationship between student perception and their personal data (age, gender, level of education and employment), also the study found one that Faro Juice social media advertisement attractive on social media, because it influences them to patronize the platform.

#### **1.2.5 Recommendation**

The study has significance implication, first they found social media promotion attractive and beneficial, secondly the Faro Juice social media promotion holds great prospect for product advertisement, content marketing and research publicity.

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